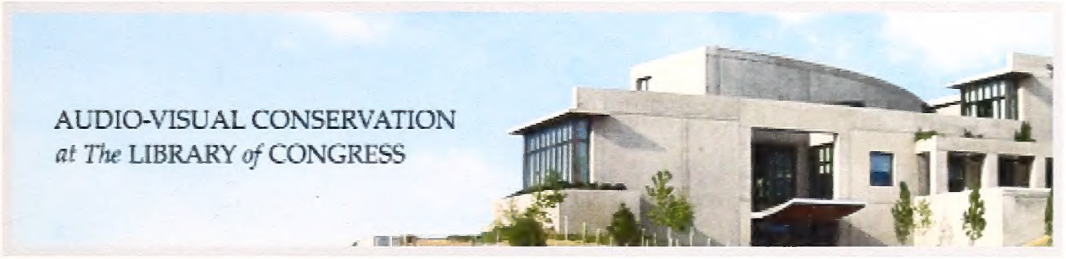

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Motion Picture and Television Reading Room
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Recorded Sound Reference Center
www.loc.gov/rr/record

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

APRIL 1, 1963

Agencies can't find common ground for stand on ratings hearing 27

NAB delegates facing critical issues as Chicago convention opens 98

RAB's Bunker pulls no punches in attack on television 38

Viewers are watching television more and enjoying it better 48

COMPLETE INDEX PAGE 7

THE EMBLEM SEEN MOST ON NORTHWEST TV SETS!

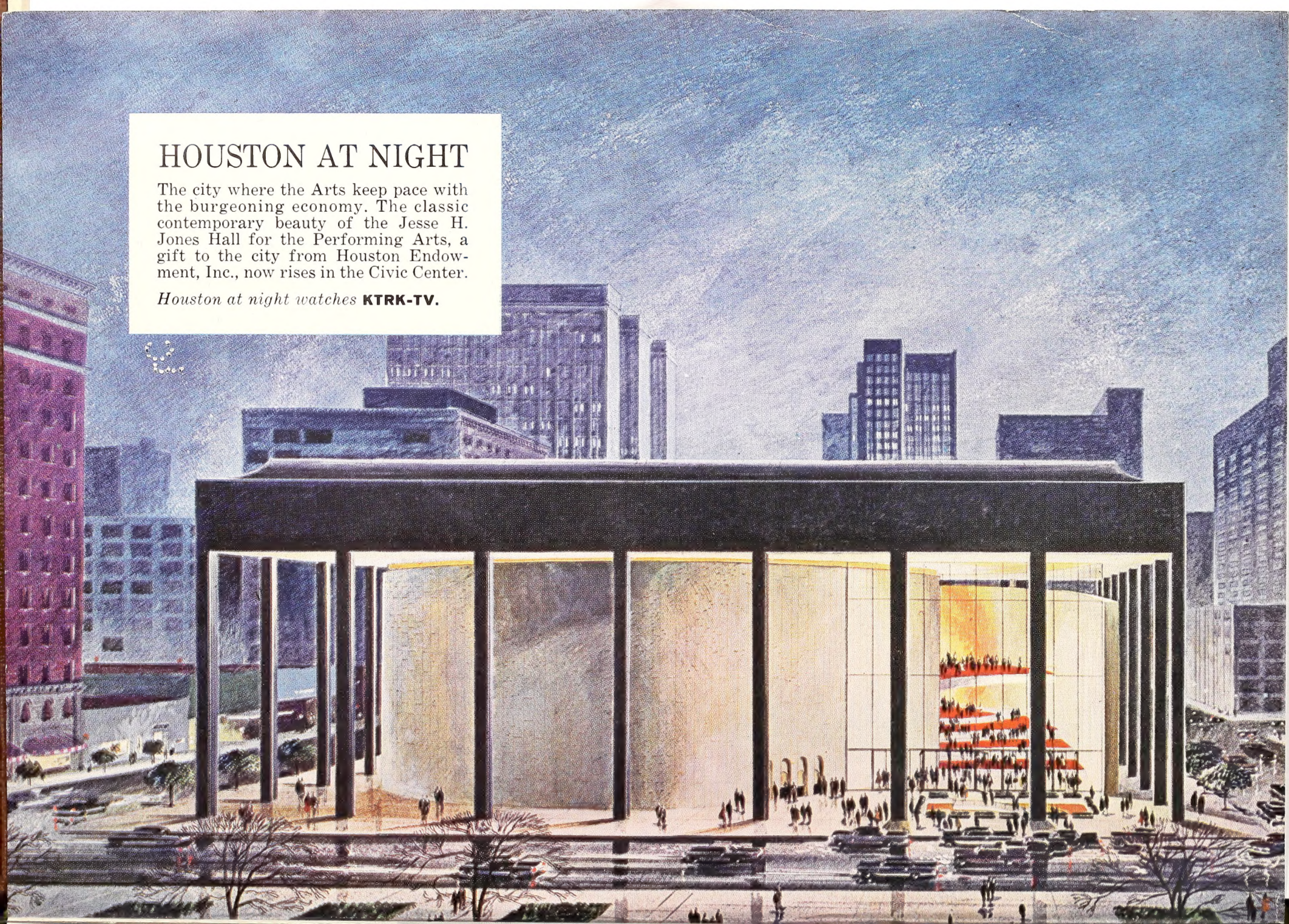


INTEGRITY
RESPONSIBILITY
RELIABILITY
*ACCEPTANCE

*WCCO Television has led in average quarter-hour total area homes in virtually every Nielsen Report (58 out of 60), covering the 7½ years that Nielsen has measured the market.

"THE DIFFERENCE BETWEEN GOOD AND GREAT IN MINNEAPOLIS ST. PAUL TELEVISION"

Sold Nationally by Peters, Griffin, Woodward, Inc.


HOUSTON AT NIGHT
The city where the Arts keep pace with the burgeoning economy. The classic contemporary beauty of the Jesse H. Jones Hall for the Performing Arts, a gift to the city from Houston Endowment, Inc., now rises in the Civic Center.
Houston at night watches **KTRK-TV.**

TK 6540
.B85

see what's growing on KTVI



St. Louis has been looking around and changing TV habits. January ARB Metro shares compared with November document that change toward KTVI. Mornings are up *57 percent;* afternoons are up *20 percent;* late evenings are up *13 percent.** Programs that earned their new share include **GIRL TALK, DIVORCE COURT and STEVE ALLEN. Now** is the key time to take a fresh look at St. Louis for your client's future plans; see what's growing on KTVI!

* *9:00 AM–12 NN, M-F*
12:00 NN–6:00 PM, M-F
10:00 PM–12 MD, M-S

KTVI
abc **2** ST. LOUIS
HR Television, Inc.

April - June 1963

Dollar values..and returns

The returns on your ad dollar are reflected by the homes delivered and by cost per thousand. Month after month and year after year you can depend on KRLD-TV to deliver more homes, greater audiences, and higher ratings at the lowest cost per thousand, giving you a greater return for your investment. . . . And, your product will be seen on the number one outlet in the nation's 12th television market — KRLD-TV.

If you want your ad dollar to do its best for you, place it in a Channel 4 schedule. See your ADVERTISING TIME SALES representative.



KRLD-TV

represented nationally by
Advertising Time Sales, Inc.

ATS

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

CLOSED CIRCUIT®

Texas revolt

Signs of incipient rebellion against NAB were reported last week—on eve of annual convention in Chicago. Movement, headed by Texas broadcasters dissatisfied with NAB President LeRoy Collins' stewardship, looks toward creation of new trade group with state associations as nucleus and with Washington headquarters. Texas Assn. of Broadcasters' president, Jack Roth (president-general manager, KONO San Antonio), is spearheading movement and, with authority of TAB board, this week will circularize all state association presidents urging approval by their memberships.

Broadcasters opposing move take position that if NAB isn't doing job, it's up to membership through its board of directors to do something about it. Number of broadcasters opposed extension of contract of Governer Collins until 1966. *At conference of state association presidents last Feb.* 26-27, *some dissatisfaction was manifested over NAB leadership and its implied unwillingness to resist regulatory inroads by FCC.*

Rumble over ratings

High network officials are beginning to get jittery as House subcommittee investigating ratings services turns up more and more bugs in audience research. There have already been what-to-do-about-it meetings involving network brass and officials of some rating companies (not Nielsen), and dozen executives of networks, agencies and production companies were scheduled to meet in secret on subject Saturday, March 30, at country club near New York. Melvin Goldberg, NAB vice president for research, has been in on some meetings.

Meanwhile, there is strong sentiment for conference sponsored by House Subcommittee on Investigations looking toward voluntary plan for correcting deficiencies in audience measurement methodology. There is precedent for such round-table: Similar sessions were held by Chairman Oren Harris' subcommittee following investigations of FCC several years ago. Chairman reportedly is considering such intermediate step short of seeking legislation although practically every committee member has said in hearing that new laws are needed.

RAB's big plans

There's apt to be news of major consequence for advertisers and agencies out of Radio Advertising Bureau's session Tuesday at NAB convention. In addition to probable offer to underwrite ratings methodology study (see page 38), RAB is expected to disclose plan to provide, in collaboration with Station Representatives Assn., dollar figures on radio spending of national advertisers—possibly by market as well as by brand. Plan will be explored in detail at follow-up meeting SRA is holding for broadcasters on Wednesday, with leaders including Ed Codel of Katz, SRA president; Ed Bunker, RAB president; Larry Webb, SRA managing director, and major agency executives.

Why door stayed shut

Failure of House Rules Committee last month to vote on proposal that public hearings be opened to broadcast coverage has been blamed on "mushy" situation in committee and genuine fears of congressmen that serious abuses of privilege could follow access. Hard-core opponents shoved proposal in cooler, taking advantage of "foggy position" of proponents, and fence straddlers, access friend said last week.

One lawmaker says his colleagues genuinely fear that broadcasters may be unfair in presentation of hearings excerpts (distortion, statements out of context, etc.) and that publicity seeking demagogues may hog spotlight, as some think already has happened in past on other side of Capitol Hill. Hope for access go-ahead is in providing convincing evidence of broadcaster fairness in news handling and some persuasive safeguard to block demagogues, congressman says.

Everybody's in act

Emil Mogul, president of Mogul, Williams & Saylor agency, New York, is reportedly formulating plan for "unified" broadcast rating system that he may disclose this week. Mr. Mogul is known to be dissatisfied with present ratings service methods and practices. He's upset by inconsistencies in audience measurement data and sees widely varying techniques employed by different services as unnecessary and as factors to current confusion.

Market movement

With thawing of fm freeze on horizon and hopes for am thaw later, equipment makers expect quickened competitive pace this week in exhibit halls at NAB Chicago convention as industry buying mood revives. Collins Radio Co. today (Monday) will break news it is extending warranties on all products it manufactures from usual one-year term to two years. Collins Wednesday will fly members of FCC to home plant at Cedar Rapids for fm symposium, plant tours.

ARB's answer

Look for across-the-board "dramatic" increase in sample size for all American Research Bureau tv rating surveys in near future. Officials of ARB met on planned changes at Beltsville, Md., headquarters last Friday (March 29). ARB also plans extensive research into accuracy of its diary information and methodology. Firm is checking with clients and advertisers for acceptance before it makes definite plans.

Hizzoner Grant

It hasn't been announced, but William Grant, who has resigned as president and board chairman of KOA-AM-FM-TV Denver, plans to run for mayor of Denver. It's understood he decided it would be best to disassociate himself from management of properties, but he retains his minority interest (5.9%) in stations, in which Bob Hope is principal stockholder. Mr. Grant is a Democrat.

Program report

Proposed program reporting form is due for another go-round at FCC commissioner level soon. Commissioner Frederick W. Ford, chairman of special committee working on it, has distributed his version of what form should be to other members of committee, FCC Chairman Newton N. Minow and Commissioner Robert T. Bartley. They will discuss it after their return from NAB convention and, if agreement can be reached, will submit it for full commission consideration.

One of main points of controversy will be perennial one of composite week. Commissioner Ford's proposal omits it, except for reporting commercial material. Commissioner Kenneth Cox believes it should be retained. He argued this position vigorously as chief of Broadcast Bureau.

'Post' mortem

Saturday Evening Post, which lately has been specializing in sensationalism and is now embroiled in nationwide controversy over recent article alleging collusion among football coaches in Southeastern Conference, is planning major story on ratings hearing now underway in Congress. Two *Post* writers, Bard Linderman and Alan Patureau, have covered past two weeks of hearing and have been interviewing principals involved.

Published every Monday, 53rd issue (Yearbook Number) published in November, by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C., and additional offices.

4 in a series of original drawings by Baltimore artist Aaron Sopher



FAVORITE THROUGHOUT MARYLAND THE MARYLAND SHOW, BALTIMORE MUSEUM OF ART

WBAL-RADIO 1090 NBC **BALTIMORE** MARYLAND'S ONLY 50,000 WATT STATION
NATIONALLY REPRESENTED BY McGAVREN-GUILD COMPANY, INC.

WEEK IN BRIEF

Agencies shook by rating inquiry, but at character of the probe, not at disclosures. Majority feels shortcomings are known to users. Plans underway to set up methodology study and possibly spot check service. See . . .

AGENCIES EYEING RATING QUIZ . . . 27

Creditibility of Nielsen results are questioned by congressional probers. Louisville sampling is a special target. Committee lifts eyebrows at Audimeter reliability and "weighting" practices. See . . .

NIELSEN IS NO. 1 TARGET . . . 30

RAB lets loose with heavy attack on tv. For first time senior medium tackles its bigger brother on grounds that radio reaches better heeled audiences for longer periods of time and that tv's reach isn't uniform. See . . .

RADIO BETTER THAN TV? . . . 38

Tv viewers appear satisfied with what they see on home screens; not as "restless" as they were few years ago. Depth study indicates that tv is on right track now and just needs continued improvement. See . . .

MORE LIKE TV BETTER . . . 48

Fees for service is FCC goal. Majority orders staff to draft order levying charges for applicants—$100 for tv and $50 for radio. Income will be $5 million it is believed. Effective date is 1964. See . . .

FCC MOVES TOWARD FEES . . . 64

New Emergency Broadcast System plan roughed in. Ultimate objective is continued normal broadcasting by all stations. Fm and tv position in doubt as FCC awaits military requirements for vhf frequencies. See . . .

CONELRAD'S SUCCESSOR? . . . 82

FCC reverses its field on commercial time limitations. Commission orders proposed rule-making on how time limits should be applied. Commissioner Cox is swing man in major regulatory move. See . . .

CEILING ON COMMERCIALS . . . 84

Exploding world of space research is throwing off many advances for commercial use and one of the first may very well be miniaturization of tv cameras. First models already on hand and better to come. See . . .

MIDGET TV CAMERAS ABORNING . . . 88

Government regulations, three of them proposed in last few days, gives broadcasters something to talk about at NAB convention. Commercial time limits, fees and programming heat up Chicago meeting. See . . .

TOUGH REGULATIONS IS THEME . . . 98

Fm broadcasters choose Schulke to be first paid president. Magnavox advertising-sales promotion manager has long history in radio-tv with agencies, tv station and studios. Will be in Chicago. See . . .

SCHULKE HEADS FM GROUP . . . 106

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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BIG CHANGE IN RADIO SALES

NATIONAL RADIO SPOT BILLING ESTIMATES FOR 1963

ACTUAL FOR 1ST QUARTER

Stack up our performance in the first quarter against industry estimates for the entire year. You'll see who's already making the big change in spot radio billings. We maintain a highly skilled selling organization representing a select list of major properties in major markets. We are currently representing WNEW New York, WIP Philadelphia, WHK Cleveland, WCBM Baltimore, KMBC Kansas City, and will represent no more than 12 select radio stations.

Metro Radio Sales

H. D. "BUD" NEUWIRTH, V. P. AND DIRECTOR – OFFICES: NEW YORK, CHICAGO, PHILADELPHIA, ST. LOUIS, DETROIT, LOS ANGELES AND SAN FRANCISCO

*R. P. DOHERTY, PRES., TV-RADIO MANAGEMENT CORP., WASHINGTON, D.C.
†AVERAGE OF ALL FIVE PROPERTIES. INCREASES OVER LARGE 1962 BASES RANGE FROM 34% TO 100%

JUST IN TIME FOR NAB IN CHICAGO

'Side' expenses to convention will be deductible

Broadcasters at NAB convention in Chicago needn't worry about going out on the town. It'll be deductible.

This is latest word from U. S. Tax Commissioner Mortimer M. Caplin who issued proposed regulations on travel and entertainment Saturday (March 30). Mr. Caplin said public hearings on rules will take place in five or six weeks.

When "entertainment" follows *bona fide* business sessions at convention, expenses will be allowed, proposals state. Other tax deductible expenses in suggested rules:

- Hospitality suites at conventions.
- Wives' attendance at conventions if there is business reason for their presence.
- Meals if "conducive to business."
- Country clubs, yachts, etc., if used primarily for business. Otherwise expenses must be pro-rated.
- Vacations combined with business trips, if they don't account for 25% or more of time away from home.

Expenses for goodwill won't be deductible, new rules indicate, unless business result can be shown in "determinable" future.

Gist of suggested rules, which involve what is and is not deductible in travel and entertainment field, is deductions will be okayed if "directly related to active conduct" of business.

Regulations, when finally issued, will be retroactive to last Jan. 1, although revenue agents have been told to be sympathetic with expenses incurred before standards are issued.

Record-keeping requirements were issued by Internal Revenue Service late in December (BROADCASTING, Dec. 31, 1962).

Emerson anticipates 25% sales increase in '63

Emerson is stepping up production of its tv sets more than 50% this year over 1962, and company predicted sales in 1963 for all products should be up at least 25%.

Emerson said, in statement to distributors released today (April 1), that its hot seller is 16-inch lightweight portable tv for which firm is still working against back orders. Also noted: uhf-vhf channel sets are selling "at much faster pace than anticipated" and category now represents 25% of firm's overall business.

'CBS Reports' sponsors drop Wednesday segment

Withdrawal of three sponsors from this Wednesday's *CBS Reports* (7:30-9 p.m.) on use of insecticides attributed Friday to "incompatibility of product with subject, rather than the fact that the show is controversial."

Spokesman for Lehn & Fink Products, one of three withdrawing sponsors, explained "CBS actually suggested we transfer our time from this particular show to another *CBS Reports,* and we agreed." Lehn & Fink's Lysol disinfectant spray was product to be aired and, spokesman said, "it wasn't exactly the type of product to be advertised on a show about insecticides."

Other two companies — Standard Brands Inc. and Ralston Purina Co.— are food producers. Spokesman for Standard said CBS pointed up potential situation and while company didn't object to show's controversial content, it did feel show was unsuited for particular product advertised.

Show explores charges of Rachel Carson, in her book, *The Silent Spring,* that unrestricted use of insecticides is endangering mankind, as well as wildlife. Two of five sponsors will remain for broadcast—Kiwi Polish Co. and Brillo Mfg. Co.

'Censorship' protested in Mississippi incident

CBS News has protested what it called "most flagrant kind of censorship," in regard to treatment of CBS representative covering Negro voter registration demonstration in Greenwood, Miss.

In telegrams made available Friday, sent to Greenwood Mayor Charles E. Sampson and Police Commissioner B. A. Hammond, network contended: "After Richard Perez, cameraman on assignment by CBS News, had photographed demonstration of Negroes seeking to fill out applications to vote, he was taken into custody and compelled to surrender his film in Greenwood Police Station where it was exposed and rendered useless."

Telegram, signed by Blair Clark, vice president-general manager of CBS News, stated that CBS News wishes to protest action "in strongest possible terms," and concluded: "We ask that CBS News representatives in Greenwood be allowed freedom to pursue their legitimate efforts for collection of news for radio and television."

New bureau proposed by NL&B for ratings

Formation of new organization to do for tv-radio what Audit Bureau of Circulations does for print media was proposed Friday by Needham, Louis & Brorby, Chicago. Agency suggested Bureau of Audited Broadcast Measurement be formed with membership of BABM board to be taken from NAB, Assn. of National Advertisers, American Assn. of Advertising Agencies (four directors each), plus two directors each from broadcast, advertiser and agency fields who do not belong to industry associations.

Blair Vedder, vice president-media director of NL&B, explained basic function of board would be to develop standards for conducting all forms of tv-radio measurement. "This will require great deal of experimenting with present methods and exploring new ones," he said, which could be done through Advertising Research Foundation.

Once standards are developed and published for all methods of audience measurement, Mr. Vedder said, "the independent research services would be asked to follow BABM standards for the method they employ. More important, BABM would arrange for periodic audits of data from any company which claims its work has been conducted according to BABM standards." BABM research would have to be supported financially through dues system shared by broadcasters, agencies and advertisers, he said.

Formation of such organization already has received favorable reaction among advertising leaders, NL&B said, citing Robert Davis, Kraft Foods; James Fish, General Mills; Charles B. Foote, State Farm Insurance; Douglas Smith, S. C. Johnson & Sons, and A. G. Waack, Household Finance Corp.

NBC-TV signs Disney for two more seasons

Walt Disney and NBC-TV have renewed agreement for Disney tv showings on network for at least two more seasons, Disney Productions continuing to produce 50 weekly color broadcasts each year (half new and remainder selected from Disney library). Sunday show (7:30-8:30 p.m.) started on NBC-TV on Sept. 24, 1961.

more AT DEADLINE page 10

WEEK'S HEADLINERS


Mr. Treyz

Oliver Treyz, vp and worldwide sales manager of Warner Bros. tv division since March 1962, appointed vp of Revlon Inc., effective April 8 (CLOSED CIRCUIT, March 25). Mr. Treyz's assignment includes special marketing projects at Revlon and consultant work for advertising and marketing division of Schick Inc., of which Revlon has substantial interest. Appointment of Mr. Treyz, whose previous posts included executive in charge of ABC-TV starting in 1956, president of Television Bureau of Advertising beginning in 1954, sales promotion at ABC and research director of Sullivan, Stauffer, Colwell & Bayles, is seen as being connected with Schick's plans for immediate expansion in electric and safety razor business to encompass line of men's toiletries and related male products.

John T. Murphy, executive vp of Crosley Broadcasting Corp., elected president, succeeding late **Robert E. Dunville** (BROADCASTING, March 4). He will continue as member of board and of executive committee. Mr. Murphy entered radio in 1930 as NBC page in New York and spent 18 years with network ending up in sales and tv station relations. He joined Crosley's WLWD (TV) Dayton in 1949 as manager, was elected vp in charge of tv in 1951, and last September was made executive vp of Crosley group (WLW and WLWT [TV] Cincinnati, WLWD [TV] Dayton, and WLWC [TV] Columbus, all Ohio, and WLWI [TV] Indianapolis, Ind.).


Mr. Silverman

Fred Silverman appointed director of daytime programs for CBS-TV. Mr. Silverman, former staff producer-writer assistant to program manager and director of program development for WGN-TV Chicago, was most recently with WPIX (TV) New York as supervisor of live programming and general program assistant to executive vp. In effect, Mr. Silverman assumes duties handled by Oscar Katz, prior to executive shufflle at network two weeks ago (BROADCASTING, March 18) in which Mr. Katz was promoted to vp for program administration.

James A. Schulke, advertising-sales promotion manager of The Magnavox Co., elected president-chief executive officer of National Assn. of Fm Broadcasters (see story, page 106), with headquarters in New York City. Appointment of Mr. Schulke as first fulltime paid NAFMB president (CLOSED CIRCUIT, March 25) was ratified Friday (March 29) at association's board meeting in Chicago.


Mr. DeHuff

Thomas M. DeHuff, vp and director of tv commercial production at Cunningham & Walsh, New York, joins The Zakin Co., New York advertising agency, as partner. In his new post, Mr. DeHuff will be responsible for account management and supervision of broadcast activities. Prior to joining C&W in 1952, he was with William H. Weintraub agency (now Norman, Craig & Kummel) where for two years he was director of live tv production. Earlier, Mr. DeHuff served as program director of ABC Radio and staff director for ABC-TV.

Delbert L. Mills, operating vp of RCA Sales Corp., elected vice chairman, newly created post. At same time, **Raymond W. Saxon,** vp for marketing, elected president of company. Position of president was previously held by **W. Walter Watts,** who is also chairman of board.

For other personnel changes of the week see FATES & FORTUNES

Look overseas, AFA told, for advertising growth

"There's plenty of business overseas for the advertising business" and it will grow quickly in years ahead, Draper Daniels, national export expansion coordinator, told Sixth District of Advertising Federation of America in Chicago Friday. He said advertising and marketing are "the trump cards that American business hold as it plays for a major share of the greatest market ever known, the market of the Western world."

Jack Baxter, senior vice president in charge of creative services, Post-Keyes-Gardner, Chicago, told AFA competition for consumer attention in advertising is so great today no brand can afford to copycat other campaigns. He claimed evidence shows copycat ad theme actually helps sell original competitor rather than second brand in mind of public.

AFA Sixth District elected John F. Bonsib, Bonsib Adv., Fort Wayne, Ind., as president, succeeding Frank M. Baker, Grant, Schwenck & Baker, Chicago. New secretary of Lee Wilson, executive secretary of Detroit Adcraft Club; re-elected treasurer, Harold Cothrell, Fort Wayne National Bank.

Humble spots in 150 markets

Humble Oil & Refining Co., Houston, will begin on May 10 spot tv campaign on 13 weekends in approximately 150 markets. It will use minute announcements in daytime slots to reach adults. Agency: McCann-Erickson, New York.

ABC Radio makes changes in daily news lineup

Two changes in ABC Radio's daily news lineup go into effect today (April 1), and new weekly commentary program begins next Sunday (April 7).

Today, Ron Cochran takes over 2:55-3 p.m. news spot from Hank Weaver, who moves into 3:55-4 p.m. period. Mr. Weaver replaces Quincy Howe, who will begin Sunday commentary (7:30-7:45 p.m.) reviewing European newspaper views. Show replaces commentary program by Virgil Pinkley.

NBC-TV signs sponsors for weekend baseball

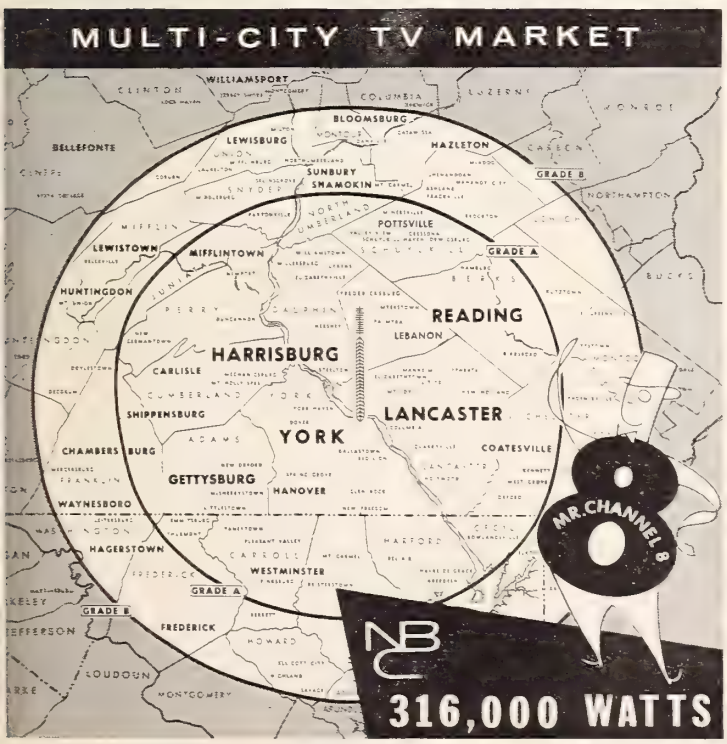
American Chicle Co., through Ted Bates & Co., New York, and International Harvester Co., through Aubrey, Finlay, Marley & Hudgson, Chicago, have purchased national participations on NBC-TV's *Major League Baseball.* New regional sponsors on weekend baseball series are Lucky Lager Beer, through McCann-Erickson, New York, and A. H. Folger Co., through Fletcher Richards, Calkins & Holden, that city.

'Untouchables' syndicated

After four seasons on ABC-TV *The Untouchables* is being released for national syndication. Desilu Sales, headed by Richard Dinsmore, will handle distribution of 116 hour segments of series.

you always WIN when you use WGAL-TV





Only single medium assuring full sales power in the entire region . . . a multi-city market including the metropolitan areas of Lancaster, Harrisburg, York, and many other communities. And, area-wide, the Channel 8 viewing audience is unequaled by all other stations combined. This is full sales power. Use it to build sales and increase profits.

WGAL-TV
Channel 8
Lancaster, Pa.

STEINMAN STATION · Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco


TFE
'63
VISIT
SCREEN GEMS
AT THE
ROOSEVELT ROOM
PICK-
CONGRESS
HOTEL



ONE OF TV'S MOST ACCLAIMED ACTION SERIES

'NAKED CITY'

99 HOURS AND 39 HALF-HOURS NOW AVAILABLE FOR FALL TELECASTING



STARRING
PAUL BURKE



CO-STARRING
HORACE McMAHON

New York City, the most exciting metropolis in the world, is the setting for this unique police-action series that captivated television viewers from coast-to-coast for four years on the ABC-TV network!

This is Screen Gems' first hour-long series to come off the networks, to be made available for syndication . . . and it's the one for which local stations have been waiting.

"NAKED CITY" is one of the most talked-about, most-acclaimed action series ever made, consistently delivering top audiences for leading national advertisers. The superb production . . . the first-rate dramatic writing . . . the big-name guest stars, can now be yours in your market on your station! Don't delay, see your Screen Gems representative...or see us at the TFE-'63, Pick-Congress Hotel.

SCREEN GEMS, INC.



FOR GUTS!

If this medal is ever issued, it will go to WHLI to take its place among the hundreds of awards and citations given to WHLI over the years.

WHLI believes its responsibility is active participation in the affairs of the area it serves. WHLI assumes – and broadcasts – its stand on local and other controversial issues.

Nor does WHLI's responsibility to its Nassau-Suffolk area end with editorials. WHLI runs 19 regularly scheduled ¼ and ½ hour Public Service Programs *every week!*

Sure we get citations, plaques and medals because WHLI has *earned* its reputation as "the Voice of Long Island."

WHLI 10,000 WATTS
AM 1100
FM 98.3
HEMPSTEAD
LONG ISLAND, N. Y.
the voice of long island

PAUL GODOFSKY, Pres. Gen. Mgr.
JOSEPH A. LENN, Exec. Vice-Pres. Sales

REPRESENTED by Gil-Perna

DATEBOOK

A calendar of important meetings and events in the field of communications

***Indicates first or revised listing**

APRIL

March 31-April 3—Annual **NAB** convention, Conrad Hilton Hotel, Chicago.

*April 1—Annual stockholders meeting, **Wometco Enterprises Inc.** 400 North Miami Ave., Miami, Fla.

April 1—Deadline for petitions to **FCC** for reconsideration of its new rates for leased, private telegraphic services and enactment of special press rates for wire services.

April 1—Deadline for comments on **FCC** proposed rulemaking to reserve ch. 39 in Allentown for etv use, assign ch. 36 to Altoona, ch. 3 to Clearfield, ch. 65 to Harrisburg, and ch. 68 to Scranton, all Pennsylvania, for etv use.

April 1—Deadline for comments on **FCC** proposed rulemaking to add ch. 18 to Gaithersburg, Md.

April 1—Eighth annual membership breakfast meeting of **Tv Stations Inc.**, Mayfair Room, Sheraton-Blackstone Hotel, Chicago. Sylvester L. (Pat) Weaver, board chairman of McCann-Erickson International, will be guest of honor and principal speaker. Other speakers will be W. D. (Dub) Rogers, Tv Inc.'s chairman, who will also preside, and the organization's president, Herb Jacobs.

*April 1-3—**American Management Assn.** briefing session on international defense and space marketing, Hotel Shoreham, Washington, D. C.

*April 2—Chicago chapter of **American Women in Radio and Television**, Havana Room, Sheraton-Blackstone, cocktails 5:30 p.m. and dinner 6 p.m. Talk on "The FCC From Both Sides of the Fence" by William Ray, chief of FCC Complaints and Compliances, and former manager of news and special events for NBC central division.

April 2—**Premium Advertising Conference**, conducted by Premium Advertising Assn. of America, McCormick Place, Chicago.

*April 2—Los Angeles chapter of **National Academy of Recording Arts & Sciences** (NARAS) panel discussion, Capitol's Studio A. Topic will be "Over production in the Record Business—What's the Answer?"

*April 4—Annual stockholders meeting, **Crowell-Collier Publishing Co.**, Chemical Bank New York Trust Co., New York.

April 4-5—**Assn. of National Advertisers** annual West Coast meeting, Biltmore Hotel, Santa Barbara, Calif. Speakers: Alan Stoneman, Purex Corp.; Fairfax Cone, Foote, Cone & Belding; Gilbert H. Weil, ANA general counsel; John B. Hunter Jr., B. F. Goodrich Co.; E. J. Beam, Hughes Aircraft; Ralph Carson, Carson/Roberts Adv.; Courtenay Moon, Grey Adv.; Harry F. Schroeter, National Biscuit Co.; Don Connell, Market Research Corp.; Peter Langhoff, Young & Rubicam, and Donald Kanter, Tatham-Laird.

April 6—**American Women in Radio & Television, Projection '63 workshop, 10 a.m.-12:30 p.m., tv wing, McCann-Erickson Inc., 485 Lexington Ave., New York.**

April 6—**Georgia AP Broadcasters Assn.** meeting, Atlanta. Awards banquet at night, with AP Assistant General Manager Louis Kramp speaking.

*April 8—Effective date of **FCC** rule permitting automatic logging, requiring station to keep maintenance log and have transmitting equipment inspected daily by first-class engineer.

*April 9—Annual stockholders meeting, **Storer Broadcasting Co.**, Miami Beach, Fla.

April 11—**FCC** deadline for reply comments to proposed findings in Grand Rapids, Mich., ch. 13 proceedings.

April 15-16—**Pan Pacific Television Festival** of tv programming from 17 Pacific basin nations to be held in San Francisco under auspices of San Francisco chapter of Academy of Television Arts & Sciences. Shirley Temple Black will be hostess and honorary chairman of the two-day event, which will be attended by representatives of the participating countries, ATAS members, guests from allied fields and educators and students. The exact site for showing entries has not been selected.

*April 16—Annual stockholders meeting, **Plough Inc.**, Memphis, Tenn.

April 17—**American Marketing Assn. conference on new product marketing, New York Hilton.**

*April 17—Annual meeting of stockholders, **Columbia Broadcasting System Inc.**, 1697 Broadway, New York.

April 17—Deadline for reply comments on **FCC**'s proposed fm allocations table.

April 18—**Assn. of National Advertisers, workshop on international advertising, Hotel Plaza, New York.**

April 18-20—Twentieth annual **Alpha Epsilon Rho** convention, Hotel President, Kansas City, Mo. Delegation of students of broadcasting from 32 universities.

April 18-21—Annual spring convention of **Mississippi Broadcasters Assn.**, Broadwater Beach Hotel, Biloxi. Golf tournament on 18th. First business session at 1 p.m. on the 19th.

April 19—Michigan AP Broadcasters Assn. meeting, Lansing.

April 19-20—Annual convention of **New Mexico Broadcasters Assn.**, Alvarado Hotel, Albuquerque. NAB President LeRoy Collins will be principal speaker.

April 20—Seventh annual convention of the **UPI Broadcasters Assn. of Connecticut**, Yankee Silversmith Inn, Wallingford, Conn.

April 20—**American Humane Society** annual Patsy awards for animal actors, Pantages Theatre, Hollywood.

*April 20—**UPI Broadcasters Assn. of Vermont**, Clover Restaurant, Colchester.

*April 20—**Indiana AP Radio-Tv Assn.** at Indianapolis.

*April 21-26—93rd convention of **Society of Motion Picture and Tv Engineers** (SMPTE), The Traymore Hotel, Atlantic City, N. J.

*April 22—Annual **Associated Press** luncheon, grand ballroom, Waldorf-Astoria Hotel, New York. Speaker: Lt. Col. John H. Glenn Jr. AP membership meeting scheduled for 10 a.m.

*April 22-23—**Conference on broadcasting and mental health**, under joint sponsorship of National Assn. of Broadcasters and National Assn. for Mental Health, U. S. Hotel Thayer, West Point, N. Y. The conference will open with a luncheon at the Harvard Club in New York City on April 22, and from there will move to West Point by chartered bus. Conference co-chairmen are LeRoy Collins, NAB president, and Dr. William C. Menninger of the Menninger Foundation.

*April 25—**Federal Communications Bar Assn.** luncheon, with following speakers: James B. Sheridan, Broadcast Bureau; James E. Barr, Safety & Special Radio Services; James J. Nordberg, Common Carrier, George S. Turner, Field Engineering & Monitoring, and Curtis B. Plummer, executive director. Willard Hotel, Washington.

April 25-27—Annual convention of **Fourth District of Advertising Federation of America**, Cherry Plaza Hotel, Orlando, Fla. Speakers include: Ralston H. Coffin, RCA, New York; Mark Cooper, AFA president; Whit Hobbs, BBDO, New York; Margo Sherman, McCann-Erickson, New York; Hobart Franks, *Atlanta Journal and Constitution;* Thomas Moore, ABC-TV, New York.

April 25-27—Annual meeting of **American Assn. of Advertising Agencies, The Greenbrier, White Sulphur Springs, W. Va.**

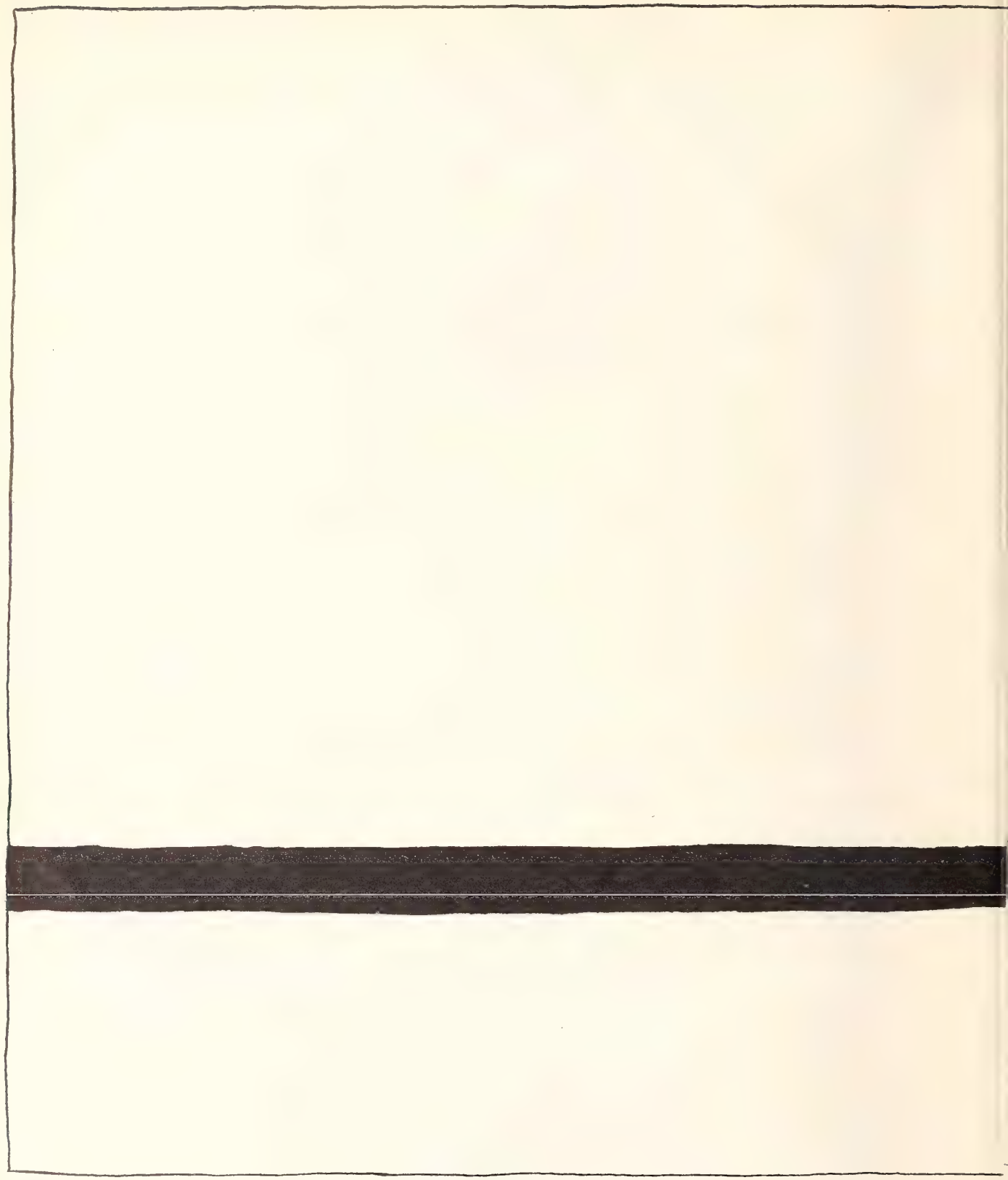


Looking or listening, you're tuned to UPI. More radio and television stations use UPI than any other news agency. Only UPI provides everything for news on the air: newswire, newspictures, newsfilm . . . and Univoice, UPI's audio news service. UPI is foremost because it offers most in news coverage for broadcasters.



United Press International

UPI



WNBC-TV devotes over one-third of its schedule to information, education, culture. More than programmed by any other New York commercial television station. More hours of hard news, too. That's why WNBC-TV is known as "New York's community-minded station."

Each week, more than 90% of New York's metropolitan area families spend over 11 hours with WNBC-TV's diversified entertainment and information schedule. And the unique, community-service programs reach sizable audiences, too. More New Yorkers tune to *Recital Hall* in a typical month than will attend concerts at Philharmonic Hall in Lincoln Center in a year. WNBC-TV's *Dialogue, Open Mind, Direct Line,* and *Youth Forum* each attracts more New Yorkers than subscribe to the Saturday Review. (*Youth Forum* alone has won 23 awards for excellence and community service.) Together, these five programs form the basis for a new sponsorship plan called Pathways—to help advertisers concentrate impact on New York's most thoughtful audiences. (Detailed brochures available on request.

as much a part of New York as its subways



Current sponsors are P. Lorillard Company, Bowery Savings Bank, and Socony Mobil Oil Company, Inc.)

WNBC-TV – serving the metropolitan area of New York, New Jersey, and Connecticut–creates programs that viewers talk about, think about, care about. That's why New Yorkers rely on WNBC-TV. It links them to local issues and events–much as the subway system links them to many points in the metropolitan area. This kind of community-station bond is distinctive to the programming of all NBC Owned Stations.



WNBC-TV, NEW YORK
WRCV-TV, PHILADELPHIA
WNBQ, CHICAGO
KNBC, LOS ANGELES
WRC-TV, WASHINGTON

NBC Owned. Represented by NBC Spot Sales.



A special November election-night survey by Western Union proved again the power of KCBS. 1000 phone calls, at random in 6 counties, placed KCBS first by far, with a 15% share. Listeners in search of fact put the next three stations (independents) 10% to 15% behind KCBS. The second-ranking network placed 5th in the survey. Surprising? Not when you consider the regular format of KCBS. Foreground programming -- including thorough, professional news reporting, analysis and discussion -- has made KCBS the air of authority in the San Francisco Bay Area. Affluent listeners give it their full attention. The result is better-than-ever action for advertisers. Get your share on

RADIO/KCBS

A CBS OWNED STATION REPRESENTED BY CBS RADIO SPOT SALES

OPEN MIKE ®

Relayed it to Kellogg

EDITOR: I have already put the Jan. 28 article ("A big new sound blows out of Nashville") to two important uses: (1) a presentation on the importance of radio to the top management of the Kellogg company and (2) as background information for a recommendation to use the *Grand Ole Opry*.

I have been to Nashville twice since the article appeared and as far as I am able to determine, the research that went into the article is extremely accurate. It was well done and interesting reading regarding a phenomenon in the entertainment world.—*Dan Scully, account executive and brand supervisor, Leo Burnett Co., Chicago.*

EDITOR: I find your article on country music of more than passing interest, and am placing it in our Business Development Office as a permanent record. It is very interesting, mighty well done and . . . deserves wide reception.—*Finis L. Nelson, executive vice president, First American National Bank, Nashville.*

Echoes in the valley

EDITOR: It's about time a responsible publication told the real story of West Virginia [SPECIAL REPORT: Ohio Valley, March 18]. Leave it to BROADCASTING to do a first-rate job. With your permission for reprinting, we will make good use of your splendid article in connection with our efforts for WSAZ-AM-TV.—*Ken Klein, The Katz Agency, New York.*

(Editor's note—permission granted.)

EDITOR: Tremendous strides have been made in the past two years in all areas of West Virginia's economy, and it is good to see that many of these accomplishments are noted in your March 18 SPECIAL REPORT . . . There is a growing awareness of West Virginia's potential and this recognition is gradually becoming more and more widespread. —*Charles Brandt, West Virginia News Bureau in New York, J. M. Mathes Inc., New York.*

EDITOR: You have covered one of our major industrial areas in a very convincing fashion.—*A. B. Brown, president, Southern Indiana Gas & Electric Co., Evansville, Ind.*

Revives Hurleigh suggestion

EDITOR: At the last Harris probe sessions on payola, ratings and their effects on programming were quite in the fore. And as I recall it only one broadcaster came forth at that time with any kind of concrete plan to overcome the rat-

GREAT INSTITUTIONS

...noted for public service

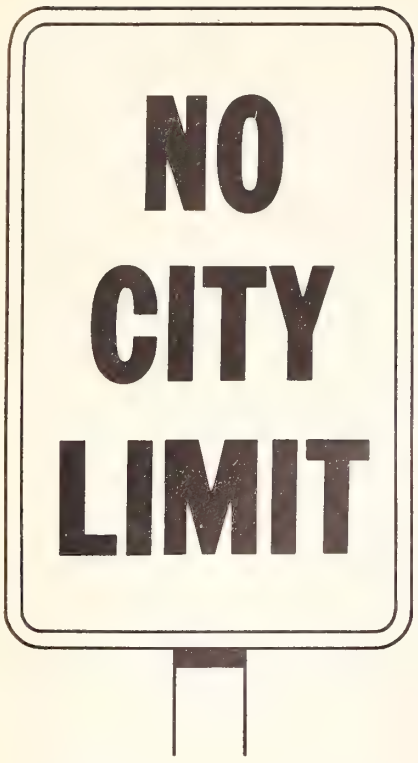


JAMES SMITHSON, *Founder*

SMITHSONIAN INSTITUTION

KWTV
OKLAHOMA CITY

KWTV·OKLAHOMA CITY Represented nationally by Edward Petry & Company, Inc.



Where the great city of Indianapolis ends—490,700 more TV sets begin within the big WLW-I viewing area.

This is a fact! The 201,000 television homes in the metropolitan Indianapolis area represent only approximately 29% of the 691,700 WLW-I television homes. The other big 71% is generously spread throughout the 63 Indiana counties and 11 Illinois counties covered by WLW-I, making many markets.

This unusual and important market situation creates a rich prosperous outer area to which WLW-I, with the maximum power of its maximum tower, beams its signal and commercial messages . . . brighter and clearer . . . farther and wider than any other media could hope to do. It's the same old but unbeatable story of "coverage vs. covers." And WLW-I wins every time, to market, to market.

So call the WLW-I Man! You'll be glad you did!

WLW-I

INDIANAPOLIS



WLW-C Columbus WLW-D Dayton WLW-T Cincinnati WLW Radio

CROSLEY BROADCASTING CORPORATION
a subsidiary of Avco

ings problem . . . Bob Hurleigh, president of Mutual.

On Nov. 23, 1959, Bob, at a Chicago Sales Executive Club meeting, set forth his formula for overcoming the ratings shennanigans. . . . He advocated a "single-standard ratings system that cannot be swayed or influenced by the persons paying the freight." He suggested that broadcasters combine all the moneys spent on the many ratings services, pick one as the standard, then allocate all the budgets to this one. And if one of the current services could not meet all the requirements of the time, he suggested formation of a new service, a la the Audit Bureau of Circulations.

. . . He continued his campaign through the first half of '60. Then he had to drop the subject. No actual backing from the industry.

Perhaps the industry at its NAB convention in Chicago will hark back to Mr. Hurleigh's warnings—and his suggestions for remedial action.—*Harold Gold, vice president, Jay Victor & Assoc. Inc., Newark, N. J.*

Tv's great contributions

EDITOR: My recent interview on the WCBS-TV program *The Way to Go* was not my first experience with tv. As a matter of fact, it was a second appearance on this very program. But every time I have anything to say on this medium I am struck again with the great possibilities that tv has for strengthening good understanding among people and the elevation of taste and even the refining of their habits. The subject I discussed was, as you can well imagine, a very abstruse one. I had fears that there would be little interest and even less understanding of the philosophy and ideas of the great 17th century philosopher Baruch Spinoza.

To my amazement the number of letters I received after the program and the report from the station itself indicates that perhaps a million people may have listened to it and that thousands seem to have been affected by the teachings I described.

You see, what I tried to say was that Spinoza was a "God-intoxicated man" and apparently this message struck home to many people, who in our day may not have much in common with what might be called formal religion and yet are truly religious minded in Spinoza's sense. It is certainly sobering to think that this kind of teaching can be presented in a popular medium like television and that it can also be so well-received.

. . . What a blessing it is that in our country at least, tv can be used for such constructive ends.—*Rabbi Maurice J. Bloom, Tremont Temple, Congregation Gates of Mercy, Bronx, N. Y.*

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*Reg. U. S. Patent Office

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"What's that, Len? My show's in syndication by popular demand? Great!"



THE Tom Ewell SHOW

STARRING TOM EWELL. CO-STARRING MARILYN ERSKINE WITH MABEL ALBERTSON AND FEATURING SHERRY ALBERONI, EILEEN CHESIS, CINDY ROBBINS AND NORMAN FELL



The Len that Tom Ewell is talking to on the phone is Four Star's Vice President and General Manager, Len Firestone.

Obviously, funnyman Ewell is pleased with all the good news. We have a hunch you'll be pleased too, when you call Len at LT 1-8530 in New York. Better still, say hello to Len in person at the TFE Convention in Chicago. You're cordially invited . . . Victorian Room at the Pick-Congress Hotel, March 30-April 3.

When you drop by, say Tom sent you. He sends everybody!



" . . . and we're already sold in New York and Los Angeles? Wow!"



" . . . and stations all over are asking for me because comedy's so popular . . . with 10 comedy shows in Nielsen's top 15? Terrific!"



" . . . and you're giving stations photos and promo extras for every episode, just like the networks? That's swell!"



"Gee! I wish I owned a television station so I could buy THE TOM EWELL SHOW . . ."

PROVEN PROGRAMMING FROM

FOUR STAR DISTRIBUTION CORP.

A SUBSIDIARY OF FOUR STAR TELEVISION

600 FIFTH AVENUE

NEW YORK 20 NEW YORK

MONDAY MEMO from GAIL SMITH, General Motors Corp., Detroit

Advertising in the total marketing scheme

There are those who contend that advertising takes too much credit in the sales success of many products. And as a result of this egotistic posture by some of its practitioners, advertising receives far too much blame when products fail to succeed.

I could address myself to a particular advertising interest—such as radio, tv, newspapers or magazines. Each is an important part of advertising, but each is just a part, a specialized tool; just as advertising itself is not an entity, but one of many marketing tools, all of which must be used expertly in putting a product into the hands of a consumer.

Depending on the nature of the product, many factors come into play.

The successful marketing of a product depends, first and foremost, upon the quality of the product. Advertising may be capable of achieving sales the first time around, be it cars or chewing gum. But all the advertising in the world will not influence a repeat sale without product quality.

Advertising can stimulate sales of an inferior product but it cannot create *customers* for that product. American business thrives on customers, not on expedient sales.

Distribution ▪ A very major element in the total marketing mix is distribution, including in the so-called package goods field the importance of shelf space and shelf positioning.

For most product categories, the effectiveness of any advertising goes right out the window when the product is not available at the precise moment of the decision to purchase. (You've got to be there when the lady says "yes.")

In today's complicated marketing world, the function of advertising needs a re-examination. Such a re-examination would not produce any new and revolutionary definitions of advertising's basic purposes and abilities.

There are many who are concerned that advertising has gradually been awarded the mantle of hero or bum in the business world because too much is expected from it. If such an attitude continues, much less grows, in the minds of client management we may see the disintegration, through misunderstanding, of a major economic force.

Big Business ▪ Today, advertising is reputed to be a $12 billion a year business. When you get that big you'd better be thinking of being grateful for that bigness, and of protecting the talents and virtues that made you big. When you are that big, the spotlight is on you and everything you do is magnified all out of proportion.

The advertising community—including media and related suppliers, advertising agencies, and those of us who are the professional client advertising management—has a very large house to keep in order at all times.

Unfortunately, we are the ones who primarily promote our business beyond its basic functions and responsibilities.

We are not the sole salvation for all economic problems. We forget too often that we are a part, a very major part indeed, but not the absolute "make or break" in the success of our products' futures.

It is time for advertising to make certain of its proper and achievable perspective—document as legitimately as possible its contributions and its needs in the overall marketing complexities of today and then aggressively apply and promote them, but them alone, for all they're worth.

There are many approaches to this problem of evaluating the contribution of advertising to the end result, which is the sale or final transaction.

I subscribe to the philosophy that advertising makes its own particular contribution to the sale of a product and that it cannot overcome product quality deficiencies, rejected styling and design, inadequate distribution or improper dealer service and attitude at the point of purchase.

If you will accept this philosophy, then you must agree that advertising effectiveness can only be evaluated or measured when not one single other marketing element is involved which is beyond the control of the advertising responsibility.

Advertising's Function ▪ First, we have to define the function of advertising. Here's one definition:

"Advertising's job purely and simply is to communicate to a defined audience information and frame-of-mind that stimulates action. Advertising succeeds or fails, depending on how well it communicates the desired information and attitudes to the right people at the right time." . . . and with credibility.

With this definition, the objectives or goals can only be those which reasonably can be expected from the advertising. To define the objectives, it is necessary to apply systematic research, experience and judgment to these basic questions:

1. What are all the important benefits and services we have to sell?
2. Who are the people we want to reach?
3. Why do some people buy and why do some people fail to buy our products?

These three points of information then move us on to strategy and measurement such as:

1. What are the key ideas, information and attitudes we want to convey about our benefits and services?
2. How do we reach the people we want to reach?
3. How do we propose to measure accomplishment in getting the intended message to the intended audience?

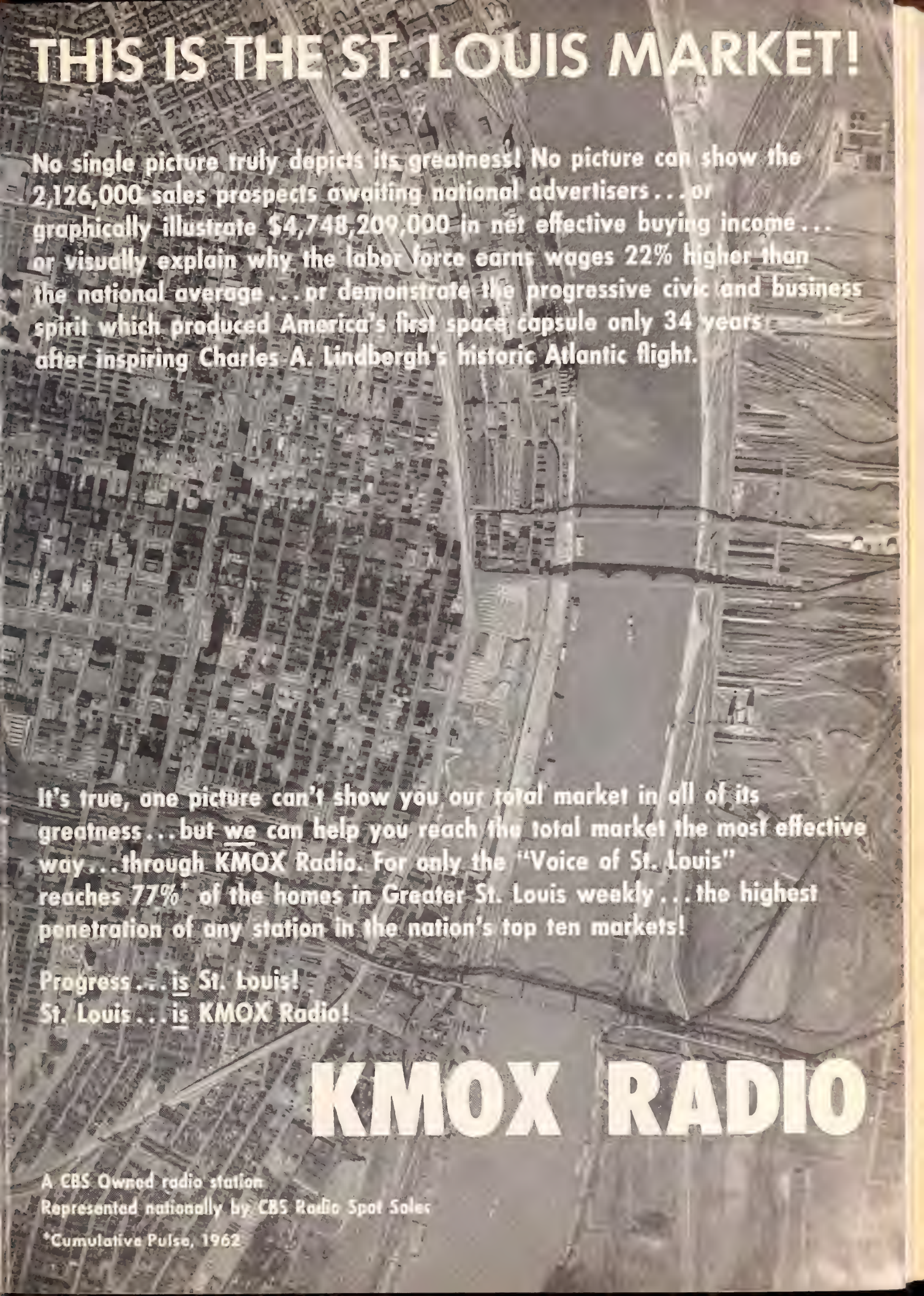
The basic job simply is to translate product information into advertising strategy, with strategy then expressed in terms of measurable goals.

When goals are established, then measurement of them is feasible.

The job is mainly one of bringing all the vast knowledge and methods of acquiring knowledge already at the command of the advertising industry into sharp focus with regard to objectives. When this is accomplished, advertising's role in the total marketing scheme stands on its own two feet and becomes the whipping boy only when the whip is deserved.

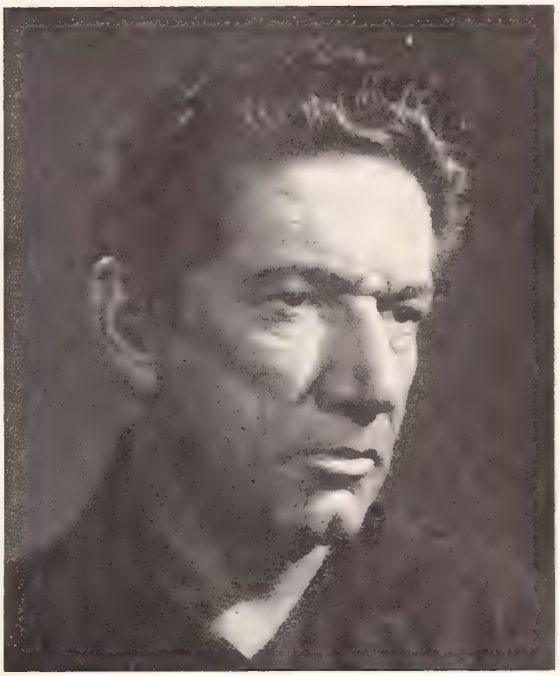


Gail Smith, director of advertising and market research for General Motors Corp., Detroit, joined the GM distribution staff in April 1959 as director of television advertising. He was promoted to his present position in December 1960. From 1943 to 1957, Mr. Smith was associate manager of advertising production for Procter & Gamble. Before joining GM, he was president of a Hollywood tv production company. His MONDAY MEMO is from a speech he delivered to the Hollywood Ad Club last month.


THIS IS THE ST. LOUIS MARKET!
No single picture truly depicts its greatness! No picture can show the 2,126,000 sales prospects awaiting national advertisers . . . or graphically illustrate $4,748,209,000 in net effective buying income . . . or visually explain why the labor force earns wages 22% higher than the national average . . . or demonstrate the progressive civic and business spirit which produced America's first space capsule only 34 years after inspiring Charles A. Lindbergh's historic Atlantic flight.
It's true, one picture can't show you our total market in all of its greatness . . . but we can help you reach the total market the most effective way . . . through KMOX Radio. For only the "Voice of St. Louis" reaches 77%* of the homes in Greater St. Louis weekly . . . the highest penetration of any station in the nation's top ten markets!
Progress . . . is St. Louis!
St. Louis . . . is KMOX Radio!
KMOX RADIO
A CBS Owned radio station
Represented nationally by CBS Radio Spot Sales
*Cumulative Pulse, 1962

SHOW MEN SHIP





Among the harbingers of Spring in New York is the sight of grim-faced network executives, armed with pilot films and attache cases, on the hunt for Fall sponsors. But not at NBC. The early hunting has never been better, and the network was substantially sold, well before the vernal equinox. The reason for this unprecedented sales success can be summed up in one word. ■ Showmenship. For example: ■ Showman Bob Hope takes a new direction as star and host in a weekly series of one-hour dramatic, variety and comedy shows. And the program is SRO for 52 weeks, in one of the biggest sponsorship deals ever. Chrysler has Hope—and a red hot show for the Fall. ■ Showman Richard Boone is creator, star, host and continuing player in a one-hour dramatic series featuring television's only repertory company. Boone is a boon to advertisers, and Reynolds Metals has him—another bonanza prospect for the coming season. ■ And so it goes. ■ Thanks to showmenship —and salesmanship—Spring has come in merrily at NBC.

NBC



Those were Putnam's words at the battle of Bunker Hill, June 17, 1775. Those muskets had a message for the British . . . and it was a message that got through! We think there's a lesson here. First, aim your fire and then get the best dispatcher you know to carry it, be it muskets or a radio station. Balaban Stations are famous for carrying messages direct to the buyer. On a Balaban Station, your message rides on top-flight programming, strong, popular personalities and keen selling "know-how". Day in, day out, the message gets through with Balaban – couriers par excellence.

THE BALABAN STATIONS in tempo with the times. John F. Box, Jr., Managing Director

WIL-ST. LOUIS Sold Nationally by Robert E. Eastman **KBOX-DALLAS**

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
April 1, 1963, Vol. 64, No. 13

AGENCIES: WHERE CAN WE TURN?

■ Many feel Washington ratings hearing has disclosed nothing
■ Some hope for lasting benefits from committee's findings
■ Others feel confidence of radio-tv sponsors has been shaken

The Washington furore over the ratings services has generated a turmoil of uncertainty among key advertising agency executives trying to foresee what the outcome will be.

Their ultimate decisions may be the biggest influence, short of actual legislation, on the future usage of ratings—and perhaps on the future of the ratings services themselves. As a matter of business judgment, stations tend to follow the lead of important agencies in subscribing or not subscribing to a particular service.

One upshot of the investigation, although not stemming from the agencies, may be an offer—this week— to underwrite a study to determine audience-measurement methodology that would be acceptable, workable and practicable. An offer along these lines, BROADCASTING learned, may be advanced by the Radio Advertising Bureau at its session Tuesday at the NAB convention.

A BROADCASTING survey of executives in more than a score of agencies placing approximately a billion dollars a year in television and radio time and programming found them dividing into five not always clearly defined camps last week:

▪ The biggest number took the position that the Washington "disclosures" had disclosed nothing that wasn't already well known to anybody dealing with ratings. For the most part the members of this group gave no sign of changing their habits of ratings usage.

▪ At the other extreme a smaller group, but also containing some influential members, expressed concern over the hearings and their effect—rightly or wrongly—on confidence in ratings generally. One of the key figures in this group was Paul E. J. Gerhold, vice president and director of marketing services for Foote, Cone, & Belding, New York, and chairman of the technical committee of the Advertising Research Foundation.

Mr. Gerhold told BROADCASTING that "we are convinced that some of the existing ratings services are able to produce accurate information on tuning and viewing." But, he added, "restoring the confidence of business in television audience figures, after these hearings, may well require setting up a completely independent facility; perhaps an organization controlled and financed by advertisers and agencies, to produce and publish spot checks on the accuracy of the syndicated data."

▪ Closely allied to this group were a handful of executives—again including some important ones—who thought they probably would be "more guarded" or "more cautious" in their own use of ratings, but without changing their use radically. One suggested that he probably would not, in the future, use existing audience data as extensively as in the past to get detailed demographics of audience composition.

▪ In a similar vein, but sounding somewhat more optimistic, some experts thought the hearings would prove beneficial at least to the extent that "a healthy skepticism about ratings will be developed at the advertiser and agency level," or that a fuller understanding of ratings will result.

One member of this school, Samuel B. Vitt, vice president and media director of Doherty, Clifford, Steers & Shenfield, said the hearings are "performing a service which will ultimately—after the cries of anguish die down—be helpful in providing a constructive perspective on how ratings have been, and should be, used."

He contended that the radio-tv advertising business has no reason to be "ashamed" of its use of ratings; that like stock prospect uses, ratings are "good, valuable tools in determining

THE NAB IN CHICAGO

41st annual convention facing many problems

THE MAIN EVENT: Although not listed on the official agenda of the NAB convention, ratings promised to be a principal topic—with NAB President LeRoy Collins devoting much of his opening day luncheon address to a proposal that present systems be scrapped. Page 98.



SIDE ISSUES: The FCC last week served up two new bones of contention for NAB delegates to chew over—proposals to adopt fees for applications filed with commission and to consider time limit on commercials stations can broadcast. See stories pages 64 and 84.

QUESTIONS ANYBODY? Any delegate to the convention will be able to ask members of the FCC panel questions under the rules adopted last week. See page 98.

WHAT GOES ON: Complete list of all agenda and non-agenda meetings, with times, places. Page 110.

WHERE TO FIND IT: Complete list of locations of exhibitors, reps, networks and all other elements in attendance at Chicago. Page 115.

whether to invest" ("and agencies are in the investment business"), and that "both we and the conscientious ratings services should be able to survive a complete airing-out and go on from there to nothing but better.

▪ One or two authorities expressed surprise and even "shock" at some of the hearing's disclosures about some details relating to specific services, although they agreed with most of their colleagues that the overall limitations of ratings have been known and understood all along.

▪ Next to the stand-patters who felt the hearings have produced nothing new and will change nothing old, the biggest number of executives had little but condemnation for the hearings and the way they are being conducted. This attitude was evident to some extent among all groups, but a few could talk of almost nothing else.

Said one:

"It's a sad commentary on the way our government conducts its affairs. The people doing the investigating are completely outside the realm of understanding our business, and yet they feel qualified to come in and conduct an investigation, and treat the people they are investigating like crooks. . .

A Boondoggle ▪ "These hearings are a kind of boondoggle. It's a terrible thing and I'm sick of it. The government could do well to spend its dollars on something more worthwhile—in fact, if this is the way they conduct such a hearing as this, then it makes me stop and wonder about how they conduct other affairs."

This indignant vice president said—as did a number of others, in different ways—that "the people who are asking for ratings are the companies who have invested millions in this business and want some sort of accounting. It's much the same as an Audit Bureau of Circulations for a publication. We have a lot of confidence in such organizations, we feel they try to do a conscientious job, and these hearings have not affected our faith in them."

Others held that the investigating committee had shown "a singular lack of knowledge of what it was investigating," that it was "unduly rough" in its questioning, and that it had not given the ratings witnesses adequate opportunity to "speak up."

Henry Fownes, senior vice president in charge of broadcasting at MacManus, John & Adams, criticized what we called government interference in an area "where it doesn't belong." He said the reaction of knowledgeable people assessing the investigation was, generally speaking, "the old ho-hum," and that it would have "absolutely no effect" on his agency's use of ratings data.

Not "Precise" Measurements ▪ An insistence running through most of the comments was that agencies do not use ratings as "precise" measurements or "conclusive" proof, but as general indications of program audiences and audience trends.

One of those making this point, Paul Gumbinner, vice president and tv-radio director of the Lawrence C. Gumbinner agency, also made clear that he had seen no evidence indicating any reason to drop any of the three major services Gumbinner now uses.

FC&B's Mr. Gerhold meanwhile told BROADCASTING that he and his agency were "disturbed" about two things in the hearings:

"First, we have been concerned about their tone and by the sensationalism with which they have been reported in the press.

"We have also been concerned by the doubts which the hearings have raised concerning the validity of current television and radio audience information.

"We do not believe that government participation will ever be a desirable or a practical control for ratings research. But the hearings, at least to date, have done little to reassure us about the soundness of the present structure. Rather, they suggest the need for more vigorous and more independent industry control."

Control Sentiment ▪ Mr. Gerhold was not alone in feeling that some sort of "independent" control might be needed to police ratings. Others thought that this, in one form or another, or perhaps the establishment of some sort of agreement on methodology or survey techniques, might be the answer.

There was a wide variation of opinion on whether or to what extent agencies and advertisers might support such a project financially, however. Some executives held that costs are high enough already and said their main complaint about ratings now—the so-called inadequacy of some sample sizes—could be cured fairly easily if money were available to pay for bigger samples.

"To make them any more complete," said one, "would be far more expensive than we could afford. Right now the ratings services present a tremendous cost to us."

At least one executive doubted his agency would participate in any cooperative venture to establish a standard methodology, for fear of being charged with "collusion."

Although there was little unanimity on what, if anything, ought to be done, there was considerable evidence of agreement that, whatever their faults, ratings are needed until something better is found. Said one executive: "We must recognize ratings with their limitations or seek some alternative, but right now nobody is going to say, 'well, to hell with them.' Where else can an agency turn?"

Audience Reaction Report



Herblock in the *Washington Post*

Who's in the bottom ten?

One indication of how closely advertising agencies watch television ratings is a current internal report at Foote, Cone & Belding, Chicago, which even takes note of the "bottom 10" as well as the leaders.

It's "sad to relate" about the "bottom 10," the FC&B report said, "but most of these programs represent the networks' contribution to quality programming."

Compiled by Jack Sullivan, media analyst in FC&B's media department, the report is based on the Nielsen television index listings for February. The "bottom 10" in average ratings cited by FC&B included: Howard K. Smith, 2.7; *Voice of Firestone,* 4.6; *Chet Huntley Reporting,* 6; *Valiant Years,* 6.7; *Make that Spare,* 7.1; *Eyewitness,* 7.9; *David Brinkley's Journal,* 8.9; *Stump the Stars,* 9.4; *CBS Reports,* 9.8; *Father Knows Best,* 10.

The FC&B internal report noted that the "top 10" usually get so much publicity it was time the other end of the scale got some attention. The agency has published its rating reports regularly since last fall.

Who's generous to a fault?
(not us)

True, someone might *think* we were do-gooders the way we get so involved in public service. But we're not really. It's just that we're dynamically interested in the community . . . and so is our audience.

That's why we take extra pains. Like our full-time Public Service Director. He doesn't just attend civic luncheons. Or wait to receive announcements written in longhand by nice little ladies. He creates. He plans. His goal: building community interest (resulting in an alert audience for your message). He does his job well. For instance, Heart Saturday – practically a full-day's programming devoted to an on-the-air panel of distinguished doctors answering listeners' questions about heart surgery, health, disease. So successful that even with additional lines, our switchboard was jammed for six solid hours. And then there was Hurricane Carla Relief resulting in a full planeload of food and clothing for disaster victims. Or Sabin Oral Sunday. Or Income Tax Day. Or a hundred other special events. Adding up to nearly $250,000 free air time a year for more than 500 different organizations. Sounds like a lot. And it is.

But that's really only half the story . . . when you consider the public service concept behind Southwest Central's authoritative, accurate news . . . or the leadership in community activities by our personnel.

The result? Rapport with our audience. Take advantage of it. Call your Petryman.

{ WFAA 820 }

WFAA-AM-FM-TV
Communications Center / Broadcast services of The Dallas Morning News / Represented by Edward Petry & Co., Inc.

Nielsen: No. 1 rater now No. 1 target

COMMITTEE TEARS INTO TESTIMONY, RIDICULES AUDIMETER RESULTS

The giant of the ratings industry, A. C. Nielsen Co., came out of a House subcommittee's hearing last week with its credibility seriously questioned.

The climax—or maybe the first of a series of climaxes—came after a 20-month investigation by the subcommittee staff and Chairman Oren Harris (D-Ark.). This long probe was focused last week on (1) the handling of Nielsen's Louisville samples, (2) the reliability of its Audimeter reports and (3) the way Audimeter findings are applied as weighting or ratio factors to Audlog (diary) and Recordimeter reports.

Several times, by inference, questioning and direct statements, subcommittee members and counsel put the broadcasting and advertising industries on notice that Nielsen ratings are deceptive, in their opinion, because they are based on smaller samples than those claimed by Nielsen and because meter-diary figures are weighted against national Audimeter data.

Louisville in Spotlight ▪ The boom was lowered a half-dozen times Thursday as the subcommittee paid particular attention to Louisville ratings. The Hearing was held Tuesday, Wednesday and Thursday last week; it will resume today (April 1).

Madison Avenue was dragged in by the ears Thursday as Robert E. L. Richardson, special subcommittee counsel, threatened to summon agency executives who had told the staff they paid scant attention to ratings in buying time. He said they had not been candid with the staff, suggesting it might be a good idea to put them on the stand to explain how they use ratings and how they buy time.

To date the subcommittee hearing has attacked with particular emphasis the methods and published reports of Videodex, Conlan, Pulse and Nielsen. Last week's charges against Nielsen were accompanied by vigorous comments from both subcommittee members and counsel.

A bitter attack was made Thursday on Nielsen—last week's only victim—for what Mr. Richardson said was an attempt to confuse the record plus purported juggling of diary and meter data. At the weekend the broadcasting and advertising fraternities were discussing among themselves the significance of subcommittee questioning and revelations. Many of those who sat through the torrid questioning and sharp commentaries seemed to agree the implications could be profound though some suggested the subcommittee had dredged up one problem situation to discredit a widely used nationwide service.

ARB Praise ▪ Emerging with a subcommittee halo was American Research Bureau, which was praised for a Louisville report claiming a sample of 160 homes that actually produced 160 tabulated diaries. Nielsen was charged, on the other hand, with claiming a 205 sample in Louisville at the same time subcommittee staff studies showed an average of 123 in-tab reports.



Chief 'critic' at last week's House probe into rating services was Robert E. L. Richardson, special subcommittee counsel, who tore into methods and reports of A. C. Nielsen Co.

Thursday's session wound up with partial disclosure of an interoffice memo ascribed to Warren Cordell, technical vice president and chief statistical officer of Nielsen. The memo noted that Nielsen had "vital weaknesses" he hoped subcommittee investigators wouldn't uncover. This led Rep. John E. Moss (D-Calif.), acting chairman, to suggest that testimony to date pointed to a need for government regulation of rating services.

Mr. Cordell voiced embarrassment at disclosure of the memo. He defended its substance, saying it was a plea to management for more money for the technical staff which later was provided. Chairman Moss suggested ratings regulation might be more important than regulation of the broadcasting industry by the FCC.

Nielsen witnesses were unsuccessful last week in obtaining a detailed study of Audimeter ratings. Chairman Moss said the decision would be up to permanent chairman Oren Harris (D-Ark.) when he returns this week.

Audimeter Criticized ▪ In introducing staff analyses of data from Louisville Audimeters, Mr. Richardson said the subcommittee was demonstrating that tuning is not a good measure of actual listening or viewing, especially late at night.

Subcommittee members active last week in questioning included Chairman Moss (who presided Wednesday and Thursday), Rep. J. Arthur Younger (R-Calif.), Rep. Paul G. Rogers (D-Fla.) and Rep. Donald G. Brotzman (R-Colo.). Mr. Richardson was flanked by Rex Sparger, special investigator. Henry Rahmel, Nielsen executive vice president and media research manager, and Mr. Cordell were chief Nielsen witnesses.

As the hearing resumed Tuesday afternoon the subcommittee counsel pursued a line of questioning directed at accuracy of the statement in two Nielsen Louisville reports that the sample consisted of 205 gross homes. Mr. Rahmel and Mr. Cordell read explanatory language in the reports which they contended gave a proper explanation of the 205-home gross figure. Usable homes might be about three-fourths that figure, counsel suggested.

The investigators contended even broadcasters they had contacted were not aware the figure was gross rather than a projection based on a smaller sample representing usable reports. Rep. Moss said the Nielsen explanation "was exceedingly tiring and a strain on the patience of men far more charitable." He added, "This looks like false labeling." He wondered why the Federal Trade Commission didn't require "boldface" explanatory language and asked for the exact number of homes represented.

Clear as "Mud" ▪ "Rep. Rogers said he was certain there was a "great error" in the Nielsen data and Rep. Moss observed, "Mud has far more transparency." Rep. Younger said, "You don't give a very good image of Nielsen."

Mr. Richardson continued questioning based on the ability of Audimeters to give a true picture of radio reception, citing a case where a meter might hit 15 stations by the time it reached 740 kc and then supply false readings



Whichever it is, it's going to be spent. And there's 27% more of it (on the national average) in Ohio's Third Market. No medium—but none—covers it as thoroughly as WHIO-TV, AM, FM. If you want proof, just ask George P. Hollingbery.

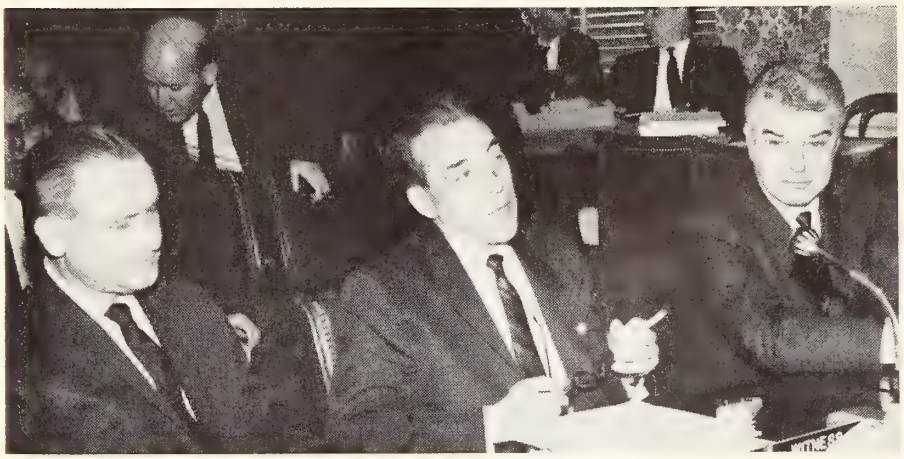
Additional morsel for thought:

Good Labor-Management Relations. Less idleness through work stoppages than any city its size, last ten years. (Source: Dayton Area Chamber of Commerce.)

Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV Charlotte North Carolina

WHIO WHIO-TV CBS 7

DAYTON, OHIO • WHIO • AM • FM • TV



Nielsen executives who bore the brunt of House staff and subcommittee questions and comments were (l to r) Warren Cordell, vice president-chief statistical officer; Henry Rahmel, executive vice president; George Blechta, client relations vice president, who testified little last week.

in the upper end of the dial. He also was queried about the effect of loose tuners and slippage. Mr. Rahmel said the 15-station case might occur once in a decade.

Mr. Richardson asked about equipment freezing in the Nielsen instant rating service in New York City, where home meters are connected to a central office. "You learn something every day," Mr. Rahmel observed, saying he had never heard of any freezing. The two became involved in an exchange based on Nielsen's share of network business. It appeared Nielsen does 90% of tv network business and about 85% of radio network business, having cancelled ABC when the network "didn't want to go along with a new and improved type of service." The committee questioning included references to a Nielsen practice of sending a diary to a home with a dollar bill attached, with testimony indicating up to 40% or 50% of homes receiving diaries fail to return them with desired tuning information. "It's like sending out Christmas seals," Mr. Richardson suggested.

Faster Figures ▪ Nielsen witnesses said installation of new IBM equipment made possible faster computations of sample size, saving a delay of several days in computing data from in-tab reports and gross sample figures. The IBM replaced a Univac, they said, adding that starting in February a Milwaukee report had been published with full sample figures using the new equipment. The probers called for full explanations of Louisville samples.

The key point in subcommittee questioning Wednesday was the March 1962 Nielsen tv rating book for Louisville matched against a similar ARB survey. Mr. Richardson said ARB claimed a 160-home sample and actually used ratings based on 160 homes whereas Nielsen claimed a 205-home sample but actually had an average of only 123.4 in-tab homes, or 60% of 205.

Mr. Richardson said a station owner naturally would be influenced in making a purchase by the sample size, bringing from Mr. Rahmel the suggestion a decision would also be influenced by the purchaser's advertising knowledge.

When Mr. Rahmel said the difference in the size of the Louisville samples was not important, Mr. Richardson observed, "I hope broadcasters read the report of this proceeding so they will not be misled."

Variation ▪ Mr. Richardson and the Nielsen witnesses argued at length about a subcommittee claim that a 20 Nielsen rating actually could be anywhere between 12 and 27. He added this comment, "Timebuyers should be warned that a 20 rating can be anywhere between 12 and 27." Mr. Cordell said the Nielsen reports warn of statistical variations.

And Mr. Richardson added, "Isn't the end result not very accurate, far from perfect?" He started to compare Nielsen and ARB parallel rating for WHAS-TV and WAVE-TV Louisville, based on subcommittee tabulations of the material from which figures were compiled, but the subject was dropped in mid-air during a long argument over whether Nielsen's ratio estimation procedure is really weighting of data.

Rep. Moss said Nielsen responses to questions were evasive and lacking in candor. He also charged equivocation.

Rep. Younger commented after hearing a technical statement by Mr. Cordell: "I've never seen anyone sell confusion like you do and get so much money for it. If we did this in Washington we could pay off the government debt in no time."

Rep. Moss suggested the Nielsen witnesses indulge in "less semantic gymnastics, more candor and less equivocation." Mr. Richardson, referring to weighting, added an aside about "messing with the figures," and said staff tabulations of Nielsen data gave higher ratings. Mr. Rahmel said small adjustments were made to improve quality on the basis of its Audimeter and recorder-diary comparisons. He felt the Audimeter is more accurate than the Recordimeter-Audilog (recorder-diary) method, explaining any adjustment from homes-in-use is the same for each station.

During colloquies on past statements by A. C. Nielsen Sr., chairman of the firm, and on patents, Mr. Richardson hinted it may be necessary to recall the senior Nielsen from Paris. Mr. Rahmel said Mr. Nielsen left in early February on a business trip abroad and estimated he might return around April 19.

Give and Take ▪ Here are other observations by subcommittee members and Mr. Richardson:

Mr. Richardson: "I have seen network ads in BROADCASTING that claim first place on the basis of a 17.9 against a 17.7 rating in a 1,100 sample. Are they really first? . . . Do you tell, if asked, whether they are within statistical tolerances?" Mr. Rahmel said Nielsen has refused permission to use data in ads if misleading.

Mr. Richardson: "Has Nielsen ever offered rebates if ratings are under 70% of the sample, or has the client been told?" Mr. Rahmel said, "No," but added Nielsen does not charge more when the sample goes over par, "which happens much oftener."

Mr. Richardson: "You said a broadcaster could check and tell what the sample was. We found it 60% (in cases examined)." Mr. Cordell said reports are published before Nielsen knows if the sample is subpar.

Rep. Rogers: "Your pattern of operation is amazing and disconcerting. You tell us one thing one day and the complete opposite the next day."

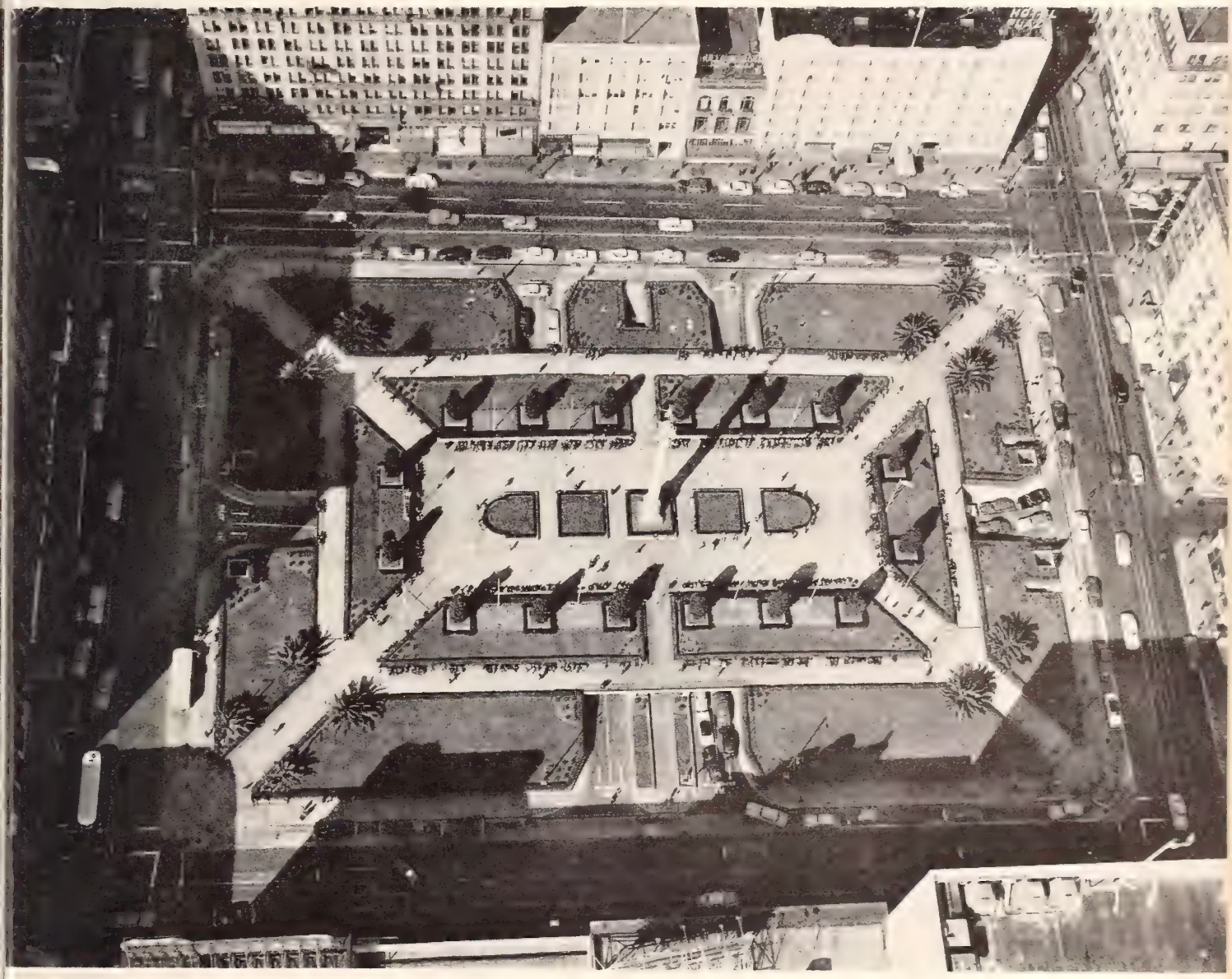
Rep. Rogers: "Anyone who has bought material from Nielsen to find later some cases haven't been checked —I think this shakes confidence in your entire operation."

Size of Sample ▪ Rep. Moss: "Many

Richardson speaking date

Robert E. L. Richardson, counsel to the special subcommittee on investigations, will speak before the Radio-Tv Research Council in New York at the Hotel Lexington on Wednesday (April 3). A spokesman for the council said Mr. Richardson is expected to talk about the hearing into the ratings research companies, but declined to reveal additional information, pointing out meetings of the council are closed and proceedings are confidential.

If you lived in San Francisco...



...you'd be sold on KRON-TV

tabulations fell materially below the 150 sample. What is materially below?" Mr. Rahmel said new Nielsen data are now within plus or minus 5% of the 150 par, effective Jan. 1, 1963.

Rep. Rogers: "I can't see any point in buying wrong information. Important decisions are based on these statistics; programs are dropped and jobs affected; a station's life may depend on them. I hope the truth is paramount over costs."

Rep. Moss: After asking if a power outage from a storm would be taken into account in ratings, asked, "Is there any other buying standard subject to so many faults as the measurements used to buy radio and tv?" Mr. Rahmel cited the consumer price index as an example. He submitted a table showing that of 1962 NSI reports, 47 were below par (plus or minus 5% or 150 homes); 203 were par; 528 were more than 5% above par.

Rep. Younger: "Do you require the user to explain this is a cheap or inaccurate rating?"

Mr. Richardson: In referring to a New York city Audimeter sample, he suggested a rating of 15 actually is anywhere from 11 to 19 and he doubted the accuracy of certain adjacency ratings. Advertisers, agencies and stations can't tell from Nielsen pocket pieces whether figures are accurate, he suggested.

Mr. Richardson: "I hope all broadcasters know the [Nielsen] sample isn't as represented but 70% or 75% of this. Broadcasters should be put on notice. . . . We advised you last December to publish your actual sizes. Now you are doing it. . . . It took us eight hours in your office to get a sample size."

Scolded ▪ Nielsen witnesses were scolded Thursday by Mr. Richardson for "unresponsive" answers to questions about Louisville rating reports and pay of field men. "We don't want outside opinions or extraneous information," he said. "From now on answer yes or no." He added that Nielsen answers made it difficult to produce "a clear record."

Mr. Richardson assumed an added role as witness Thursday and was sworn in by the subcommittee, with Rep. Moss presiding. In an exchange about a "nonresponsive" reply Mr. Rahmel said, "As God is my judge I thought you were talking about an entirely different thing."

In his witness role Mr. Richardson introduced data showing an average of around 76% of a Louisville sample he said Nielsen had described as 205.

The most severe comments from the subcommittee came Thursday as national and local (mostly Louisville) reports were reviewed. Here are several observations:

Rep. Brotzman: "You start out with

Louisville's 11 Audimeter reports questioned

Nielsen Audimeter reports for Louisville were questioned last week by the House ratings subcommittee. Of the 11 Audimeters placed in Louisville homes in 1961 (nine radio, two tv), a substantial number provided information deemed of dubious value by the House group.

Following is a subcommittee staff analysis of the Audimeter information supplied by 9 of 11 Louisville homes, used in the House hearing to discredit Nielsen reports influenced by Audimeter data:

Audimeter B. No listing from 11-9-61 to 11-21-61. No Louisville stations listed.

Audimeter C. No Audimeter tape.

Audimeter D. 11-6-61: set was on WHAS from 9 p.m. till 9 a.m.; 11-7-61: set was on WHAS from 7 p.m. till 10 a.m.; 11-8-61: set was on WAVE from 8:30 p.m. till 12:40 p.m. next day; 11-9-61: set was on WAVE from 8:30 p.m. till 12:45 p.m. next day; 11-10-61: set was on WHAS from 9:30 p.m. till 9:28 p.m. next day; 11-11-61: set was on WHAS from 9:58 p.m. till 6 p.m. next day; 11-12-61: set was on WHAS from 6:27 p.m. till 10:08 a.m.; 11-13-61: set was on WHAS from 8:57 p.m. till 9:58 a.m.; 11-14-61: set was on WHAS from 9:58 p.m. till 9:55 a.m.; this set was on continuously from 11-6-61 till 2:51 p.m. on 11-14-61; 11-15-61: set was on WAVE from 8:28 p.m. till 12:41 p.m. next day; 11-16-61: set was on WAVE from 6:41 p.m. till 12:43 p.m. next day; 11-17-61: set was on WAVE from 7:27 p.m. till 3:35 p.m. next day; 11-18-61: set was on WHAS from 9:58 p.m. till 5:58 p.m. next day; 11-19-61: set was on WAVE from 11:20 p.m. till 6 a.m. next day at which time the audimeter tape was removed.

Audimeter "D" had readings for only the first two weeks of this report.

Audimeter F. 11-17-61: set on WHAS from midnight till 6 a.m. Audimeter tape shows that the set was turned on but station was off the air. The set at 11:59 was tuned to WHAS. Tape showed 4997 (set tuned to station after station signed off). On December 6 the same situation occurred at midnight till 6 a.m. However, this time the set was recorded on the tape as having been tuned to WHAS; 12-5-61: set tuned to WAVE, running continuously from 7 a.m. till 8:03 a.m. on Dec. 6. It is questionable that anyone listened for over 24 solid hours; 12-9-61: set tuned to WAVE, running continuously from 7:39 a.m. till 9:13 a.m. on Dec. 10; 12-10-61: set tuned to WKLO, running continuously from 9:13 a.m. till 9:58 a.m. on Dec. 11; 12-12-61: set tuned to WAVE, running continuously from 7:02 a.m. till 8:56 a.m. on Dec. 13; 1-3-62: set tuned to WAVE, running continuously from 3:10 p.m. till 8:35 a.m. on Jan. 4.

Audimeter G. No tab for Audimeter G.

Audimeter H. 6-30-61: set tuned to WKLO, running continuously from 11:15 p.m. till 6:19 a.m. next day; 7-3-61: set tuned to WKLO, running continuously from 11:15 p.m. till 11:48 a.m. next day; 7-20-61: set tuned to WKLO, running continuously from 5:34 a.m. till 4 p.m. and continuously from 9:25 p.m. till 3:30 a.m. next day; 7-23-61: set tuned to WKLO, running continuously from 6:49 p.m. till 8 a.m. next day; 7-25-61: set tuned to WKLO, running continuously from 11 p.m. till 7:20 a.m. next day; 7-26-61: set tuned to WKLO, running continuously from 9:48 p.m. till 8:50 a.m. next day; 7-27-61: set tuned to WKLO, running continuously from 9:04 p.m. till 11:47 a.m. next day; 7-28-61: set tuned to WKLO, running continuously from 5:37 p.m. till 10:26 a.m. next day.

Audimeter I. 11-22-61: set tuned to WAVE, running continuously from 10:02 a.m. till 8:31 p.m.

Audimeter J. 1-3-62: set tuned to WLOC, running continuously from 10:51 a.m. till 8:57 a.m. on Jan. 6, at which time it would appear the audimeter tape was pulled to be sent in, since this is the last recording for home J.

Audimeter K. 11-24-61: set tuned to unidentified station from 10:50 till 11:17; 11-28-61: set tuned to a tv channel which received neither picture nor sound from 7:36 p.m. till 7:53 p.m.; 11-29-61: set tuned to unidentified station from 9:30 p.m. till 9:46 p.m. No Louisville stations listed.

SEVEN ARTS ASSOCIATED PRESENTS

FOR YOUR VIEWERS' UNADORNED PLEASURE

The Fantabulous Emmett Kelly Show

39 LONG LASTING HALF HOUR PROGRAMS STARRING THE INCOMPARABLE **39**

EMMETT KELLY







AS THE INTERNATIONALLY FAMOUS CREATION





"WEARY WILLIE" The Sad Clown

An exhilarating experience for both young and old in a sumptuous series of ***117 UNIQUE ACTS*** prepared with stupendous effort especially to confound and delight your discriminating audience. Weary Willie hosts ***117 UNRIVALED*** cartoons starring the remarkable **Porky Pig** and the incredulous antics of his daring cartoon friends, cavorting in capers bound to amaze you!

Executive Producer
DONALD KLAUBER

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MENDE BROWN

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LEONARD GREEN

7A

HURRY! HURRY!

Beckon your nearest Seven Arts Salesman at any one of the offices listed below:

NEW YORK: 270 Park Avenue, YUkon 6-1717
CHICAGO: 4630 Estes, Lincolnwood, Ill. ORchard 4-5105
DALLAS: 5641 Charlestown Drive, ADams 9-2855
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks STate 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West, EMpire 4-7193

POSITIVELY THE MOST MAGNIFICENT EXTRAVAGANZA ON TOUR THIS YEAR

something that's inaccurate and then compound the inaccuracy—that's the way it sounds to me."

Mr. Richardson: "You apply what five homes show to what say 200 homes show and correct it?" Mr. Rahmel said "No."

Chairman Moss: "None of us on the committee have any interest in any rating service."

After Mr. Richardson introduced a series of Audimeter readings in Louisville that showed readings for periods of 24 hours and longer, based on 11 installed meters in the area (see box page 34), Rep. Younger observed: "This can be taken as a fair sample of Audimeters everywhere."

Rep. Moss: "These people [whose meters are on 24 hours, for example] mirror you, me and everybody else. What type of person is that. Do people view around the clock day in and day out? The people in that house never sleep."

Rep. Younger: "You sell the record of a machine. You took in $40 million last year [18% of it from broadcasting]. This is one of the instruments you think an advertiser should pay money for—for a listener who goes to sleep with the set on. Advertising agencies want to know the number of listeners. I doubt if any agency would pay much money if it knew of the audience predicated on this machine."

Appraisal ▪ Rep. Moss: "Are these people representative of those who have Audimeters in their homes?" Mr. Rahmel said they are not, saying the staff excerpted Louisville information to make its point. He proposed a fair appraisal of Audimeter homes.

Rep. Younger: "Have Audimeters been removed from these (Louisville) homes?" Mr. Rahmel said, "Not to my knowledge."

Rep. Rogers: "I have no confidence in information from Audimeters. Yet your weight other material to come in line with Audimeters. This is almost unbelievable. I hope now this committee will get advertising firms in New York to find out what you present to clients and what use they make of these things." Mr. Rahmel said that the probers were representing the Louisville reports as an entire Audimeter sample; that they were mixing summer and fall-winter.

The staff study showed swift changes and discrepancies in Louisville ratings, with the then McLendon station (WAKY) making a quick jump from seventh to first place and getting a 3,000% increase in national billings, Mr. Richardson said, adding, "This proved our point." He said the city wasn't picked because of any individual station's performance.

Secret Formula ▪ Reference was made to a memorandum written by Bill Brazzil (William Brazzil, sales vice president of WTVJ [TV], Wometco station in Miami.) Counsel and committee members didn't get very far into contents of the memo other than to say that Mr. Brazzil had tried to obtain information from Nielsen about reports but had limited success. This led to a discussion of educational criteria of diary homes.

Mr. Richardson said staff tabulation of two Nielsen reports showed 60% and 58.3% of the stated sample size was actually available for the computer.

Memo by Cordell ▪ Investigators produced a confidential Nielsen memorandum written by Mr. Cordell in March 1962 to board chairman A. C. Nielsen Sr. which the investigators charged showed the company was covering up "vital weaknesses" in its operations.

Mr. Cordell denied this interpretation and said the memo was an attempt "by extraordinary means" to persuade Mr. Nielsen that the company research arm seriously needed improvement. "I spend half of my life working to improve weaknesses," the statistician said. "I've never obscured anything from them [investigators]," he added.

The portion of the Cordell memo read into the hearing record:

"Government and industry investigations are very important to Nielsen prestige and progress. These have been handled without top management during past years.

"1. Federal Trade Commission—Wycoff and Tobin [names of investigators].

"2. Harris Committee—Sparger and Richardson.

"3. Madow Committee — Madow, Hyman and Jessen.

"4. NAB—Governor Collins.

"5. ARF relations.

"These governmental investigations were trying [annoying] because we preferred not to let these people learn and publish some of our vital weaknesses."

Probing Weak Points ▪ The subcommittee tried to pin down the Nielsen firm's "vital weaknesses." Mr. Cordell listed three: 1. failure of radio surveys to measure any but plug-in receivers. 2. delay in building new samples until census statistics are available. 3. small sample size in radio.

There were no others of which he was aware, the witness said. "I must say I'm surprised to find this letter ending up in the committee's hands," Mr. Cordell said. "I just wonder if I still have a job."

Preposterous ▪ Rep. Moss said, "Many of us are approaching the conviction that regulation by ratings is more significant than regulation by the FCC." It is "completely preposterous" to rate the entire nation on Nielsen's small tv sample, Rep. Moss said.

Asked how a sample of 365 radio homes in the New York City area could represent listening of 39 am stations when there were average quarter hours showing 36 sets in use, Mr. Cordell said, "I would judge the better stations do tend to come to the top of the heap." He suggested stations that felt a rating report treated them unfairly and thought they had lost business because of it might request a larger sample.

"I probably shouldn't say this," Rep. Moss said, "but I might seek another form of relief."

Radio Hiatus ▪ Mr. Rahmel said the Nielsen firm announced to its clients March 2 that it had discontinued its radio report because larger samples were required and it had not overcome the problem of measuring non-plug-in listening (BROADCASTING, March 11).

The hearing recessed Thursday and will resume today (Monday). Committee sources said again, as they did two weeks ago, that they hoped the hearing might be concluded "this week."

The head of a New York broadcast measurement firm said last week he has supplied the subcommittee with documents that show he had misrepresented his company neither to the staff during its investigations in 1961-62, nor in his testimony in mid-March (BROADCASTING, March 18). Allan V. Jay, president of Videodex Inc., said he has forwarded to the subcommittee letters from an advertising agency and from firms with which he had conducted business.

Subcommittee sources say they have received Mr. Jay's correspondence. But, they said, Mr. Jay has not requested an opportunity to testify again.

Collins's proposal

LeRoy Collins, president of the NAB, is expected to recommend today (Monday) at the association's convention in Chicago that the broadcasting industry stop buying and using the present rating services (see page 98).

Gov. Collins said last week that he has no confidence in the accuracy of the product of the existing rating companies and that he planned to make a "firm proposal" for correcting the situation during his luncheon address today. He said that the industry can use to good advantage reliable audience measurements but that it would be better off with nothing than to continue with unreliable data.

OUR DAWN...
of a new
French language series

"EN FRANCE"
from Seven Arts

Through the cooperation of the leading publishing firm of France, Librairie Hachette, Seven Arts brings you this series of 26 half hour foreign language entertainment-instruction films. From the first program, during which you arrive at Orly Airport in Paris and go through customs, you will be exposed to French life as it is lived in the cafes, streets, and in the typical French home.

The series starring Dawn Addams and photographed entirely on location utilizes the most modern techniques of foreign language instruction, with entertaining and enlightening trips through France as if you were really there.

Meet our Dawn in Chicago at the TFE-'63: Sat. March 30— Wed. April 3—Pick-Congress Hotel.

SEVEN ARTS ASSOCIATED CORP.

MEMBER TFE '63

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

NEW YORK: 270 Park Avenue	YUkon 6-1717
CHICAGO: 4630 Estes, Lincolnwood, Ill.	ORchard 4-5105
DALLAS: 5641 Charleston Drive	ADams 9-2855
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif.	STate 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West	EMpire 4-7193



Radio often better than tv, RAB insists

NEW PRESIDENT PULLS NO PUNCHES IN ALL OUT ATTACK ON KISSIN' COUSIN

The Radio Advertising Bureau let fly last week with its sharpest attack yet on radio's closest cousin but strongest competitor, television.

The lambasting, although administered through the unemotional channels of research, was regarded as the mark of a significant change in RAB's television policy under the new administration of President Edmund C. Bunker.

In the past RAB has singled out television for heavy fire occasionally, and has taken pot-shots at it frequently. The current blast is so much stronger and more concentrated than its usual efforts, however, that there seems no doubt that RAB is now determined to accord tv full recognition as a competitor—its strengths and also its relative weaknesses.

Acknowledge Tv Strength ▪ There was nothing in last week's attack to indicate that RAB will question television's force as a major medium. Rather, it acknowledged television's strong points while at the same time claiming superiority for radio in basic areas.

The blast was contained in a new RAB presentation, but the fuse was lit by Mr. Bunker in a speech last Wednesday, 27 days after he took over the RAB presidency (also see page 40). The presentation, which he excerpted briefly in his speech, has not yet been released for general distribution, but copies have been circulated among leading advertising agencies.

It is titled "Why Buy Radio Now that Television is So Big?" and it answers the question in these ways:

▪ "Because tv's reach is not uniform. Tv is extremely big among 40% of adults, very weak among the light-viewing 40%."

▪ "Because the heavy viewing 40% of adults are not the best customers for many advertisers. They are older people . . . less affluent . . . less educated . . . lighter consumers of some products [and] little better than average consumers of other products."

▪ "Because radio is 'bigger' than tv among many adults."

▪ "Because the adults who spend more time with *radio* than tv are better-income, better-educated people—better customers."

These answers were based on a special compilation by R. H. Bruskin Assoc., New York, through its bimonthly association-identification-measure (AIM), a survey service for national advertisers and agencies. The analysis for RAB was limited to people 18 years of age and older, on the ground that most buying is done by adults.

A quintile study drawn from the AIM data showed that 40% of televisions' adult viewers do 67.1% of the television viewing, while another 40% —the lightest viewers—account for barely 15% (see Chart A).

The AIM material also was used to determine the make up of the various quintiles by age level, income, selected product usage, and time spent with radio and television (see tables). In most of these instances, the presentation contends, radio has an edge over television from the advertiser's point of view—sometimes a big edge.

For instance:

▪ In television, "contrary to widespread impression, just as many young adults in 'brand choice age' [18 to 35] are light viewers as heavy," while in radio the opposite is true: "young adults are more numerous in heavy listening quintiles" (Table 1).

▪ Older people (55 and over), who presumably buy less than younger families, are more numerous in television's heaviest-viewing groups—and less numerous in radio's heaviest-listening groups.

▪ Lower-income adults (below $7,000 a year per household) are more numerous among television's heavier viewing

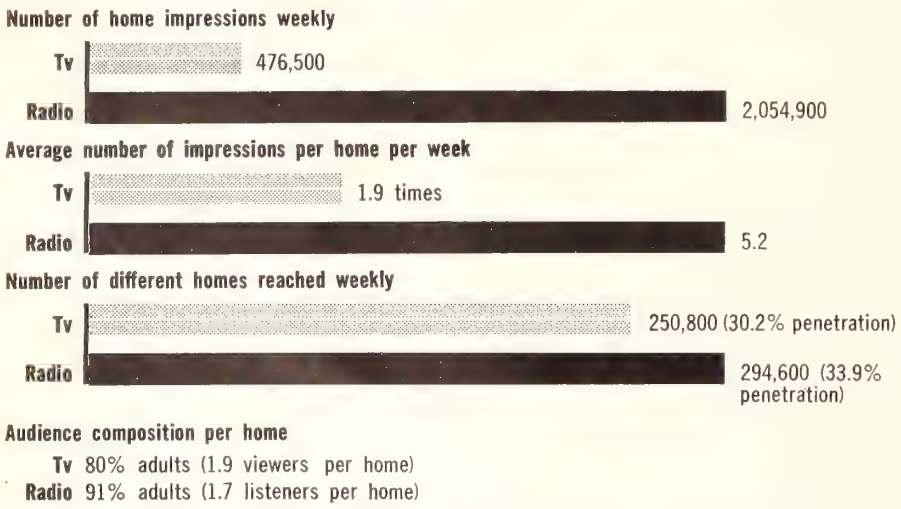
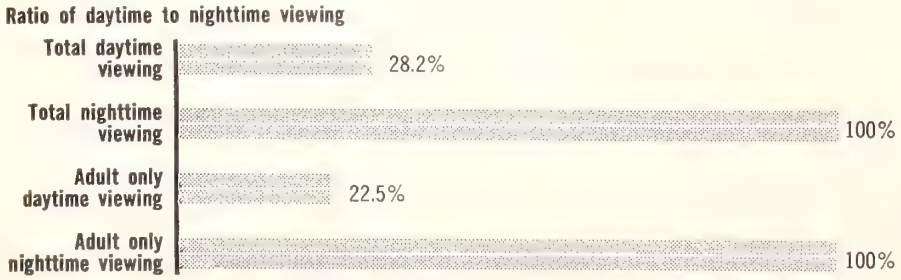


Chart B.—How much more one advertiser in one major market could have got with radio than with tv, and at 10% less cost, is shown by RAB in this chart. It is based on Nielsen analysis by AM Radio Sales.



NOTE: The most-often-quoted rating service is the source of the data in the examples above. From the information shown it is apparent that the disparity in Radio's favor would be even greater if the measurement included all radio sets. Radio reach and frequency did not include listening to auto radio, battery portables and in places of business.

Chart C.—When radio's audiences are biggest and the most shopping is being done—in daytime that is—television's audiences are smallest, according to this chart from the RAB presentation. Measured in terms of individuals, the total daytime tv audience is placed at 28.2% of the total nighttime tv audience—only 22.5% if children are not counted.

groups, more evenly distributed throughout radio's audience (Table 2).

▪ Least-educated adults (grade school or less) are more numerous in television's heavy-viewing groups, less numerous among radio's heavy listeners.

▪ Three of television's adult quintiles —all but the 40% representing the heaviest viewers—spend more time with radio, on the average, than with television, and this is true of both men and women.

What all this means for the advertiser, RAB's presentation maintains, is that the lighter-viewing 40% of adults, accounting for only 15.2% of the viewing, is "extremely difficult to reach with tv—the shibboleth that tv 'reaches everybody' is clearly fractured."

In addition, the president continues, the advertiser will find a higher proportion of people 18 to 35 years of age by radio than by television, except in the lightest-listening 40%. Similarly, his chances of reaching families with incomes above $7,000 and with above-grade-school education are better among the top 60% of radio listeners than among the 60% who do the most television viewing.

Drivers Don't Watch ▪ In an analysis of selected product usage (Table 3) the report also contends that "the more they drive, the less tv they watch—radio covers heavy drivers far better than tv."

And: women who watch television the least buy just as much coffee as heavy viewers—"and can be reached better in radio."

And: "almost as many light as heavy viewers are headache remedy purchasers—and radio reaches them better."

And: "light viewers smoke almost as much as heavy viewers—

[And] can be reached better in radio."

RAB's presentation also trots out earlier research to advance additional reasons for buying radio even though television is big.

"Radio is bigger in frequency by far than tv," it asserts. "For the same money in the top 100 markets, on the average you can buy 42 one-minute radio announcements distributed throughout the day—or two 20-second tv announcements in class A time."

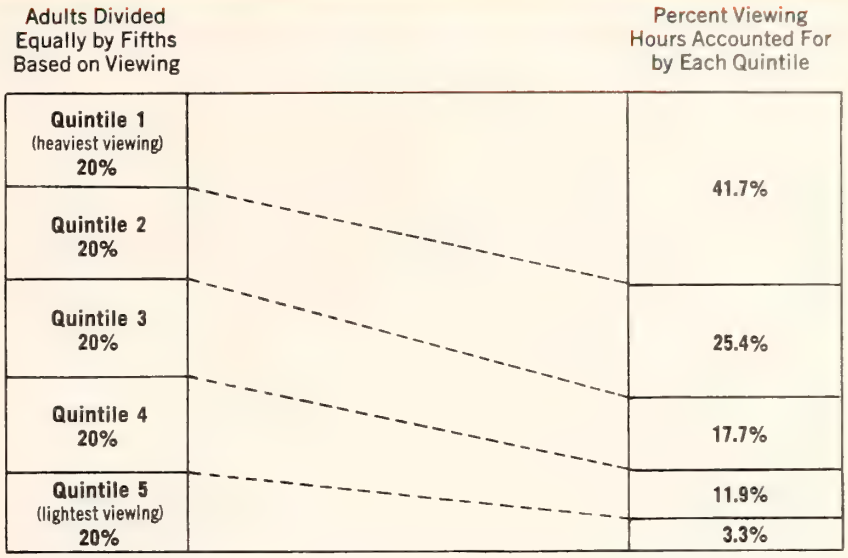


Chart A.—What RAB calls television's "uneven reach" is depicted in this quintile analysis of material gathered by R. H. Bruskin Assoc. in interviewing done May 28-June 8, 1962. Limited to viewers 18 years old or over, it shows the heaviest-viewing 20% of adults doing 41.7% of the tv viewing; the next-heaviest 20% does 25.4%, and so on down to the lightest-viewing 20%, which accounts for 3.3% of the hours spent with tv. What it means, says RAB, is that tv is "big" with 40% of adults but "very weak" with another 40%—and below par with the remaining 20%.

Economy Too ▪ The presentation contends that "radio is more economical per adult reached and therefore delivers many more impressions per ad dollar." In one major market, the report asserts, an advertiser compared his television schedule with a radio schedule 10% lower in cost—and found that radio delivered 331% more impressions, 174% more frequency, 17% more different homes and 20% more adults (see Chart B).

In the summer, the report continues, radio's audience is almost 10% bigger than tv's. Winter or summer, it maintains, television's audience is at its lowest in the daytime (see Chart C)—when radio's is at its peak and when more shopping takes place. In addition, it says, many daytime viewers use television like radio anyway, listening to the audio without watching the video —and in any case, "tv is biggest of all in risk."

The 24-page brochure opens with an extensive summary of television's rise, the changes in radio listening patterns, and the failure of rating services to measure radio's complete audience. It closes with this admonition to advertisers and agencies:

"Tv's claim to 'bigness' is not so valid as 'home' ratings seem to indicate. Drop out the youngsters through measurement of adults, measure all radio, and then you see tv's bigness is top-heavy—big coverage of 40% of adults.

Children Listen ▪ "If youngsters

Daily Viewing vs. Listening of Male and Female Adults by Tv Quintiles, Showing Selected Product Usage

Quintile	Average Miles male	Average Miles female	Average Radio Minutes male	Average Radio Minutes female	Average Miles Driven Annually male	Average Miles Driven Annually female	Average Cups Coffee Drunk per Day Family	Percent Using Headache Remedies male	Percent Using Headache Remedies female	Average Packs Cigs. Smoked Daily male	Average Packs Cigs. Smoked Daily female
Quintile 1 (heaviest tv)	278	364	152	188	8,059	2,164	6.9	93.3%	94.1%	.80	.57
Quintile 2	175	219	127	136	8,059	2,300	7.0	93.2	95.7	.87	.51
Quintile 3	120	160	134	187	10,398	3,071	7.7	91.2	95.7	.95	.48
Quintile 4	76	108	114	152	9,824	2,357	7.1	92.8	93.8	.75	.39
Quintile 5 (lightest tv)	20	32	105	182	11,615	2,846	6.9	88.4	91.8	.81	.46

Table 3.—In this composite table, based on seven in RAB's report, the viewing, listening and selected product usage habits are depicted for each of the tv quintiles, from heaviest to lightest. Among other things it shows, according to RAB, that radio covers heavy drivers "far better" than tv does; that light viewers consume as much coffee, almost as many headache remedies and almost as many cigarettes as heavy viewers do.

aren't your prime target, and if you want to do business with more potential *customers*, you need radio.

"Radio added to tv can:

". . . give you *full* reach.

". . . add frequency.

". . . add impact close to buying time.

". . . add safety.

". . . and do it economically.

"If you are big in tv, you should be big in radio!

"Tv alone can't deliver your full potential.

"Radio alone, in fact, does far better, because it provides better balance —both big reach *and* big frequency."

Percent Adults in Each Quintile Who Are Under 35

	TV	RADIO
(20%) Quintile 1 (heaviest*)	35.9%	43.7%
(20%) Quintile 2	40.6	41.7
(20%) Quintile 3	32.2	35.5
(20%) Quintile 4	35.3	31.3
(20%) Quintile 5 (lightest*)	37.1	28.7

Table 1.—The years between 18 and 35 are sometimes called "the age of acquisition," and RAB's contention in the table here is that this age is more frequently represented among heavy radio listeners than among heavy tv viewers.

Percent Adults in Each Quintile with Household Income Under $7,000

	TV	RADIO
(20%) Quintile 1 (heaviest*)	57.2%	48.1%
(20%) Quintile 2	49.0	45.8
(20%) Quintile 3	51.4	43.7
(20%) Quintile 4	38.5	42.1
(20%) Quintile 5 (lightest*)	36.9	53.6

* These tables combine two of those in RAB's report. The tv percentages relate to tv-viewing quintiles; radio percentages relate to radio-listening quintiles. Example: 35.9% of the heaviest tv viewers are adults under 35 years of age; 43.7% of the heaviest listeners to radio are adults under 35.

Table 2.—Heavy-listening radio users are apt to have bigger incomes available than heavy-watching television viewers, according to RAB. This table, combining two from the RAB presentation, puts it the other way: the percentage of adults with household incomes below $7,000, arranged according to viewing and listening quintiles.

Hamm's adds Kansas City

Theo. Hamm Brewing Co., St. Paul, last week purchased one-fourth of the Kansas City Athletics radio and television schedule over WDAF-AM-TV.

The buy, through Campbell-Mithun, Minneapolis, makes Hamm's the largest single beer sponsor in number of teams. Already signed by the brewery were one-third of the Chicago White Sox and Chicago Cubs tv, and one-third of the Minnesota Twins radio and tv (BROADCASTING, March 4).

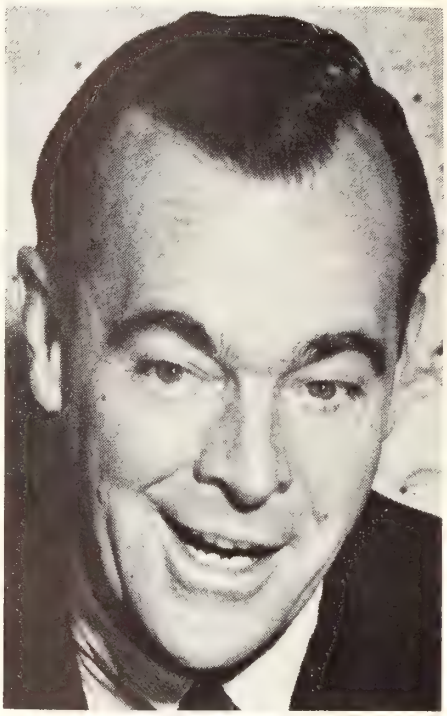
RAB'S BUNKER SWINGS AT RATINGS

Contends they've only done half the job needed

The edge of Edmund C. Bunker's sword last week cut into the state of effectiveness of current radio audience measurements.

Mr. Bunker, in his first major New York speaking appearance as Radio Advertising Bureau's president (he took office on March 1), let few radio "problems" alone in his slashing attack against the medium's competitors and detractors.

Along with radio rating services, his victims included television (he attacked



President Bunker
We must have better research

it by referring in part to a study RAB now has in circulation, see page 38), and the computer—"it is very easy to lose sight of the factor that a computer is essentially a zombi," he said.

Mr. Bunker, in noting the current fad among agencies for ratings data to "feed" the computer, warned that the "poor zombie and the computer can only do certain highly defined tasks. (Also see story on agency reactions to ratings furor, page 27.)

". . . Feeding facts into a computer does nothing for the data," he said, asserting that the so-called "read-out sheet may never be questioned even though it deserves to be." The computer, he said, "doesn't evaluate the facts," and he went on, media measurement experts ought to devote as much time to proving the worth of data "being whirled around at such great speed in the computers" as experimenters spent in developing the first computers.

Behind Times ▪ Mr. Bunker, who was the featured speaker at an International Radio & Television Society luncheon on March 27, described a "major research firm" as having "been most successful in discouraging major expenditures in radio" by failing to keep up with its new growth and characteristics.

"This same organization, he declared, "now seeks through public breast-beating to attempt to match its findings with the evidence so openly spread before all of us." But, he continued, this "cannot replace the millions of dollars which many of us feel have been lost to our medium through a policy which, in retrospect, was unbelievable."

Mr. Bunker said "the pity of it is" the company does a "fine job" of gathering its information—but "just part of the data about radio.

"But if I recall my school days, if you only attempted to answer half the questions on an examination and got them all right, that wasn't counted as 100%. It was counted as 50% and you flunked."

Hightlights:

▪ RAB, he disclosed, will provide separate services for small and large markets by setting up a small market division and with a plans board that will concentrate on those markets. ("If we can make a contribution to better radio selling in smaller markets, then bigger markets gain.")

▪ Much of radio's overall problem as a medium is actually a research problem, he asserted, and "certainly one possibility is that new measurement firms will enter the field." But, he warned that any proposals for new radio measurement must be "quite carefully" examined.

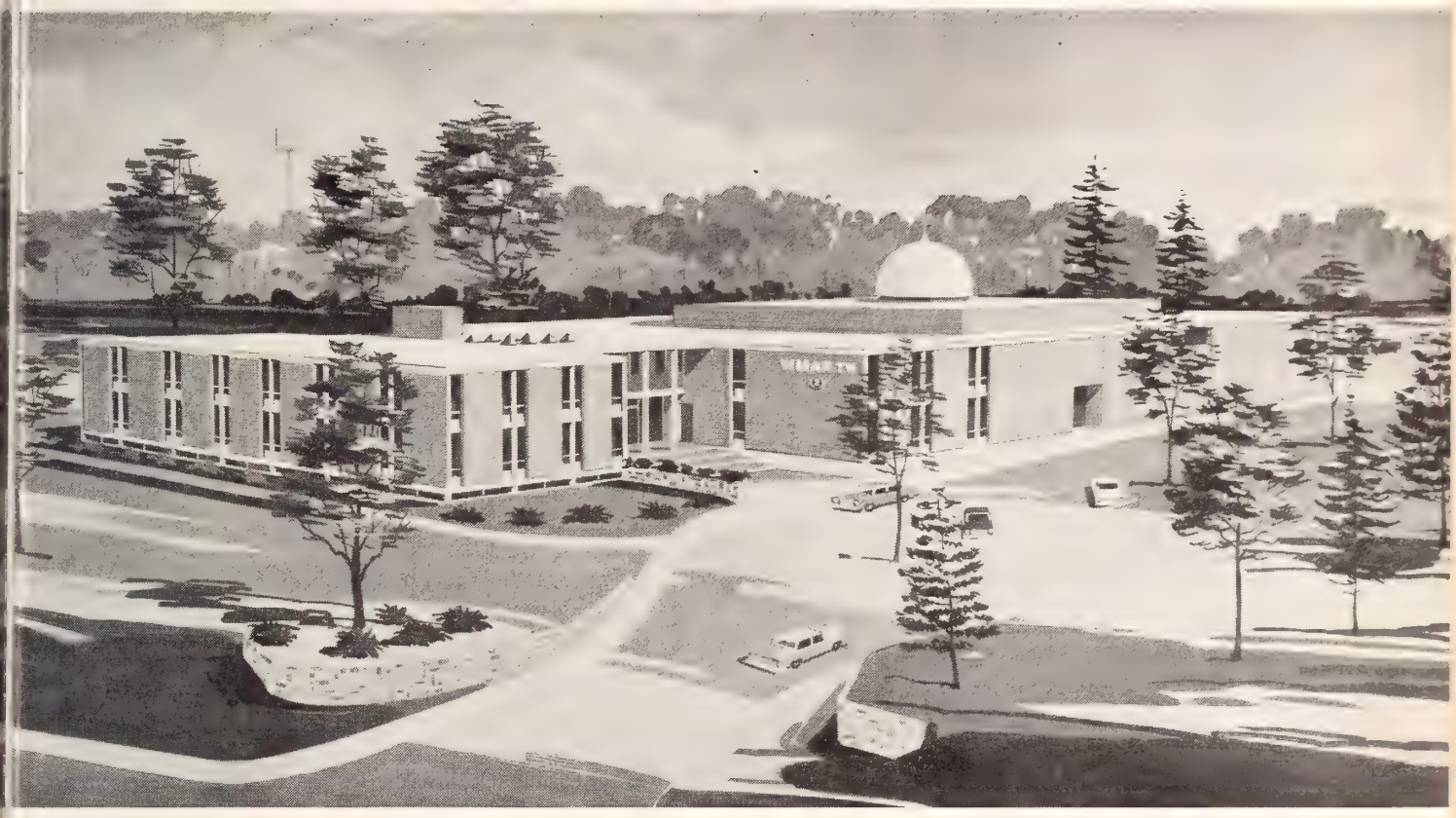
Said Mr. Bunker, portending additional RAB moves in research (see RAB's expected underwriting of a rating methodology study, page 38), "we must have better research . . . and I want to make it clear that this will be the major objective of RAB during the coming months to start radio into measurements of every set on a basis advertising agencies and advertisers can accept as valid.

". . . We are completing preliminary plans for an important project in this area. We will announce these plans in the future, probably next week at the RAB presentation during the NAB convention."

He indicated RAB expects to invest heavily in research to improve radio measurement, encouraging agencies to "suggest" radio to clients with "more enthusiasm than at any time in the past few years."

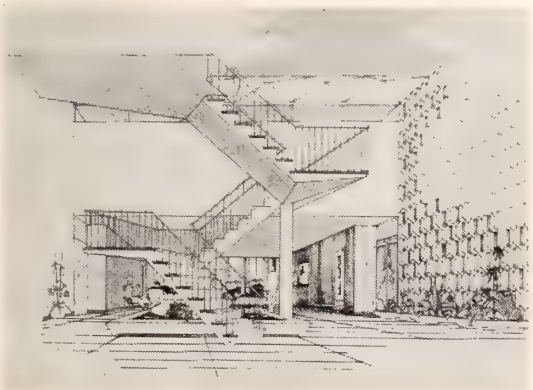
TELEVISION PARK

The new home of Channel 2, Baltimore



Sometime next month WMAR-TV, Channel 2, Sunpapers Television, will move into its new facility at 6400 York Road in Baltimore. Conceived specifically for television use, the new studio-office building will house within its 65,000 square feet of floor area, the very newest innovations in electronic equipment, studios, increased facilities for "live" audiences, garage for mobile units, shops and offices. There is also a spacious parking area.

A distinctive design feature of Television Park is the rooftop radome, constructed of fiberglas and plastic to contain WMAR-TV's auxiliary microwave studio-transmitter link.



Television Park is another step forward in the station's program of progress, a continuing policy with WMAR-TV ever since it went on the air more than 15 years ago as Maryland's FIRST television station.

No Wonder— In Maryland Most People Watch

WMAR-TV

CBS

Channel 2 — Sunpapers Television — Baltimore 3, Md.

Represented Nationally by THE KATZ AGENCY, INC.

Blair celebrating 30th anniversary during convention

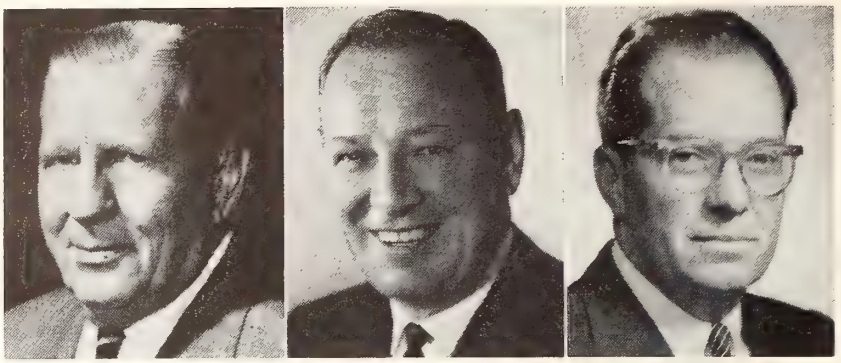
John Blair & Co., one of the oldest and foremost station representation firms, celebrates its 30th anniversary this week with a three-day champagne-and-cake party at its NAB convention headquarters in the Blackstone Hotel in Chicago.

The open house starts today (April 1) and will continue through Wednesday, convention closing day.

The birthday cake will be both chronologically and culinarily distant from founder and President John P. Blair's start in the radio business, which can be traced directly to a loaf of bread.

What probably was his most influential single sale came in the late 1920s when, working in the San Francisco office of J. Walter Thompson Co., he convinced a bakery client to introduce its new extra-long bread product via a three-week schedule of radio spots. Struck by the bread-buying public's response, he concluded that his own future lay in radio.

Though by then the depression was raging, he helped form the representation firm of Grieg, Blair & Spight and opened it in San Francisco in April 1933, expanding eastward to Chicago and New York six months later. By 1935 he had assumed personal control of the company and opened an office in Los Angeles. By 1945 there were eight offices. Now there are 10, representing 52 radio stations (by Blair Radio) and 49 television stations (Blair Television).



Mr. Blair | Mr. Lundy | Mr. McCoy

His company has been credited with many other accomplishments as well. Two of its most noted sales concepts are the Blair Group Plan for radio, which enables national advertisers to tailor their spot campaigns to their particular needs, and the Blair Test Market Plan for television, which provides a system for "pre-testing" tv spots on the air.

The Blair companies also pride themselves on their service departments.

Last year Blair Television also inaugurated a special projects department to encourage the sale of local programs, particularly in the field of civic and public affairs, sports and other activities of local interest.

Blair Personnel ▪ Under a reorganization last year John Blair & Co. now consists of two groups. Blair Radio is headed by President Arthur H. McCoy, a veteran of two other rep firms, Free & Peters and Avery-Knodel, before he moved to Blair in 1955. Blair Television, first set up as Blair-Tv in 1948, is under the direction of President David Lundy, who had headed sales for KYA San Francisco, KLAC-AM-TV Los Angeles and KGO San Francisco before he joined Blair as head of its San Francisco television office in 1958.

CMA declines to urge ban on cigarette ads

The American Cancer Society belief that cigarette smoking is harmful to the smoker's health received official medical endorsement last week from the California Medical Assn., reportedly the first medical society in the nation to take such a step. CMA declined, however, a proposal to urge cigarette advertising.

The CMA House of Delegates, meeting in Los Angeles, on Wednesday (March 27) adopted this resolution: "Resolved: That the CMA take steps on a statewide basis to publicize, particularly in schools and homes, the harmful effects of cigarette smoking."

In presenting the resolution, the reference committee requested that it be referred to the CMA council for implementation through an appropriate committee that is to be appointed.

The resolution, which was adopted without debate, was drafted by the reference committee as a substitute for three resolutions submitted by county organizations, the committee stated. One, which was greeted with laughter from physicians in the smoke-hazed meeting room, would have ordered all CMA members to give up smoking themselves and to urge their patients to do likewise.

A second, which was just as summarily rejected, called for CMA to ask the California state legislature to pass laws which would "forbid the portrayal of youths, athletes or other famous persons smoking and/or forbid all advertising of cigarettes in any public information media."

The resolution adopted by the CMA was introduced with the statement that: "In view of the testimony offered at the reference committee hearing, including the conclusions of the cancer commission, on the effects of cigarette smoking on health, your committee feels that the CMA should take all appropriate steps to educate the public in the harmful effects of cigarette smoking and the concomitant health hazards."

Rep appointments...

▪ WBSR Pensacola, Fla., and WHOT Youngstown, Ohio: Robert E. Eastman & Co., New York, as national representative.

▪ KAIL (TV) Fresno, Calif.; WHIL Medford, WOCB West Yarmouth and WNBH New Bedford, all Massachusetts., WRAM Monmouth and WIZZ Streator, both Illinois: Vic Piano Assoc. as national representative.

▪ WLOB Portland, WCOU Lewiston, WRUM Rumford, WGUY Bangor, WFST Caribou, WFAU Augusta, WGHM Skowhegan, WSME Sanford, all Maine (Lobster Network): Radio-Tv Representatives Inc., New York, as national representative.

▪ WQMR (Washington, D. C.) Silver Spring, Md.: Mid-West Time Sales, Kansas City, as regional representative (St. Louis, Kansas City, Memphis, Omaha, and Des Moines).

▪ WRGM Richmond, Va., and WHAY Hartford, WNHC New Haven, WNAB Bridgeport, WSTC Stamford, WATR Waterbury, WTOR Torrington, WICH Norwich, all Connecticut: Mort Bassett & Co., New York, as national representative.

▪ KATN Boise, Idaho: Charles Bernard Inc., New York, as national representative.



City of Los Angeles State of California

GREETINGS

As the Mayor of the City of Los Angeles and on behalf of its people I am happy to extend this official commendation to

Radio Station KFWB

for distinguished public service.

Recently this fine station placed first in an international competition which attracted 1400 entrants in the category of public service. This station is particularly effective in its dedicated program to obtain recruits for the Los Angeles Police Department.

We of Los Angeles are proud that KFWB has won such an award and we consider ourselves extremely fortunate that we have such a station operating within the Greater Los Angeles Area.

Sincerely,

Samuel W. Yorty

MAYOR

Thank you, Mayor Yorty. And thank you, members of the Advertising Council, for the First Place Public Service award presented by you to KFWB at the Third Annual International Broadcasting Awards presentation on February 26. KFWB is grateful for the awards and is determined to continue to make the public aware of its eagerness and availability to participate in projects of community interest and importance.

KFWB/98 LOS ANGELES
CROWELL-COLLIER BROADCASTING CORPORATION
represented nationally by JOHN BLAIR & CO.



Stop in at the SESAC Exhibit Booth E to audition a special program series of 60 second show stoppers. 160 selections on 10 Hi-Fi albums . . . $19.95.

And be our guest at the SESAC CELEBRITY SUITE 906-A.

Continuous Live Entertainment

MEET IN PERSON

Bill Anderson
Blackwood Brothers
Warren Covington
Til Dieterle
Roy Drusky
Terry Gibbs
Woody Herman
Betty Madigan
Richard Maltby
Jorge Morel
Bill Snyder
Billy Taylor
Plus
Surprise
Guests

Personalities available for taped interviews.

NAB Convention
March 31st - April 3rd
Conrad Hilton, Chicago

*Trademark

Details of Kellogg's 'corny' radio spots

It's still a little early to tell about sales results from Kellogg Co.'s "corny" radio campaign, now in its fifth week with three more to go. From the comments that customers are making to grocers and the grocers are making to Kellogg salesmen it apparently will be a big success, Daniel B. Scully, brand supervisor on the Kellogg account at Leo Burnett Co., Chicago, said Thursday (March 21).

In an informal talk to the Southern California Broadcasters Assn., Mr. Scully traced the campaign from its inception a year ago and its test in four eastern markets where Kellogg Corn Flakes had a problem. That was a 10-week campaign, with 23 different sets of corny jokes, but with some stations broadcasting more than 200 Kellogg spots a week, surveys conducted every two weeks showed public enjoyment high at first but dropping off after the sixth week when the jokes were being heard for the third or fourth time. That's the main reason the current nationwide radio campaign is being limited to eight weeks, Mr. Scully said.

With a goal of reaching two-thirds of every home in each market 15 times a month, the radio campaign is really saturation, he said. Kellogg is spending more than $1 million on radio, with about 300 stations being used and up to 350 spots a week on the air in the larger markets. To avoid boring the listeners with too many repetitions of the same jokes, 50 separate commercials are included in the present campaign, the agency executive reported. The radio spots total 4,132 a week across the country.

Kellogg has merchandised the Homer and Jethro spots to its salesmen with a handsome brochure and has supplied kits to all the radio stations carrying the spots showing ways in which they can promote them to their audience. The cooperation has been fine, especially from disc jockeys who augment the impression of the commercials by appropriate lead-ins and take-offs. Mr. Scully also reported wide use of the Homer and Jethro id's supplied to stations, with individually tailored spots, using the station's call, provided to stations in the top markets.

The main problem with using radio this way, Mr. Scully told the Southern California Broadcasters, is the small amount of time the agency and client have to merchandise their radio campaign to their own salesmen and to the trade. With television, the schedule is firm months in advance of the starting date, he said, but in radio there is only four weeks from the first request for availabilities until air time. By the time the markets and stations have been selected, which must be done before the promotional material can be prepared, two or the four weeks have gone by. "This means there's only one week to do the whole job of pre-selling the campaign and getting the retailers enthusiastic about it and willing to stock up with extra merchandise to meet the demand the campaign is expected to generate once it hits the air," Mr. Scully said, "and that isn't time enough. We feel we could have gotten more out of the radio campaign if we'd had more time to get ready."

The account supervisor praised radio stations generally for their willingness to help merchandise the Kellogg campaign, but he said that where the station offered to get store space for the corn flakes in exchange for store mention on the air, given as a bonus for the Kellogg spot order, it was usually necessary to turn the offer down."

New Hollywood office

The Hollywood office of BROADCASTING Magazine has moved, effective today, to 1680 N. Vine St. The telephone number remains unchanged: Hollywood 3-3148.

Florida Citrus puts everything into C-E

Effective April 1, Campbell-Ewald Co., Detroit, will become the sole consumer advertising agency for the Florida Citrus Commission, adding the orange account to the grapefruit account which has been in C-E hands since last spring.

The Detroit agency, in competition with Lennen & Newell, New York, won the orange business with a presentation before the commission Monday, March



PROGRAM MANAGERS!

While you are in Chicago
audition

THE STEVE ALLEN SHOW

in your own room!

Tune to Channel 7 at 10:30 PM Monday–Friday.
For complete details, including rating history
contact Al Sussman, Suite 2500, Conrad Hilton

WBC PROGRAM SALES, INC.

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25. This was two weeks after the commission severed its long-time connection with Benton & Bowles Inc., New York. Campbell-Ewald was awarded the grapefruit share on the account nearly a year ago, leaving B&B with the larger orange account.

Since the size of the advertising budget for the 1963-64 season will be determined by the volume of fruit produced, there is no solid basis to estimate the amount of money which may be available for promotion purposes. There have been guesses however, that ad monies available may amount to approximately $1 million for grapefruit and some $3.5 million for oranges.

In their presentation, C-E representatives outlined advertising proposals which would include both print and broadcast media, with the latter in the form of spots rather than network shows. No effort was made to offer a media plan at this time.

Magazine concept in tv to grow, Cone predicts

Fairfax M. Cone, chairman of the executive committee of Foote, Cone & Belding, predicts that in time "advertisers . . . will be revolved through the totality of a week's programs, in the same way that all advertisers are rotated through the pages of national magazines."

Expressing his views in an interview which appeared in *The Christian Science Monitor,* Mr. Cone said, "I don't think the advertising agency should have anything to say about television. I don't think the advertiser should have anything to say at all." Indicating that he thought we are "fast reaching that point," Mr. Cone observed, "as we do we are helped away from the Madison Avenue-huckster image."

Mr. Cone alluded to the first 10 years of television when, he said, "advertising people got into show business . . . they thought nothing of telling a network what they wanted in a television program.

"Now they are no longer able to do much about it because the networks are getting closer and closer to saying 'get off, boys, we'll sell you some minutes, but we won't let you tamper with our programs.' "

Commercials in production . . .

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager. Approximate cost is listed, where given by producer.

Fine Arts Productions Inc., 7417 Sunset Blvd., Hollywood 46.

Foremost Milk (milk), one 60, one 20 for tv, animation on film. John D. Wilson, prod. mgr. Agency: Guild, Bascom & Bonfigli. Dave Fulmer, acct. exec. John Orloff, agency producer. Approx. cost $8,200.

Foremost Milk (ice cream), one 8-second for tv, animation on film. John D. Wilson, prod. mgr. Agency: Guild, Bascom & Bonfigli. Dave Fulmer, acct. exec. Dan Lindquist, agency producer. Approx. cost $2,580.

Sande & Greene Inc., 1777 N. Vine St., Hollywood 28.

Parkay Margarine, series of 90's for radio, jingles. Bob Sande and Larry Greene, prod. mgrs. Agency: Needham, Louis & Brorby. Tom Thomas, agency producer.

MPO Tv of California, 800 N. Seward, Hollywood 28.

Muriel Cigars, series of 60's for tv, live on film. Ernie Motyll, prod. mgr. Agency: Lennen & Newell. Phil Penberthy, agency producer.

Overland Music Services Co., 2220 Vista del Mar, Hollywood 28.

Animal Trap Co. (Victor Mousetraps), one 5-minute for radio. Jimmy Sheldon, prod. mgr. Agency: Foltz & Wessinger. Frederick Wilson, agency producer.

KTTV, 5746 Sunset Blvd., Hollywood 28.

Frigidaire, series of 60's for tv, live on tape. Al Bowen, prod. mgr. Agency: Dancer-Fitzgerald-Sample. Chuck Collar, agency producer.

Western Oil & Fuel, sixteen 60's for tv, live on tape. Al Bowen, prod. mgr. Agency: John W. Forney. Bill Sheppard, agency producer.

Van de Kamp's Bakeries, series of 60's for tv, live on tape. Al Bowen, prod. mgr. Agency: Lennen & Newell. Claire Smith, agency producer.

Purex, series of 120's for tv, live on tape. Al Bowen, prod. mgr. Agency: Foote, Cone & Belding, Inc. Bob Sallin, agency producer.

Great Western Federal Savings and Loan, series of 60's for tv, live on tape. Al Bowen, prod. mgr. Agency: Doyle, Dane, Bernbach. Shirley Martin, agency producer.

Erickson Hair and Scalp Products, four 60's for tv, live on tape. Al Bowen, prod. mgr. Agency: Livingston and Associates, Inc. Fred Livingston, agency producer.

L. B. Hair Oil, series of 20's for tv, live on tape. Al Bowen, prod. mgr. Agency: Siteman-Brodhead. John Brodhead, agency producer.

Cooperative media data bank considered

CRICHTON SEES COMPUTER RECOMMENDATIONS BY 1973

The prospect that by 1973 every major media recommendation from an agency will be supported by some sort of computer analysis was held out last week by John Crichton, president of the American Assn. of Advertising Agencies.

He said the importance—and cost—of computers are so great that "we have actually considered the construction of a cooperative media data bank by the AAAA," so that its facilities would be available to a wide range of agencies.

He indicated this development is not imminent, however, because of the expense involved, uncertainty about "how rapidly the needs for this information will arise," and AAAA's policy against competing with profit-making enterprises "unless no reasonable alternative exists."

Mr. Crichton spoke Tuesday at a meeting of the Magazine Advertising Sales Club in New York, and along with complimentary words for magazines he had some strict ones.

Not As Careful ▪ He said few agency men believe that magazines are as careful about their copy acceptance standards as they were a few years ago; that magazine salesmen show little interest in the client's advertising objectives and little knowledge of how to interpret research data effectively; that magazine sales promotion is criticized for "gloss and puffery"; that while regional editions represent an advance, there is no uniformity in the geographic splits of different magazines and that this limits their benefits; that there is not enough compatibility in the presentation of audience research, and that magazine salesmen spend too much time knocking each other and not enough in learning about the advertiser or about the facts in other media fields.

He said many people "now believe that only the specialized magazines, the farm publications and the business papers are doing a good job of informing agencies about their markets and interpreting their editorial services to those markets." Consequently, he said, there is a trend "to shift expenditures away from larger magazines to selective magazines which have a higher cost-per-thousand but represent a no less efficient way to reach a producer's market."

Business briefly . . .

Johnson's Wax through Foote, Cone & Belding, Chicago, is starting major tv spot campaign to run through May in midwest region and Baltimore-Washington to introduce six new home garden products under brand name of "J-Way." Magazines and Sunday supplements also are being used.

State Farm Mutual Automobile Insurance Co. through Needham, Louis & Brorby, Chicago, will co-sponsor new game show *Picture This* with Jerry Van Dyke starting June 25 on CBS-TV in Tuesday 7:30-8 p.m. period as summer replacement for Jack Benny.

Louis Marx Toy Co., New York, will sponsor *The Jetsons* on ABC-TV next fall (Saturday, 10:30-11 a.m. EST). The series currently is in ABC-TV's prime time, Sunday, 7:30-8 p.m. Agency: Ted Bates & Co., New York.



OUR JOB GETS 6 MILES LONGER EVERY WEEK

Long ago we discovered that air-borne coverage of Los Angeles traffic was too big a job for one man. We added a second helicopter, a second pilot. But the Los Angeles Metropolitan Area builds streets and freeways at the rate of 6 miles a week. So KMPC has added a third airplane. A fixed-wing craft that can scoot the 175-mile breadth of the Metro Area in the tick of a few minutes. It takes this kind of winged expansion to keep pace with an area where nearly 2 million motorists spend a daily average of 1 hour and 36 minutes behind their auto radios. Only KMPC does it. That's why, in Los Angeles, only KMPC matches the market by moving with it.

KMPC Los Angeles
Represented by AM Radio Sales Company

Golden West Broadcasters GWB • KSFO San Francisco • KEX Portland • KVI Seattle-Tacoma

More and more like tv better and better

SATISFACTION IS REPLACING RESTLESSNESS OF A FEW YEARS AGO

(Condensed from an article in the April issue of Television Magazine.)

"Overall, there has been a marked change in the viewer's stance toward television. Less than three years ago a good many viewers could validly be classified as 'restless'; that is, while they found much that attracted them to television, they had a good many things to criticize and a vague feeling that somehow television was not living up to its promise, either as entertainment or as a moral agent in the society.

"As time has passed, program changes, the increase in family selectivity of what to watch and not watch, and, perhaps, a decline in highly publicized scandals in the industry and attacks on it, have all tended to lead to a decline in this restlessness and protest about television.

"Today, viewers can perhaps be classified as 'satisfied' rather than restless; they are getting a great deal of what they want, and little that offends or frightens them. What they do not like they do not need to watch, but they are reasonably accepting of the fact that someone else might like to watch it, and has a right to.

"This does not mean, however, that viewers do not expect television to change and improve: By making entertainment informative, by making information programs more entertaining, by bringing into the home new kinds of entertainment and new experiences and knowledge from the real world.

"The difference is that people now feel television is pretty much on the right track; it has only to improve, perfect and progress, not to give up the intrinsically 'bad ways' many people felt it had a few years ago."

Television and its audiences have both come a long way in the last two and a half years. How far, and how nearly in step they are now, are suggested in the words above and are described in detail below.

These conclusions come from a 227-page report on television audience attitudes compiled for McHugh & Hoffman Inc., a relatively new but influentially employed television, radio and advertising consultant firm in Birmingham, Mich.

The compiler was Social Research Inc., a widely known Chicago organization. Its similar study for Campbell-Ewald Co. in the spring of 1960, when Messrs. McHugh and Hoffman were running Campbell-Ewald's radio-tv department, is the basic yardstick against which changes are measured in the current report. The late-1960 study was published in *Television* and BROADCASTING in May 1961.

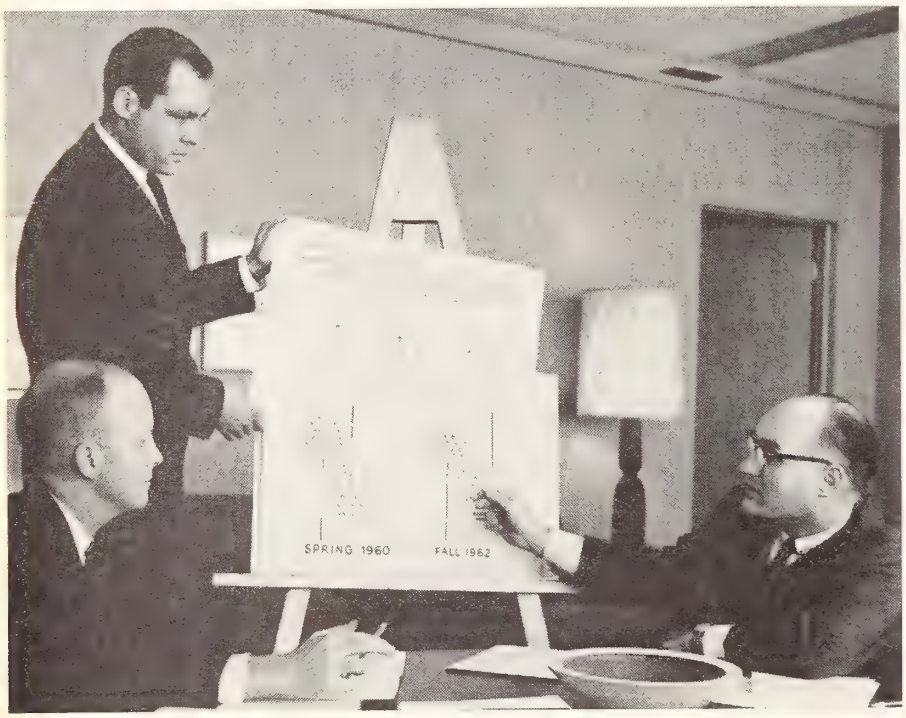
Philip L. McHugh, president of McHugh & Hoffman, and Pete Hoffman, vice president, have used attitudinal surveys extensively both in their own firm and at Campbell-Ewald, where Mr. McHugh was radio-tv vice president and Mr. Hoffman his assistant. As consultant to some of the country's leading stations, both group-operated and individually owned, their firm has, through SRI, delved into local as well as national program attitudes in an effort to get a rounded understanding of the viewer.

Better and Better ▪ If their probings have found one conclusion that stands out, it is this, in Mr. McHugh's words:

"No matter how the government or intellectual critics of television see it, television is continually improving in the eyes of the people that count—the television audience. On the whole, the techniques of production are better, there is more current-events programming and people are watching more of it. The audience is learning how to handle more complicated plot structures and dramatic presentations with more personal reward."

The new study was conducted in 14 cities* last fall, six to eight weeks after the start of the current tv season.

SRI researchers interviewed 751 adults at length, 551 in their homes to allow for a free-ranging expression of their views and 200 somewhat more briefly by telephone. Although the viewers interviewed were all 18 years



The ups and downs of audience preferences are examined by Philip L. McHugh (r), Pete Hoffman (l), and Stephen T. Saunders (standing), who joined McHugh & Hoffman last month after serving for the past three years with Campbell-Ewald Co. as account executive on Chevrolet. Charts indicate that in 1960 quiz, adventure, soap opera, current events, new comedy and suspense-mystery represented high appeal; drama and situation comedy were on a plateau, and specials, westerns and variety were trending downward. Last fall, comedy and comedians, hour drama, current events and documentaries were on the upbeat; variety, westerns and suspense-mystery were static, and family situation comedy (as a class), adventure and audience-participation were losing ground.

*Atlanta, Chicago, Cincinnati, Cleveland, Denver, Detroit, Houston, Los Angeles, Milwaukee, New York, Philadelphia, St. Louis, Seattle and Toledo. The 1960 study covered nine: Chicago, Philadelphia, Atlanta, San Francisco, Cincinnati, Oklahoma City, Louisville, Worcester, Mass. and Mason City, Iowa.

old or older and were concentrated mainly in urban areas, Mr. McHugh and the SRI researchers feel that the attitudes uncovered should be reasonably representative of U. S. adult viewers as a whole.

SRI's report to McHugh & Hoffman, titled "Continuing Trends in Television: Viewer Attitudes and Preferences, Fall 1962," is one of a series of studies regularly made for M&H clients but not available for general distribution. Here is what it found:

In his progression from "restless" toward "satisfied," the most fundamental change in the viewer is probably his growing sophistication. He not only is watching more, but is watching a wider variety of programs. Social classes are less clearly distinguishable by the shows they select. The plainest distinguishing feature now is an upper-middle-class complaint about sameness and tiredness in some of the famliy situation comedies. Here, SRI researchers think, a trend may be gathering.

The blurring of caste lines may be traced, at least partly, to a growing eagerness for "information." As people learn more, they want to know more. They are struck by television's "excitement" when it covers the manshoots, the United Nations in crisis, the other events at which television serves as an instant newspaper, giving coverage "with which no other medium can compete."

Progressive Interest ▪ From these events their interest progresses to newscasts and documentaries in an evolutionary process whose influence also has spread into their approach to so-called "pure" entertainment. They want to be informed entertainingly, but they also want to be entertained informatively.

On a broader scale, the general viewer's desire for information to be presented entertainingly, and entertainment informatively, is evident in his feelings about such diverse fare as elections and editorials.

He is "quite receptive" to tv editorials, considers them clearer than newspaper editorials, believes they are important because they stimulate thinking. But he wants them to deal with real, controversial issues, not cleaner streets and motherhood.

Election Coverage ▪ His attitude toward election coverage, national or local, so strongly demands a lacing of entertainment that it calls for a complete overhaul of current coverage practices. In the public mind networks and stations inflict too much information for too long a time with too little diversionary relief.

SRI found that "Many people, even those genuinely interested in the election, wish that the coverage could begin later in the evening when the numbers really mean something, and that coverage could be limited to just one channel so that viewers could watch programs which are more interesting part of the time, tuning in the election channel occasionally to check up on the political situation. . . ."

These resentments probably would be lower in a presidential election, but some people would complain no matter what.

Viewers are more satisfied, and show it in many ways. They are watching more. Many think television is better than two years ago and enjoy it more.*

A clue to their preoccupation with the electronic box is their deliberate approach to it. Almost nobody tunes randomly any more.

There are still favorite programs that are watched "every week," but there is also "an increasing non-committed audience" that does not make up its mind until it has checked the listings, program guides and promotional spots to see what's on, who's in it, what it's about.

*Statistically, SRI's findings on these two points evoke the Camel cigarette interrogatory about smoking more now but enjoying it less: 80% thought tv is as good or better than two years ago, while only 73% said they were enjoying it as much or more than they "used to." Thus 20% thought it's not as good but 27% are enjoying it less, perhaps indicating that in some cases disenchantment has out-run tv's improvements. The dissidents in both cases were found mostly in the upper classes.



Executive director of Social Research Inc., which conducted the studies tracing the average viewer's transition from "restless" to "satisfied," is Dr. Burleigh Gardner. An SRI study made in the spring of 1960 was compared with findings reached in the fall of 1962 to determine changes in viewer attitudes toward programming and in ways in which they use tv.

More Sets ▪ The growing reliance on dialing-aids feeds and is fed by a phenomenon detected by SRI three years ago: The fragmentation of in-home audiences. In multiple-set homes—more than one-third of SRI's sample, and about 15% of all tv homes in the U. S.—togetherness around the television set has become a sometime thing. Families more and more often split up, with adults watching in one room and the children watching something else in another.

Stars and themes are increasingly influential in the family decision making. As viewers become more interested in a wider variety of programs, they can no longer be as unyieldingly loyal to a large number of programs.

The dial-turners' acceptiveness of television's offerings does not indicate complete acceptance of the notion that television is offering as much as it might.

Too Much Sameness ▪ This concern stems from the belief—one of the major specific complaints today—that television is too prone to imitate itself by proliferating any kind of program that gets a big audience.

Viewers usually want a choice of two or three shows of a type, but sometimes even two of a kind can be too many. *Flintstones,* a cartoon show, lost uniqueness—and therefore some of its lustre with viewers—when *Jetsons* arrived using a similar technique, whereupon *Jetsons* suffered from being considered too much like *Flintstones.*

The closest thing to a new viewing trend found by SRI this season is the preference for comedians and selected situation comedies. This, too, is seen as a sort of reaffirmation of the thesis that television could do better.

One of the most specific complaints relates to summer fare. "We detect a growing resentment of this summer hiatus," the report asserts.

On many subjects the interviewers found ambivalent attitudes. Viewers get a great deal of pleasure from prime-time movies on the networks, but don't think they speak well for television's creativeness. Color isn't much of an influence on program selection yet—but the fact that NBC serves up big helpings of color improves that network's image.

Network Images ▪ SRI found viewers "quite tentative"—as of last fall—about all of this season's new programs but two: *Beverly Hillbillies* and *The Lucy Show.* Compared to the rest of the new programs, the three networks formed much plainer images in the public eye:

ABC.—The burst of popularity ABC enjoyed a year ago, and the image it was developing as a "youthful, lively and dynamic" network, seemed last fall

Tv critic Susskind likes looks of next season

David Susskind spoke out against television "when I was rich and had nothing to lose." The statements began in 1956 and continued through 1961, the tv season he refers to as the nadir of the industry.

Today Mr. Susskind has a new opinion of television. "I am for the first time fiercely optimistic that we are going to see an upgrading of television in general, and very specifically the entertainment section which comprises 90% of television."

The statements appear in a copyrighted interview appearing today (Monday) in the April issue of *Television* Magazine.

Mr. Susskind says there is hope for television in the future, that it won't be perfect, but next year's nighttime schedule offers "more quality than any season in the past 10 years" and prospects have grown brighter rather than dimmer.

The current season, says Mr. Susskind, is the pivot season. "This 1962-1963 television season has been a season of enormous casualties, numerically, financially and psychologically . . . bad television proved to be disastrous business, and good television seems to be increasingly good business."

He cites the change in management at ABC, praises the stand of James T. Aubrey Jr., president of CBS-TV, who "has made the best compromise of any broadcasting system expectant between giving the public what it wants and what it should have, and yielding a profit to his stockholders, all three of which are rather urgent considerations"; and says NBC is healthier and more responsible than it was in '61.



Mr. Susskind

The FCC under Chairman Newton N. Minow has had "an enormous influence on broadcasting, and I think the FCC has become a fairly dynamic government agency, from being a rather inert, inept one," Mr. Susskind says.

His views of the television audience have not changed appreciably. Mr. Susskind notes, "I think its appetite for the mediocre is as powerful as ever. Its preference for the frivolous is far larger than its instinct for the good. But what I do think is happening unmistakably is that a cultural revolution is on in America. . . . The selective viewer has more to be happy about, more to be glad he owns his television set for than he ever did before, and next season he will have more than ever."

to be petering out. Compared to CBS and NBC, it was "beginning to slip back into the also-ran category," seemingly content to sit still rather than plan ahead. It was increasingly becoming known as "the Ben Casey network"—which "is not enough to sustain much loyal viewer interest." It was looked to almost solely for entertainment. Its newscasting was deemed "notably weak."

CBS.—With some solid new shows added to its old favorites, CBS emerged "dramatically and distinctively" as "the network that is 'fun to watch.' " When people talked of CBS programs they often stressed "the wholesomeness, clean humor and absence of violence or neurotic odd-balls whose behavior is depressing." In addition, CBS News had gained in respect. Walter Cronkite's appeal had increased considerably. CBS News's coverage of top events seemed "second to none," even though Huntley-Brinkley still appeared to be "the most personable" of television newsmen.

NBC.—People were "a little disappointed." They had thought of NBC as "somewhat more powerful, more authoritative, and more businesslike" than CBS. By and large they still did. But they also thought it gave the appearance of "standing still and resting on past laurels rather than changing and growing." Its news image was still high, though its towering stars, Huntley and Brinkley, no longer were "brand-new overnight sensations" and in fact were beginning to be taken for granted. People were pleased by NBC's emphasis on color, which suggested lavishness. *Saturday Night at the Movies* was "extremely well liked," and the network still had its quota of top-appeal shows.

Reasons Why ▪ The exploration of attitudes toward program types and specific programs, according to SRI, was intended to find out not what the ratings would be, but *why* people give high ratings to some shows and low or middling ratings to others.

News, information, documentaries.—The popularity of these programs is rising rapidly, but people tend to judge each entry on its merits, with the night's topic usually the factor influencing the decision to watch or not watch.

Situation comedies.—The season's rush to light programs extended to some of the situation comedies, although the group as a whole seemed a little wobbly.

The *Andy Griffith Show* remained a favorite because it seemed to "represent the charm of by-gone days when life was simple and uncomplicated."

The *Donna Reed Show* was re-discovered by many viewers and, after *Father Knows Best* became wholly a re-run operation, stood out as "the best expression of what most people feel family life 'should' be like."

People weren't especially enthusiastic about the *Danny Thomas Show* but watched out of old loyalties—and to some extent, it was suspected, because the show was fortuitously situated between Lucille Ball and Andy Griffith. Location also had benefited the *Dick Van Dyke Show,* immediately following the *Beverly Hillbillies.*

Some Slipping ▪ *Hazel,* at the top of the ratings heap last spring, seemed in the fall to have become "less interesting as the novelty of a maid running the family wears off and her overbearing manner begins to antagonize some of the viewers." Others judged slipping: *Ozzie & Harriet; Mr. Ed; Car* 54, *Where Are You?; Dobie Gillis* and *The Real McCoys.*

Comedians.—Viewer attitudes vary from one comedian to another, but success comes most often to those able "to be very current, to report the foibles of the times in ways that point up the humor inherent in them, to help people laugh at themselves." To do this with regularity is hard, as many comedians have learned. Among those who have succeeded are Red Skelton, Jack Benny and Bob Hope.

Variety Programs.—Once thought to be television's prime forte, variety shows have met with more and more viewer disappointment in recent years as they became, in the public mind, less lavish. But recently viewers have "become accepting of a wide range of programs whose only link with the past is that they each have a wide and varied content."

The *Perry Como Show,* despite



WHO GREW THE MOST?



IN NEW STATIONS, ABC RADIO GREW THE MOST!

In the last twelve months, for example, Seven 50,000 WATT STATIONS joined the ABC Radio Network.

WCKY, Cincinnati; KCTA, Corpus Christi; WHAS, Louisville; WHAM, Rochester; KRAK, Sacramento; KWKH, Shreveport; WWVA, Wheeling.

Four of these stations joined us directly from other network affiliations. The other three dropped affiliations to become independent, then joined ABC Radio. Their reason? It made the best broadcasting and business sense. This statement by WHAS management is typical:

"We have been impressed by the aggressive fashion in which ABC administers its network. This coincides with our strong convictions about Radio as an important medium to the people."

In total, ABC achieved a net gain of 36 stations during 1962. Some of these stations represent new markets; others represent market improvements through better facilities. All represent our establishment of a "balanced" network representing both power and inside coverage.

Our long-time affiliates haven't stood still either. Forty-three per cent of them effected power increases during 1962, furthering their coverage and competitive effectiveness.

That's why advertisers on the ABC Radio Network were able to conclude a twenty-six or fifty-two week campaign with more stations, and greater effectiveness than when they began. It will be a fact 52 weeks from now that the same was true in '63.

Add it all up and you will find that now is the time to re-evaluate network radio because: **THE FACTS ABOUT NETWORK RADIO HAVE CHANGED IMPORTANTLY DURING THE LAST TWELVE MONTHS.**

ABC RADIO ABC RADIO

Como's own popularity, was seen as becoming "duller and duller," its whole atmosphere "so casual that the viewer finds it difficult to become deeply involved." The *Ed Sullivan Show* had something for everyone but seemed old hat to many viewers.

The *Andy Williams Show* was "enjoyable viewing" but "like an overdose of . . . Perry Como."

The new Jackie Gleason show just wasn't quite the same for old Gleason fans.

The *Garry Moore Show* seemed to be everybody's favorite. Carol Burnett was missed, but Moore and his warmth and spontaniety and rapport with the audience were largely credited with the show's success.

Caution by Paar ▪ The hero of the *Jack Paar Show* seemed more cautious, and his new show less good, than the *Tonight* show when he was running it.

Tonight, with Johnny Carson in Paar's old seat, found viewers wanting to like Carson, particularly those who did not like Paar as a person, but they didn't feel that he was getting across in a personal way.

Panel, Audience Participation.—On the whole, this category seemed to be losing appeal. *The Price Is Right* was dull in spots (the weekly sweepstakes segment) and in general no longer seemed a "very important" program. *What's My Line?* appeared "ingrown and much too highly mannered."

Candid Camera, newer than most of the others, seemed "a lively and diverting program for Sunday night.

Walt Disney's Wonderful World of Color, which employs such a variety of formats and techniques that it does not fit neatly into any of the standard program classifications, was given exceptionally high marks.

Contemporary Drama. — Viewers make relatively few distinctions between the medical, lawyer and adventure series and the individual plays scheduled weekly or bi-weekly.

Ben Casey still appeared "more vigorous, masculine and actively exciting" than the other medical programs.

Dr. Kildare was running neck and neck with *Casey.*

The Nurses was a "disappointment," "a pallid imitation" of *Casey* and *Kildare* (and "unlike" CBS).

Lawyer programs, offering largely the same type of appeals found in medical shows, looked "durable and permanently interesting." *Perry Mason* was still a big favorite. *The Defenders* was seen as gaining from starring both a young and impetuous son and his experienced and more restrained father. *Sam Benedict* was accepted as "lively and entertaining"—perhaps too lively.

Adventure series, now rapidly declining in number, "wore out their welcome because the proliferation was simply too great." Only *Route 66* appeared to be still strong.

Westerns.—Fans felt that some of the weaker entries had been weeded out, but were "relieved" to find that their favorites—*Gunsmoke; Wagon Train; Rifleman; Have Gun, Will Travel; Rawhide* and *Bonanza*—remained and had been augmented by such "new type" westerns as *Virginians, Empire, Wide Country* and *Stoney Burke.*

Smith defends Hiss television appearance

DEPLORES DECLINE OF COMMENTARY ON RADIO-TV

Two repeat winners of the Alfred I. duPont Awards — ABC commentator Howard K. Smith, and WFMT (FM) Chicago—were honored last Monday at the 21st annual awards dinner in Washington. The third winner was KVOA-TV Tuscon. Awards were made by the duPont Foundation, administered by Washington & Lee U., for superior broadcasting in the public interest.

Mr. Smith, who will relinquish his ABC-TV program this year, defended his Nov. 11 program "A Political Obituary for Richard M. Nixon," which provoked weeks of controversy and sponsor retaliation. His inclusion of a one-minute filmed interview with Alger Hiss, which brought the repercussions, Mr. Smith said, did not constitute the first use of the convicted purjurer on the air, following his release. He said that Hiss had appeared on CBS twice prior to his program as well as in other news presentations.

Mr. Smith, who received his first duPont Award in 1955, deplored the "decline of commentary in the electronic media." He recalled that time was in radio when an hour on either side of 7 p.m., offered a choice among some 20 commentators of different opinions. He expressed the hope that the function of the commentator can be "rescued" despite some of his own "pretty rocky experiences."

Mr. Smith contributed his $1,000 duPont check, plus $1,000 of his own to Roosevelt U. in Chicago.

WFMT, a commercial fm station, won the large station competition for 1962. In 1956 it won the small station award. KVOA-TV, which recently changed hands from the interests headed by Clinton D. McKinnon, California publisher-broadcaster and former congressman, to Steinman Stations, was the recipient of the small station award.

Gilbert Seldes, dean of the U. of Pennsylvania Annenberg School of Communications, in an address at the awards dinner, suggested there must be invented a new "social mechanism" that will compel broadcasters to serve



Winners of the 21st annual Alfred I. duPont Foundation Awards received their plaques and their $1,000 checks last Monday in Washington: (l to r) Norman Pellegrini, program director, WFMT (FM) Chicago, which received award for second time; President Fred C. Cole of Washington and Lee U., Lexington, Va.; Howard K. Smith, ABC Washington, who received commentator's award for second time; Gordon E. Hamilton, station manager, KVOA-TV Tucson and Clinton D. McKinnon, president of station at time award was won (station ownership has since transferred to Steinman Stations).

With 10 women—there's no dead air

Putting 10 women before a microphone is one way of assuring no dead air. And, in the case of five New England stations, it has been the means of bringing five local business concerns further into radio and on a year-round basis.

WESX Salem, WPEP Taunton, WKOX Framingham, WBRK Pittsfield, all Massachusetts; and WHEB Portsmouth, N. H. are carrying the *Women's Quiz Bowl,* a weekly question and answer game. Four of the stations have found local bank sponsors and the fifth is sponsored by a 100-year old department store.

The *Women's Quiz Bowl,* brainchild of Steve Stavis, president of Stavis, Sloane & Stavis, Marblehead, Mass., started on WESX, March 27, 1962. Two five-woman panels compete on current events, theatre and art questions taken from the pages of a news magazine.

"In each of the areas where the *Quiz Bowl* appears, the women and organizations who lead and participate in community affairs are also the women who participate on the *Bowl,* and are its biggest boosters," says creator, writer and producer Stavis.

The panelists are members of various civic, professional and religious clubs and societies. One WESX program had Red Cross Volunteers pitted against Hospital Aid members. Both teams' winnings ($35-first and $15-second) went to their respective United Fund agencies.

The club women also have another use for the program. They use the taping sessions as entertainment during regular meetings.

the intelligent public interest as part of the nation's "pluralistic system of education." He said he could not describe the mechanism, but only suggest the atmosphere in which its inventors can work. He cited the difficulty in defining "the public interest," but said that until the law is changed or rendered impotent by definition, it means that "every single minute of your transmissions must be in the public interest."

'Thin Man', 'Benedict' put in syndication

MGM-TV has made its *Sam Benedict* and *The Thin Man* series available for syndication.

Sam Benedict will complete its schedule of reruns on NBC-TV during August when it will be cleared for local telecast. *The Thin Man* was presented originally on NBC-TV in the 1957-58 and 1958-59 seasons.

Licensing of both series begins immediately, according to Richard A. Harper, director of syndicated and feature sales. *The Thin Man,* consisting of 72 half-hour episodes, will be made available for both daily telecast and once-weekly use. *Sam Benedict* comprises 28 one-hour segments.

UA 'off-net' package sold in 101 markets

United Artists Assoc. reported last week that its "off-network" feature film package of 33 post-50 titles has been sold in 101 markets in the six months it has been in syndication. Latest sales on "United Artists Showcase for the Sixties," carried originally on ABC-TV, were to KPRC-TV Houston, WTMJ-TV Milwaukee, WEEK-TV Peoria, Ill.; WGAL-TV Lancaster, Pa.; WWLP (TV) Springfield, Mass. and WFLA-TV Tampa, Fla.

Erwin H. Ezzes, executive vice president of UAA, said that sales continue brisk on the UA package of 32 post-48 features which has been bought by KPIX (TV) San Francisco, WTMJ-TV Milwaukee, WPRO-TV Providence and WRVA-TV Richmond, and a group of 26 post-48 features which have been purchased by WORK (TV) Rochester; WKTV (TV) Utica, N. Y.; WJZ-TV Baltimore; WTHI (TV) Terre Haute, Ind.; WSOC-TV Charlotte, N. C.; KWTV (TV) Oklahoma City and WFAA-TV Dallas.

Broadcasters oppose music bill in Idaho

Broadcasters and music-licensing organizations usually negotiate at arm's length, often in a frigid atmosphere, but there's a group of station men in Idaho that the music people may wish to clasp warmly to their bosoms.

Idaho broadcasters are being given credit for blocking passage of a bill that could have put the licensing organizations practically out of business in that state. Moreover, they did it despite the prospect of profiting themselves from its passage.

The bill, sponsored by Idaho tavern owners, would have required performing rights organizations—BMI, ASCAP, SESAC, et al—to deal on a song-by-song basis in Idaho. As the broadcasters and presumably the tavern owners knew, this would be virtually impossible to do. The bill had been passed by the Idaho Senate, 40 to 2, before its opponents took its prospects seriously.

Despite heavy and widespread pressures, including an offer to exempt radio and tv stations from the bill's provisions, the state's broadcasters held firm in their opposition, and on March 19 the legislature adjourned with the measure still uncleared by the House.

Clair Hull of KCID Caldwell, a member of the House, and Henry Fletcher of KSEI Pocatello, president of the Idaho Broadcasters Assn., are among the station men credited with leading the broadcasters' opposition.

Mystery-comedy show scheduled by CBS-TV

A new program, *Careful, My Love,* mixing comedy with mystery, was scheduled last week by CBS-TV for the fall season. It will fill the Wednesday, 8:30-9 p.m. slot, following *CBS Reports* and preceding *Beverly Hillbillies.*

CBS-TV weeks ago had announced its new schedule for 1963-64, but there had been a lingering doubt as to the certainty of *The Real McCoys* which was slated for the Wednesday period. Numerous other entries had been rumored, among them *Car 54, Where Are You?* and a new series that would star Ethel Merman. A pilot for the selected show was placed into production in late January by Desilu (BROADCASTING, Feb. 4). The series stars Glynis Johns and Keith Andes.

A clincher on the scheduling: Ralston-Purina, through the Gardner agency, will sponsor the entire half hour.

Film sales...

M-Squad (MCA Tv): Sold to KFMB-TV San Diego; KYTV (TV) Springfield, Mo. and WSB-TV Atlanta.

Danger Man (ITC): Sold to WSLA (TV) Selma, Ala.

Love That Bob (MCA Tv): Sold to KRLD-TV Dallas-Fort Worth.

Bachelor Father (MCA Tv): Sold to WOC-TV Davenport; KCRA-TV Sacramento, Calif.; KNTV (TV) San Jose, Calif.; KEZI-TV Eugene, Ore.; WRCV-TV Philadelphia; WAGA-TV Atlanta and WGR-TV Buffalo.

Dragnet (MCA Tv): Sold to WGN-TV Chicago; KOMU-TV Columbia, Mo. and KTVE (TV) El Dorado, Ark.-Monroe, La.

The Dick Powell Theatre (Four Star): Sold to WPIX (TV) New York; WNBQ (TV) Chicago; WDAF-TV Kansas City, Mo., and KCTO-TV Denver.

Brave Stallion (ITC): Sold to WSLA (TV) Selma, Ala. and KMTV (TV) Omaha.

TIME BUYER:

Sharpischerthinken gootenratenunit uppensnapper



Time Buyers ben smartisch folkers!

Ben knowen all der highclassen foodengestuffenspots und swingenisch drinkenmitdancenclubs. Also ben knowen trickenschemes mit finden der costen-per-1000-hausfras und even der grossen guessenpoints. (Meanwhilen ben uplousen der computenthinkers mit der sneakenkicks und outpullen der connectenpluggers).

Finaller, Time Buyers ben knowen der nettenwork's local standen oftenisch ist risen high ober das national standen. Mit spotten such ein case, der sharpischers ben rushen mit breaknecken speeden und upsnappen der time! Milwaukee ist wunderbar example!

Insiden Milwaukee, WITI-TV, der ABC transmittenplacer, ist FIRST in der Primisch Lookentime. Maken der shrewisch buy in Steingehoistenburg ben simplisch as ABC!

Call Storer Television Sales for that prime time story . . . or a translation.

LOS ANGELES *KGBS*	PHILADELPHIA *WIBG*	CLEVELAND *WJW*	MILWAUKEE *WITI-TV*	TOLEDO *WSPD*	DETROIT *WJBK*	STORER BROADCASTING COMPANY
NEW YORK *WHN*	MIAMI *WGBS*	CLEVELAND *WJW-TV*	ATLANTA *WAGA-TV*	TOLEDO *WSPD-TV*	DETROIT *WJBK-TV*	

AFTP facing strike by music writers

Possibility of a strike of Composers & Lyricists Guild of America against the Alliance of Television Film Producers loomed large last week. The CLGA moved to force the producers' association to recognize the union as bargaining agent for its 400 members, who are said to compose and conduct virtually all live music for tv films. CLGA already has a labor pact with the major motion picture producers.

The union's move was to invoke a special working rule forbidding composers to sign alliance contracts unless provision is made for non-performance in event of a strike or boycott. Members violating the rule are subject to disciplinary action plus fines of $1,000. In announcing the move, CLGA said that it stems from the refusal of the alliance to recognize and bargain with the guild.

The CLGA announcement, made Monday (March 25), drew a prompt response from Richard W. Jencks, president of ATFP who accused the guild of using half-truths in an attempt to mislead the public. Mr. Jencks pointed out that when the CLGA had gone to the National Labor Relations Board in an attempt to secure a ruling to force the ATFP to negotiate with it, the NLRB had ruled that "the degree of control exercised by alliance member companies over composers engaged by them is insufficient to establish an employer-employe relationship and we find that all composers in the unit sought are independent contractors."

"The guild," Mr. Jencks stated, "appears now to be trying to do by devious means what it failed to accomplish in the labor board proceeding. . . If it had been held that composers engaged by the alliance companies were engaged as employes and if the guild had thereupon established that it was the bargaining agent of such employes, we certainly would have fulfilled our moral and legal obligation to bargain with the guild."

CLGA responded with a counterblast from Executive Director Georgis Hanni, who called the NLRB ruling "a highly debatable judgment" and accused Mr. Jencks of seeking "to hide piously behind an NLRB decision that only means the government will not put its weight into compelling the alliance to bargain. The decision does not preclude the alliance from bargaining."



KETO Launches New Ad Service for Seattle

Radio Benefits — Instantaneous Jingles!

Jack Link, GM of KETO & KETO-FM/Stereo, Seattle, announced a new service to Seattle advertising agencies this week—the Lang-Worth RADIO HUCKSTERS AND AIRLIFTS SERVICE. Said Link, "It is a complete library of production aids which makes it possible for agencies to build inexpensive, custom-sound jingles for any business from autos to zithers."

Don Clark of Don Clark & Associates, Seattle advertising agency, commented: "We think it's great. It fills a need, especially when an agency is faced with the problem of producing a custom jingle or sound effect on a limited project budget. KETO is to be commended."

John Courcier, Lang-Worth's representative, pointed out the Huckster Service should be a must with all agencies producing custom-made radio commercials.

Photograph—L. to R.: Don Clark, John Courcier, Jack Link

LANG-WORTH

151 N. FRANKLIN ST.
HEMPSTEAD, N. Y.
516 IV 5-2400

CBS Films to release 233 'Have Gun' episodes

CBS Films is releasing for syndication later this spring 233 half-hour episodes of the *Have Gun, Will Travel* series which is completing its sixth season on CBS-TV.

James T. Victory, vice president, domestic sales, CBS Films, said plans for selling the series were to be outlined at a meeting scheduled in Chicago shortly before the opening of the NAB convention. CBS Films has obtained distribution rights to *The Jimmy Wakely Show*, a new half-hour series combining popular and country music.

'Scotchman' to be syndicated

Richard H. Ullman Inc. has acquired worldwide distribution rights to Gordon McLendon's *The Old Scotchman's Scrapbook*, a group of 316 five-minute radio programs, each episode featuring an actual recording of a history-making event. Mr. McLendon first broadcast the scrapbook programs in 1952 with plans for syndication which were later dropped when he ceased his personal broadcasting to concentrate on station management.

The McLendon stations are KLIF-AM-FM Dallas; KILT and KOST (FM) Houston; KTSA San Antonio; KABL Oakland-San Francisco, WYSL-AM-FM Buffalo, N.Y., and WYNR Chicago.

The Ullman company is a subsidiary of The Peter Frank Organization.

LATEST (FEB. II)
NATIONAL NIELSEN:
32.6% SHARE

INTRODUCING FOR LOCAL PROGRAMMING





Leave It To Beaver

Fresh—*and we do mean fresh*—
from 6 BIG NETWORK YEARS!

234 FAMILY-FUN HALF-HOURS

Hugh Beaumont
Barbara Billingsley
Tony Dow
and
Jerry Mathers
as
'Beaver'

mca INC
TV FILM SYNDICATION

HE RUNS, HIDES AND
(AND THE
COMMITTED



DODGES THE LAW
ONLY CRIME HE EVER
WAS JAYWALKING.)



This man has been convicted of killing his wife.
He is innocent.
Desperately he seeks the anonymity that will help him avoid the law, and a relentless police detective.
And with equal desperation, he searches for the clue to the one-armed psychopath, who, in fact, did kill his wife.
He is The Fugitive. An underdog in the classic tradition of Jean Valjean. The Innocent Condemned.
David Janssen plays the role of the one-time doctor, now forced by fate into being a bartender, truck driver, night clerk, soda jerk.
A man who can have no friends, no future, no identity.
Roy Huggins, who developed the 60-minute format—with Maverick, created The Fugitive.
Quinn Martin (Executive Producer) Walter Grauman (Director) and a roster of top writers and guest stars keep the adventure going from week to week.
We think it is destined to be one of the great hits of the 1963-64 season.
The Fugitive premieres this fall—on ABC Television—along with more than a dozen other new shows.
Among them: an authentic American saga of an engaging father and son in the Gold Rush Days of '49 (The Travels of Jaimie McPheeters).
An hour-long dramatic series of life behind ivy-covered walls (Channing) introducing an exciting new discovery, Jason Evers.
New shows, new formats and faces, new ideas—all with one thing in common.
Entertainment.
Exciting programming to attract the younger, larger families that we, and you, want to reach.

'THE FUGITIVE'
ONE OF THE BIG NEW SHOWS COMING THIS FALL abc

BMI

MUSIC IS USED EVERY DAY ON EVERY NETWORK ...105 TV SHOWS EVERY WEEK...

MONDAY

TO TELL THE TRUTH . . CBS
I'VE GOT A SECRET . . . CBS
THE LUCY SHOW . . . . . CBS
DANNY THOMAS SHOW CBS
ANDY GRIFFITH SHOW CBS
STONEY BURKE . . . . . ABC
THE TONIGHT SHOW . . NBC
AMONG OTHERS



More on page 64

BROADCAST MUSIC, INC.
589 Fifth Avenue
New York 17, N. Y.

STORER SEEKS TO SELL CLASS B STOCK

Stockholders to vote on $12.5 million purchase

Stockholders of Storer Broadcasting Co. will vote on an offer by founder George B. Storer to sell 439,700 shares of Class B stock at $28.50 a share to the company.

If approved by a two-thirds vote of all shareholders at the annual meeting April 9, the $12,531,450 purchase price will be financed by an eight-year bank loan of $15 million at an average of 5%, permitting the company to also retire other bank debts.

During this year, Storer's common shares, traded on the New York Stock Exchange, have ranged from a high of 35⅝ to a low of 31. The 1,223,240 Class B shares, not traded publicly, are convertible to common stock on a share-for-share basis. They have been receiving an annual dividend of 50 cents a share; regular common stock dividends have been running at $1.80 a share.

If the sale is approved by stockholders, the 439,700 Class B shares will be retained as treasury stock. This will give the company sufficient company-owned stock for future acquisitions, it was said, without diluting stockholders' equities.

After the transaction, Mr. Storer will continue to personally own 418,590 Class B shares. He will continue to vote an additional 206,250 shares held in trust. He would personally own 20.9% of 2,001,200 total shares outstanding and would have the right to vote 10.4% of both classes. At present Mr. Storer and his family own 41.79% of total outstanding stock.

Two reasons are given by Mr. Storer for proposing the sale: he desires to place his personal estate in a more liquid position, and he wants to avoid the complications and expenses of disposing of the shares by public distribution. Mr. Storer is 63, and has been a broadcaster since 1927 when he bought what is now WSPD Toledo.

Record Year ▪ Storer Broadcasting reported a record year for 1962, the "best in the 35-year history of the company," according to Mr. Storer (BROADCASTING, March 4).

As a result of the excellent earnings, Mr. Storer reported the company refinanced the $7,764,750 in 5¼% notes used for buying WHN New York with a bank loan of $5 million at 4¾% interest. Storer bought WHN in 1961 for $10,950,000.

Other highlights of Storer annual report: (1) Storer Television Sales Inc., established in 1961 to represent the company's five television stations, showed a "substantial" profit; (2) Storer Programs Inc., also established in 1961, reported a "small" profit.

In the statement calling the annual meeting, aggregate remuneration to officers, including incentive compensation payments based on a percentage of consolidated profits, was listed as follows:

Mr. Storer, chairman, $83,664.32; George B. Storer Jr., president, $74,495.72; Stanton P. Kettler, executive vice president, $69,652.22; William E. Rine, vice president (administration), $45,396.80; John E. McCoy, vice president-secretary, $45,446.76; Lionel F. Baxter, vice president (radio division), $51,020.75; Bill Michaels, vice president (television division), $57,285.83; Terry H. Lee, vice president (business planning and development), $50,195.87.

Storer Broadcasting Co., which also controls Standard Tube Co., Detroit, owns the following broadcast stations: WGBS-AM-FM Miami, WHN New York, KGBS Los Angeles, WIBG-AM-FM Philadelphia, WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WJW-AM-FM-TV Cleveland, WAGA-TV Atlanta and WITI-TV Milwaukee. It also owns Nemir Industries (plastics), Bethesda, Md., and publishes the *Miami Beach Sun*.

SEC reports radio-tv stock transactions

Purchases and sales of common stock in companies in which they are officers and directors were reported for the following in radio-tv and allied fields by the Securities & Exchange Commission last week in its March official summary of security transactions and holdings:

American Broadcasting-Paramount Theatres—Leonard H. Goldenson, sold 5,000 retains 55,727; D. B. Wallerstein, bought 2,143 exercising option, giving him total of 3,061.

Ampex—Charles P. Ginsburg, sold 500, retains 1,015. Collins Radio—J. C. Flynn, sold 500, retains 1,045.

CBS—William S. Paley, sold 75,000, retains 722,580 personally plus 144,383 in holding company name, and 2,920 as trustee (BROADCASTING, March 18); Arthur Hull Hayes, sold 2,000, retains 5,210; Kenneth W. Hoehn, bought 1,000 under option, has total of 1,000; Theodore F. Koop, bought 371 under option, giving him total of 441.

Macfadden-Bartell—Gerald A. Bartell, bought 300, contributed 101,820 to corporation for retirement, leaving



Hugh DePree, president of Herman Miller, Inc., Zee and Mone

Please sit down

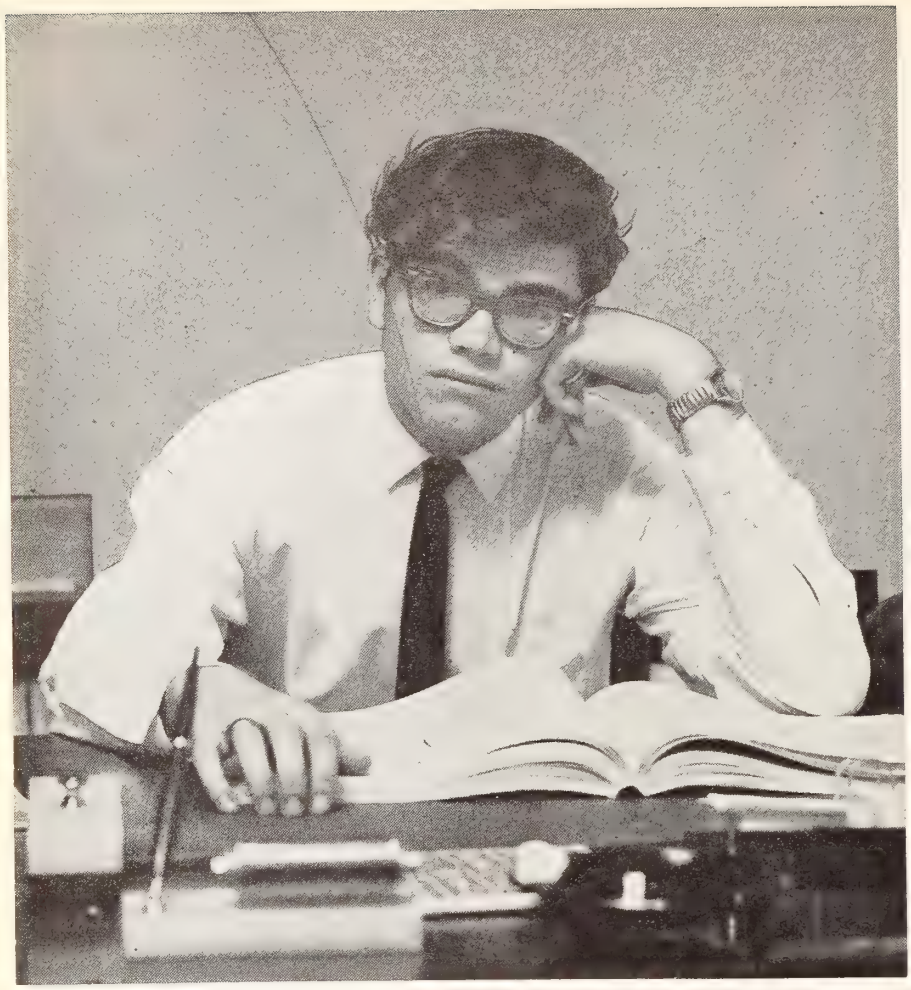
One day the First Secretary of the Communist Party shocks the world by his display of displeasure on the floor of the U.N. The next, a prominent local manufacturer stimulates the community's economy by introducing a distinctive new collection of seating designs. Both events make the headlines and the features on WOOD'S three stations — as part of our function to keep our listeners and viewers among the best-informed, best-entertained people in the world.

We can do it only because we make full use of the resources of NBC, Time-Life Broadcast and the talents and facilities of our own people. How well we do it may be gauged in part by the ratings we get–more, we believe, by the respect and confidence we've earned from the two million WOODlanders we serve.

WOOD AM·FM·TV *Grand Rapids, Mich.*

TIME-LIFE BROADCAST, INC.

WOOD • THE STATION WITH 2,000,000 CLOSE FRIENDS NBC NATIONAL SALES REPRESENTATIVES • THE KATZ AGENCY, INC.



Harry Mopp, of the dry hair ads, didn't make the Tricorn Club

Harry wasn't in the lifeless scalp commercials. He just buys TV spots for them. He just didn't know that North Carolina's No. 1 metropolitan market is the prosperous three-city Golden Triangle . . . Winston-Salem, Greensboro, High Point . . . No. 1 in population, households and retail sales. Knowing those facts is all it takes to crack this exclusive club, Harry. Then schedule WSJS Television, of course — which is the No. 1 way to saturate the Golden Triangle Market (and the surrounding rich area thrown in). You get a club hat with feathers, Harry, if you also remember North Carolina is the 12th state in population . . . and that no self-respecting spot schedule can ignore the No. 1 market in the No. 12 state! You'll be a real smoothie with clients and account execs, Harry, when you join the Tricorn Club — provided our official hat can fit onto your tousled wig.

WSJS TELEVISION NBC

WINSTON-SALEM / GREENSBORO / HIGH POINT

CENTRONIC PROGRAM SYSTEM

CONTACT

Irv Schwartz

Room 2114 Executive House

N.A.B. Convention Chicago

CBC CORP

© 1962

him with 220,872; Lee B. Bartell, contributed 101,188, retaining 220,872; Melvin M. Bartell, contributed 15,442, retaining 100,700.

Metromedia Inc.—Benedict Gimbel Jr., sold 1,000, retains, 13,000. Reeves Broadcasting & Development Corp.—Harry L. Petersen, bought $1,000 worth of 6% convertible subordinated debentures, giving him total of $10,000 worth.

Taft Broadcasting—Hulbert Taft Jr., sold 2,000, retains 116,815.

Metromedia gross up 1,000% since '56

The six-year financial history of Metromedia Inc., outlined in the annual report distributed to stockholders last week, shows that gross revenues rose by almost 1,000% from $5,564,913 in 1956 to $53,069,751 in 1962. Gross revenues were $48,653,186 in 1961.

Net income rose from a loss of $899,593 in its first full year of operation in 1956 to a profit of $2,489,639 in 1962.

John W. Kluge, board chairman-president of Metromedia, noted this progress in a letter to shareholders and said 1963 is expected to show increased sales and profits.

Mr. Kluge pointed to these significant developments in 1962: the acquisition of KTTV (TV) Los Angeles for $10.4 million, subject to FCC approval; the listing of the company's common stock and convertible debentures on the New York Stock Exchange, and the establishment of Metro Broadcast Sales, the company's own national sales organization for radio-tv stations.

MCA's 1962 net earnings

MCA Inc. announced last week that consolidated net earnings of the company for 1962 amounted to $12,706,849 ($2.50 a share), after payment of preferred dividends. In addition, there was a non-recurring item of $2,118,410 (47 cents a share). These figures include, on a "pooling of interests" basis, MCA Inc.'s interest in the reported consolidated net earnings of Decca Records Inc. for the year.

Reeves firms have good year

Reeves Soundcraft Corp., New York (manufacturer of magnetic tape recording products, specialized motion picture and sound equipment and other products) showed a net income after taxes in 1962 of $90,227 (3 cents a share) compared with a loss of $220,938 in 1961. Net sales for 1962 reached $8,333,467, up 28% from 1961's $6,520,690. The 1961 net income figures do not include special credit of $1,170,439 from the sale of Cinerama stock.

For 1963, overall sales volume



THE NEW BREED

A new one hour syndicated show about a new kind of cop opens a new kind of audience. THE NEW BREED, starring Leslie Nielsen, is a completely different approach in a detective series: the inside story of a special elite police corps, armed with *brains* as well as brawn. Guest stars like Eddie Albert, Keenan Wynn, Tina Louise, Vic Morrow, Wendell Corey and the sure touch of Quinn Martin (Executive Producer of this as well as of "THE UNTOUCHABLES") made THE NEW BREED a real network power: Kansas City, 42 per cent share*; Miami, 37 per cent share*; Philadelphia, 39 per cent share*; Seattle, 47 per cent share*. THE NEW BREED is the show that cuts across your competition with a new, compelling, high quality twist. 36 hours now available to increase your ratings and sales in your market. **ABC FILMS, INC.**

1501 Broadway, New York 36, N.Y. LA 4-5[illegible]

*N.S.I. Reports

BMI

MUSIC IS USED EVERY DAY ON EVERY NETWORK ...105 TV SHOWS EVERY WEEK...

TUESDAY

THE UNTOUCHABLES . ABC
MARSHALL DILLON . . . CBS
LLOYD BRIDGES SHOW CBS
JACK BENNY SHOW . . CBS
GARRY MOORE SHOW . CBS
LARAMIE . . . . . NBC
EMPIRE . . . . . NBC
DICK POWELL Theatre NBC
AMONG OTHERS

BMI

More on page 86

BROADCAST MUSIC, INC.
589 Fifth Avenue
New York 17, N. Y.

should exceed $10 million, Hazard E. Reeves, president, announced.

Mr. Reeves is a part owner of Reeves Broadcasting & Development Corp. with a 1962 sales volume of $4,719,016, a 9% increase over the 1961 figure of $4,340,240. Net income for last year was announced as $72,451 (5 cents a share) compared with 1961's $15,283 (1 cent a share).

Reeves Broadcasting & Development Corp. owns WUSN-TV Charleston, S. C.; KBAK-TV Bakersfield, Calif., and WHTN-TV Huntington, W. Va. It offers video tape and sound recording services from its Studios Div., New York.

Goodwill Stations Inc. sets new financial mark

Goodwill Stations Inc. had its most successful year in history, it was reported last week with issuance of its 1962 financial statement. All four stations operated by the company showed increased revenues and profits during the year, it was reported.

Net income after taxes reached $673,118 ($1 a share), more than double 1961's net of $333,365 (49 cents a share). Revenues jumped 30% to $7,919,009 compared with 1961's $6,088,084. Cash flow for last year amounted to $1,596,700 compared with $969,908 in 1961. Working capital increased to $1,879,792.

The annual stockholders meeting will take place May 1 in Detroit. There are 671,465 shares outstanding.

Goodwill stations are WJR Detroit, WJRT (TV) Flint, both Michigan, and WSAZ-AM-TV Huntington-Charleston, W. Va.

Financial notes . . .

Magnavox report ▪ Magnavox Co., Fort Wayne, Ind., reported net sales for 1962 at $201,922,006 with net income after taxes of $12,655,663 ($1.73 a share). This compares with 1961's net sales of $140,782,333 and net income of $9,006,871 ($1.25 a share).

Hawley net up ▪ Hawley Products Co., St. Charles, Ill., reported net income after taxes of $403,192 ($1.44 a share) on net sales of $7,649,035 for 1962. This compares with a net of $104,570 (41 cents a share) on sales of $5,880,954 in 1961. Hawley Products manufactures loudspeaker diaphragms and accessories.

Sales up ▪ Attributing a 30% increase in billings for February to new accounts entering the Spanish-speaking broadcasting field of KWKW Los Angeles, has reported a record high in billings for February in the 20-year history of the station. The increase amounts to $15,000.

GOVERNMENT

FCC MOVES TOWARD FEES

Instructs staff to prepare final order that would charge up to $100 for television, $50 for am-fm

FCC licensees and applicants are faced with the virtual certainty of being required to pay fees of up to $100 for applications filed with the commission after Jan. 1, 1964.

The commission, moving to complete a rulemaking outstanding for over a year (BROADCASTING, Feb. 19, 1962), instructed its staff last week to prepare a final order establishing a fee schedule ranging from $2 to $100 for applications.

It was understood the $100 fee would be charged for television applications for new stations, transfers, renewals and major changes. The fee for am and fm applications in these categories would be $50, it was learned.

These fees would be a sharp reduction from those originally proposed. The rulemaking had contemplated a $250 fee for television and $150 for am and fm.

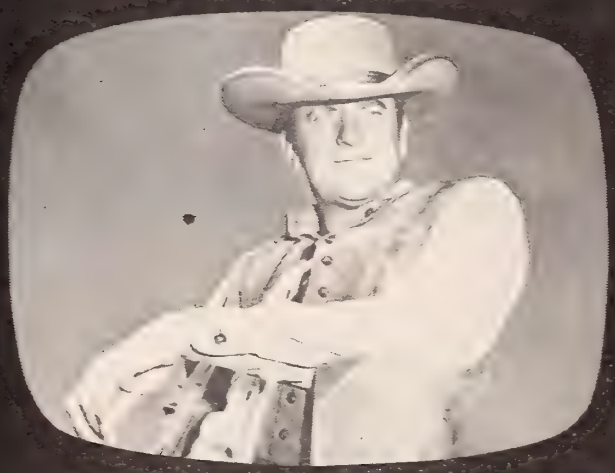
Some Exemptions ▪ The commission announcement indicated that other fee proposals would also be reduced and said that applications in a number of services would be exempted. It's believed the exemptions will include noncommercial educational stations and some broadcasters in the safety and special services field.

The commission set Jan. 1, 1964 as the effective date for the schedule to provide time in which to make the necessary administrative changes. Some FCC officials say the order could be ready for final adoption at the commission meeting next week.

The revised proposal, the commission estimates, will bring in some $5 million, which would be about one-third of the commission's $14.5 million appropriation for fiscal 1963. The original schedule was designed to bring in $6.75 million.

But the reduction in proposed fees isn't likely to mollify broadcasters who, almost unanimously, had opposed the rulemaking (BROADCASTING, May 21,

the big picture in Kansas



For advertisers, the big picture in Kansas is WIBW-TV. So big that it dominates in 32 of the leading counties; so big that it includes 94% nighttime coverage of Topeka, Emporia, Manhattan, Fort Riley and Junction City. For viewers, with their choice of the best of the three networks, WIBW-TV has always been the big picture, delivering an average of 42,900 homes in prime nighttime. No other advertising medium in Kansas gives you so much...for so little. How little? Ask Avery-Knodel or your Stauffer office.

WIBW

TELEVISION

Topeka, Kansas

Division of Stauffer Publications

Represented nationally by Avery-Knodel

FCC reverses itself on programming

The FCC last week gave official sanction to a practice it had ordered its staff to abandon only two-weeks earlier—the questioning of renewal applicants about their local live programming in prime time (BROADCASTING, March 18).

In what had been regarded as a policy-setting action, the commission on March 13 ordered its staff to renew the licenses of some 70 Far West television stations without any further letters inquiring into their 6-11 p.m. programming practices.

But at its meeting last week, the commission, by a 4-3 vote ordered the renewals of six New England television stations deferred until the staff inquires further into what they are doing to present local live programming in prime time. The composite weeks submitted by the stations failed to show what a majority of the comission considered a satisfactory amount.

The new majority in favor of the letters was made possible by the replacement of T. A. M. Craven (who had voted against the letters three weeks ago) by Commissioner Kenneth A. Cox, who voted for them, and the switch in the vote of Commissioner Robert T. Bartley. Others in the majority were Chairman Newton N. Minow and Commissioner E. William Henry.

1962). An NAB spokesman termed the commission action last week "shocking" and said efforts would be made to block implementation of the fee schedule.

He said the NAB would file a petition for reconsideration when the final order is published and that the association might appeal the commission's action to the courts. He also indicated the association might seek help from Congress to sidetrack the fee schedule.

5-2 Vote ▪ It was understood the commission acted on a 5-2 vote, with brand-new Commissioner Kenneth A. Cox joining with Chairman Newton N. Minow and Commissioners Robert E. Lee, Rosel H. Hyde and E. William Henry in the majority. Commissioners Robert T. Bartley and Frederick Ford dissented.

At the time the rulemaking was proposed, NAB President LeRoy Collins said the FCC would be exceeding its authority in charging filing fees. He said the FCC is not a taxing agency.

The commission, in its announcement, sought to meet these arguments. It cited as authority for levying fees the Independent Offices Appropriations Act of 1952, in which Congress held that the agencies should be self-sustaining "to the fullest extent possible."

The commission also said its "essential purpose" in levying fees "is to require applicants to bear a part of the costs of processing their applications, in the form of filing fees analagous to the filing fees imposed by various federal and state courts."

The adoption of a fee schedule has long been one of Chairman Minow's pet projects. In the summer of 1961, a few months after joining the commission, he proposed a fee schedule designed to recover the commission's entire annual appropriation. This was later abandoned in favor of the proposed rulemaking that was issued last year.

Budget Bureau Pressure ▪ Pressure on the FCC and other federal agencies to charge fees has come from the Bureau of the Budget and the House Appropriations Committee. Both have urged the agencies to adopt programs to recover at least some of their costs.

The chairmen of the Senate and House Commerce Committees have conceded the commission's authority to levy fees and some members of Congress have introduced bills over the years specifically authorizing such action. Two are now pending. They were offered by Reps. J. Arthur Younger (R-Calif.), a member of the House Commerce Committee, and Charles S. Joelson (D-N.J.).

Some members of Congress, however, feel that the commission shouldn't adopt a fee schedule without a specific mandate from Congress that all agencies could follow. When the FCC first proposed the imposition of fees in 1954, the Senate Commerce Committee adopted a resolution requesting the agency to defer action pending congressional action.

Commissioner Ford is understood to have based his opposition to the fee schedule on the ground that the commission needs clearer congressional authority. Commissioner Bartley, in opposing the proposal in the past, said payment of a filing fee would give a licensee property rights he doesn't otherwise have.

Precedents Cited ▪ Commission officials, however, note that the imposition of fees by the FCC wouldn't be without precedent. They point out that the Federal Aviation Agency, the Immigration & Naturalization Service and the Defense Dept., acting under the authority of the 1952 Independent Offices Appropriations Act, charge fees for various services.

Other agencies, such as the Securities & Exchange Commission, the Federal Power Commission and the Federal Maritime Commission, charge fees but under specific congressional authority.

MORE DENIALS OF NEWS MANAGEMENT

Newsmen get blame; inaccuracies in emergencies defended

The top information chiefs of the Pentagon and State Department last week defended the government's right to provide inaccurate information to newsmen to deceive the nation's enemies in times of extreme emergency—even if such action also deceives the American people.

However, Arthur Sylvester, assistant secretary of defense for public affairs, and Robert E. Manning, his State Department counterpart, denied before the House Foreign Operations and Government Information Subcommittee charges by broadcast and print newsmen that they managed news either during the Cuban crisis or at any other time.

Messrs. Sylvester and Manning took a cue from White House News Secretary Pierre Salinger and dumped the blame for "news management" in the laps of news directors and news editors. Mr. Salinger made a similar charge during a Washington speech (AT DEADLINE, March 25).

Rep. John E. Moss (D-Calif.), subcommittee chairman, said the management controversy is "completely out of focus" and what the subcommittee is most concerned about is access to facts.

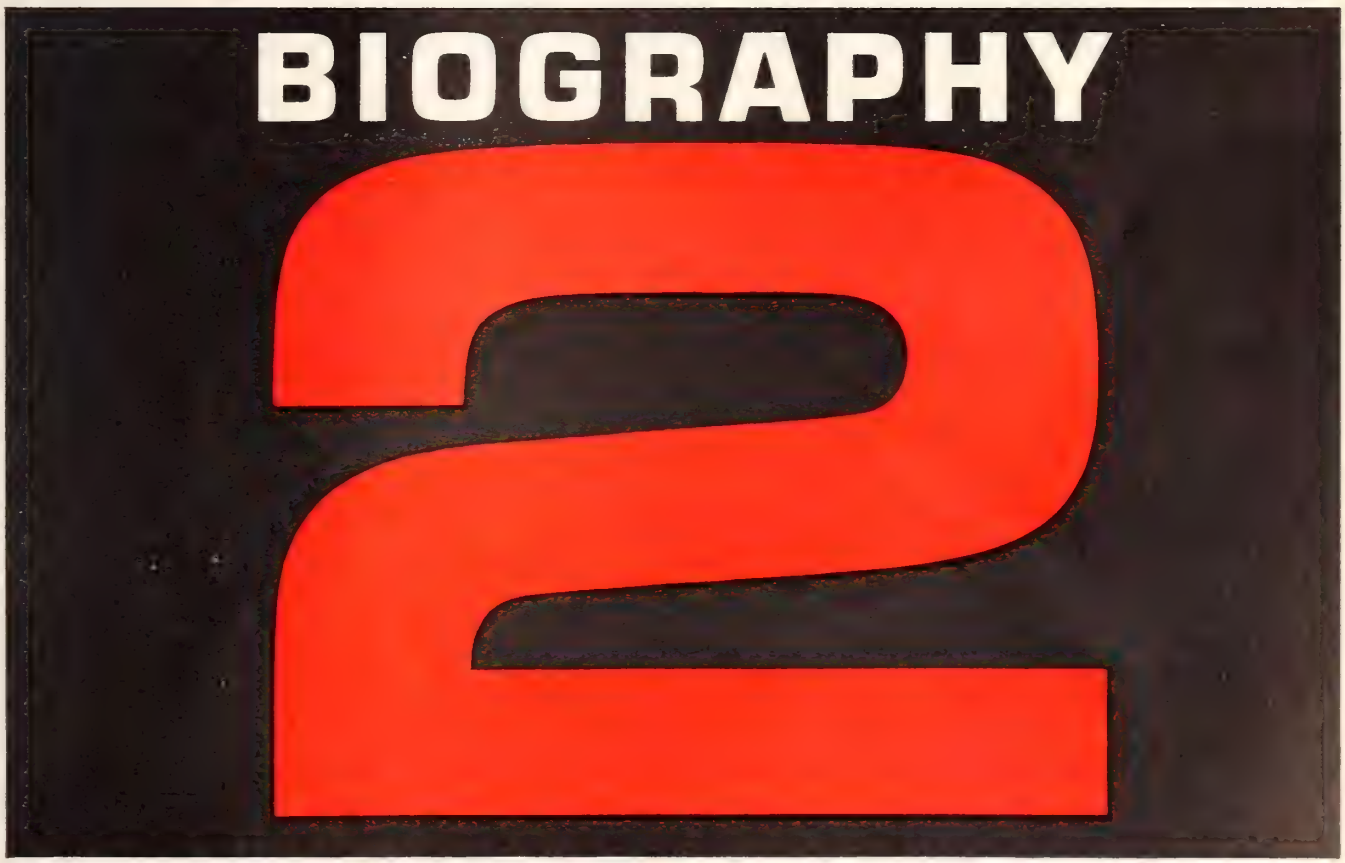
The subcommittee heard earlier from a panel of newsmen and media association executives, including NAB Vice President Howard H. Bell, that it is the government's responsibility to free the flow of all information but that which might endanger national security (BROADCASTING, March 25).

With the testimony of the newsmen and the information chiefs now on the record, Rep. Moss said the subcommittee would resume hearings, possibly late this month, at which it would hear government witnesses behind closed doors in an effort to develop government information guidelines for short-of-war situations, such as the Cuban missile crisis of last October.

He said that the government should not "in any future crisis" extemporize by keeping reporters away from military activity. Hesitancy to bring American newsmen to Cuba or to strategic

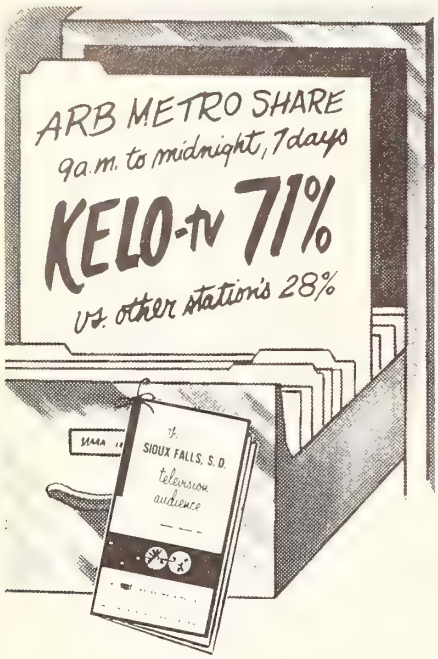


LAST YEAR, OVER THIRTY PROGRAMS...LARGELY OFF-NETWORK ...WERE SYNDICATED...IN THIS RE-RUN MARKET, **BIOGRAPHY**...A FIRST-RUN PROGRAM...OUT-SOLD ALL THE OTHER PROGRAMS.



THIS YEAR, OVER THIRTY PROGRAMS...AGAIN LARGELY OFF-NETWORK...ARE EXPECTED. PROVEN IN SALES, RATINGS AND STATION IMAGE, BIOGRAPHY 2 BRAND NEW IS NOW AVAILABLE FROM OFFICIAL FILMS, T.F.E. MEMBER, PICK-CONGRESS HOTEL, CHICAGO, ILLINOIS.

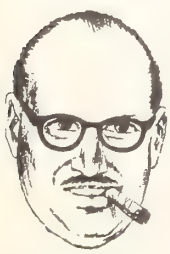
BIGGEST FIND IN YOUR MARKET FILES!



You have KELO's massive audience pull going for you every hour, every day, and by every measurement. Like ARB average quarter-hour homes reached 6 p.m. to 10 p.m.—KELO-land 72,900 vs. other station's 17,000. And like *Sales Management's* billion-dollar-plus rating of the Sioux Falls-103 County Market (Feb. 1963). But remember, only KELO-LAND TV makes it a billion dollar market—in effective advertising reach.

CBS • ABC
KELO-tv LAND

KELO-tv, SIOUX FALLS, S.D.;
and interconnected KDLO-tv and KPLO-tv



JOE FLOYD, President
Evans Nord, Executive Vice-Pres. & Gen. Mgr.
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martialing points early in the October crisis set off severe criticism by newsmen. Reporters should be allowed to be on the scene even if security requires their reports to be delayed, Rep. Moss said.

Rep. Moss pointed out that while the government has classified censorship plans for use during an all-out war, none apparently exists for periods such as the Cuban crisis. (Censorship plans for "hot" war were published in BROADCASTING, May 8, 1961, and Aug. 4, 1958.) The White House issued a 12-point memorandum to guide newsmen during the Cuban crisis, but no office of censorship was established (BROADCASTING, Oct. 29, 1962).

Sylvester Testifies ▪ Mr. Sylvester said Monday (March 25) that a Pentagon policy instituted in October which requires Department of Defense officials to report their contacts with newsmen and to explain what they talked about does not inhibit the flow of information. However, the subcommittee expressed a strong belief that persons holding views contrary to department policy would be inhibited from expressing these views.

Mr. Sylvester termed alleged management of news as "hogwash," and said he doubted newsmen could back up their complaints with facts: "To date, no record has been made on which we could act."

Mr. Manning said a similar policy on reporting of news contacts was followed by his department, but only for about a month during and after the October Cuban situation. He considered it more a "sociological study" than a device for plugging news leaks. "I still haven't the slightest idea where most of the big leaks in this town come from," Mr. Manning told the subcommittee. State's reporting requirement could be reinstituted, he said.

The planned hearings on near-war information policies appear to be the first this eight-year-old freedom of information subcommittee will hold behind closed doors, committee sources said. Such action will be necessitated, it was explained, because of the classified material which must be discussed.

Bra ad policy found illegal

Exquisite Form Brassiere Inc., New York, was found to have allegedly made illegal cooperative advertising and promotional payments to certain retailers in an initial decision last week by Federal Trade Commission Hearing Examiner Robert L. Piper. He ruled Exquisite Form had made preferential payments that exceeded the bounds of "good faith" efforts to meet competition.

The examiner's ruling was made following a rehearing after the U. S. Court of Appeals had remanded an earlier FTC decision which reached the same conclusion. The original order was remanded to consider additional evidence offered by Exquisite Form. If the initial decision is upheld, the company would be required to discontinue the alleged discriminatory practices.

Proposed rule to protect Illinois observatory

The FCC last week proposed a rulemaking that would limit the use of uhf ch. 37 to radio astronomy within a 600 mile radius of Danville, Ill., the location of the U. of Illinois' radio astronomy observatory.

At the same time the commission said that any applications for a ch. 37 operation anywhere in the United States would be held in abeyance pending the outcome of the proposed rulemaking. The FCC said the proceeding may lead to a different plan for protection of the university's operation. The commission also said that any stations that may be granted on ch. 37, outside of the 600 mile radius, could operate between midnight and 7 a.m. only.

There are presently three applicants for a new tv station on ch. 37 in Paterson, N. J.: Bartell Broadcasters Inc., Progress Broadcasting Corp. and Spanish International Tel. Inc. The commission said that no other channel can be substituted for ch. 37 in Paterson.

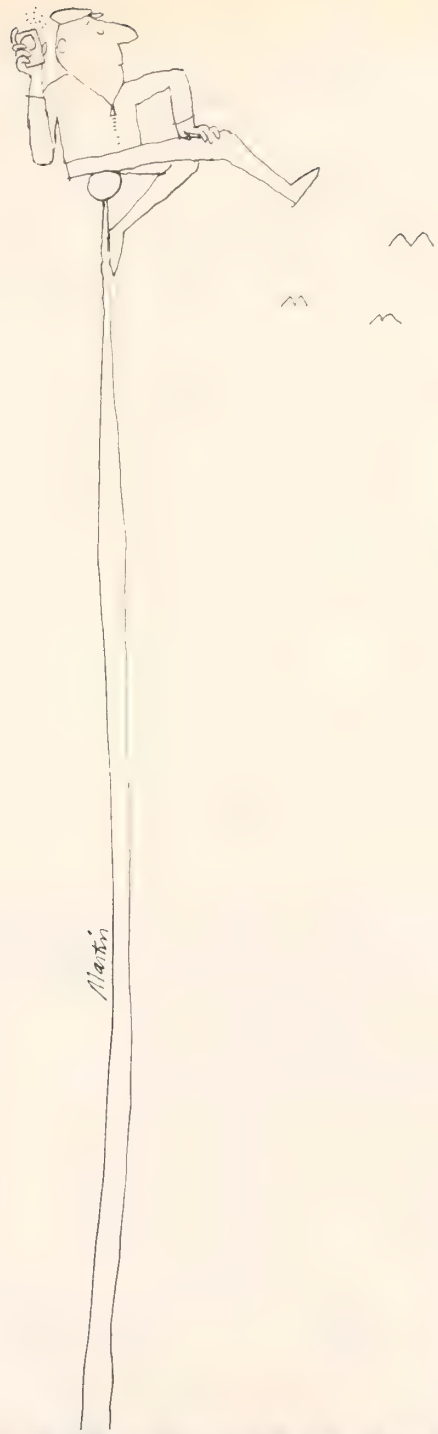
The commission said that in 1961 it denied a petition from the U. of Illinois requesting that ch. 37 be reserved for radio astronomy on a nationwide basis. The commission said that at that time as well as now, it was considering the total needs of all radio service between the 25 mc and 890 mc bands. The commission added that it has avoided the granting of new stations on ch. 37 until the study is concluded.

However, the commission said that the all-channel receiver law and the growing number of applications for uhf tv stations requires further interim action.

Comments are due May 1 concerning the proposed rulemaking and should be directed only at the problem of interim protection of the radio astronomy operations of the U. of Illinois and not at the general problem of frequency allocation for radio astronomy, the FCC said.

RBC OBSERVES SILVER ANNIVERSARY
does your station carry this program?

see page 109



REACHES PEOPLE EVERYWHERE

NBC RADIO

SERVING THE U. S. THROUGH 191 QUALITY RADIO STATIONS.

COX MOVES UP FROM SECOND STRING

Sworn in as FCC commissioner to replace T.A.M. Craven

Kenneth A. Cox was sworn in last week as a member of the FCC.

The oath of office was administered by Associate Justice William O. Douglas of the Supreme Court, in a brief ceremony that attracted an overflow crowd to the commission's meeting room. Among those attending were members of the commission, its staff, and the new commissioner's family—his wife, Nona, and their three sons, Gregory 13, Jeffrey 9, and Douglas 6.

Justice Douglas drew a laugh from the throng with what was regarded as a reference to reports Chairman Newton N. Minow will resign in the next few months. He recalled that the last time he swore in a new FCC commissioner was when Chairman Minow took office two years ago. "Heaven only knows," he added, "when I'll be back again."

Third New Frontiersman ▪ Commissioner Cox, 46, is a Seattle attorney and Democrat, and is the third appointee of President Kennedy to the FCC. He succeeds T. A. M. Craven, who reached the mandatory retirement age of 70 on Jan. 31. The former commissioner remains with the agency as a consultant on space communications.

The new commissioner, who served the Senate Commerce Committee as special counsel in communications matters on several occasions in the 1950s, is regarded as a protege of Sen. Warren G. Magnuson (D-Wash.), chairman of that committee. As a result, he was looked upon as a potential FCC member ever since his appointment as Broadcast Bureau chief two years ago.

Commissioner Cox was nominated by the President—and confirmed by the Senate—for the balance of Mr. Craven's term, which ends June 30, 1963, and for a regular seven-year term ending June 30, 1970.

The new commissioner moved into the offices vacated by former Commissioner Craven, and participated in his first commission meeting, as a member, on Wednesday (March 27). He is expected to announce his personal staff this week.

Sheridan Appointment Official ▪ Commissioner Cox is being replaced as head of the Broadcast Bureau by James Sheridan, a 22-year veteran of the commission who for the last three years was special assistant to the chairman. The decision to appoint Mr. Sheridan was made in January (BROADCASTING, Jan. 28) but was not officially announced until after his precedessor stepped up to the commission.

In announcing Mr. Sheridan's appointment, Chairman Minow hailed him as one of the commission's "most highly regarded career employes. We welcome him to this new position of responsibility which we are confident he will discharge with ability and distinction."

Although Mr. Sheridan's appointment is subject to Civil Service Commission approval, he assumed the duties of his new post immediately.

Appointment of a replacement for Mr. Sheridan as special assistant to the chairman is under consideration.



Kenneth A. Cox with his family—wife Nona and sons Gregory, Jeffrey and Douglas—following Mr. Cox's swearing-in Tuesday morning as an FCC commissioner. Mr. Cox moves up from chief of the Broadcast Bureau.

HIS FIRST SPEECH

Cox stresses importance of local live tv programming

Within less than four hours of his oath taking as an FCC commissioner, former Broadcast Bureau chief Kenneth A. Cox publicly proclaimed his belief in the importance of local live programming—particularly in prime hours.

He also expressed his personal opinion that the Chicago and Omaha television hearings served a good purpose.

Speaking to the Federal Communication Bar Assn., Commissioner Cox summed up his attitude on local programming in these words:

"I believe that there are important aspects of service to the public which a broadcaster can only achieve through the presentation of locally originated, community-tailored programming, and that he can achieve his goals to a significant degree only if some of these programs, particularly those designed to provide an outlet for local self expression on community problems, are presented during peak audience hours."

In television, Mr. Cox emphasized, the 1952 Sixth Report & Order listed as a second priority that as many local stations be assigned to as many communities as possible. The first criterion was to provide at least one tv signal to as many people as possible.

And, he continued, in 1960 the FCC issued its programming report, which also referred to local self-expression and the encouragement of local talent.

Thus, he stressed, the FCC has been concerned about local programming in

SMASH FIRST RATINGS!

NEW YORK:
Tops 4 of 5 competing programs with a 14.4 rating and 27% share! (WNBC-TV, Fri. 7:00 PM)

FORT WAYNE:
Tops both competing syndicated shows with a 16 rating and 41% share! (WANE-TV, M-F, 6:00 PM)

ORLANDO-DAYTONA BEACH:
Dominates all competition with an 11 rating and 67% share! (WDBO-TV, M-F, 1:00 PM)



BACHELOR FATHER STARRING JOHN FORSYTHE

WITH

NOREEN CORCORAN and SAMMEE TONG

157 half hours from mca INC. TV FILM SYNDICATION

Equal time sought to refute IRS spots

An Ohio congressman, who says some of this year's Internal Revenue Service "helpful hints" tv films are "vicious" and "misleading," has demanded an opportunity to appear on the tv networks to refute the controversial spots.

Rep. William Ayres (R-Ohio) last week cited a letter from FCC Chairman Newton N. Minow which explained that it is agency policy to require equal time on controversial issues but that no one had asked for the opportunity in the IRS case. With that, Rep. Ayres said he wanted 10 minutes on each network which carried the IRS films.

The two most controversial spots were withdrawn from circulation after viewers protested earlier this year, an IRS spokesman said. One presents an unflattering portrayal of a businessman living on his expense account; another discusses withholding taxes in a way which implies that people whose taxes are automatically held back really pay no taxes at all, Rep. Ayres said.

Withdrawal of the businessman spot "is an admission that it was controversial," Rep. Ayres said. He wants to appear on all networks "so that the other side . . . might have public attention," he said.

Rep. Ayres said he understood from IRS that there were 19 spots in the series and that they cost $15,000. Congress should "find out how much dough they're spending to mislead the public," he told a reporter.

tv for more than 10 years.

Mr. Cox emphasized that there is no fixed percentage for local programming or any set ratio of local originations to overall programming. He called attention, however, to a study of 448 stations all affiliated with networks submitted in a recent comparative tv hearing which showed that an average of 8.9% of their time was devoted to local programming. He noted that 50 of these stations devoted 15% or more to this element of programming.

Program Logs ▪ In a reference to last year's controversial action by the Broadcast Bureau in holding up tv stations' licenses because of questions on local programming, Mr. Cox explained that the commission found that many stations carried local live programs in the 6 p.m. to 11 p.m. segment of the broadcast day, but usually irregularly on a pre-emption basis, or if regularly it was not apparent from the program forms. He indicated that the new program forms would ask for this information specifically.

Although he said he agreed with the commission that program forms should be updated to show local live programming with more clarity, he added: "I would prefer, as an interim measure, that other supplementary means be employed to determine performance in the local live program area before renewals are granted." A revision of the program forms, used in applications for new stations and renewals, has been under consideration by the commission for the last three years.

In talking about the FCC's policy on allocating local stations, Mr. Cox added: "It seems only logical to expect the stations assigned from community to community to provide something tailored to their respective localities and not simply provide a pale copy of what could have been supplied by high powered stations operating in nearby large cities."

Talking about the results of the Chicago hearing, Mr. Cox said that the "proceeding established that the four stations in Chicago had made reasonable efforts to determine local needs and interests; that the major areas of controversy centered around the treatment of local religious groups, racial and social problems; that local talent was not afforded much opportunity and that maintaining local autonomy for the three stations owned by the networks presented a serious problem."

The FCBA luncheon was attended by all seven FCC commissioners and retiring Commissioner T. A. M. Craven, who received a standing ovation from the more than 200 present.

BOSTON CH. 5 CASE

Four applicants to compete with WHDH-TV for facility

The long struggle for ch. 5 in Boston was revived last week with the filing of applications by four parties to compete with WHDH-TV's hopes for a license renewal of its ch. 5 operation.

The FCC last week received applications from Greater Boston Tv Co., Hub Broadcasting Co., Boston Broadcasters Inc. and Charles River Civic Tv Inc. for new tv stations on ch. 5 in Boston. WHDH-TV had previously filed its renewal application.

WHDH-TV, a CBS affiliate, has operated ch. 5 since it received the grant in April 1957, and is owned by the *Boston Herald Traveler*.

Greater Boston, one of the original applicants, is a corporation of 41 stockholders. Arthur D. Cronin (2.5%) is its president. Greater Boston is the only applicant, besides WHDH-TV, which applied last week that had been a former contestant. However, Massachusetts Bay Telecasters, which had been an original applicant, asked the FCC last week not to take immediate action on the present applications or establish a cut-off date for the filing of further applications, indicating that Massachusetts Bay may yet re-apply for ch. 5.

New Challengers ▪ Charles River is owned by the Charles River Foundation, which is a trust having no stock issued. The foundation owns all of the voting stock of the tv applicant, and has an option to purchase all preferred stock which has been issued for the purpose of raising funds. If given the ch. 5 operation Charles River plans to distribute all profits from the station's operation among various charities. Charles River has offered WHDH-TV $5 million for the station's facilities and "transferable good will," should Charles River be granted the channel.

Theodore Jones, one of the Charles River trustees, is half-owner of Charles River Broadcasting Co., licensee of WCRB-AM-FM Waltham, Mass.

Hub Broadcasting Co. filed an application but did not give any engineering or ownership data in the application. Hub said that it would file the ownership information within 15 days, and that two-fifths of the stock would be owned by station personnel.

The last application filed was by Boston Broadcasting Co. which is owned by 21 stockholders. Leo L. Beranek (5.6%) is president of the company.

Long History ▪ In April 1957, when WHDH-TV was given the ch. 5 grant, Greater Boston and Massachusetts Bay took the case to court. Both WHDH-TV and Massachusetts Bay had been cited for *ex parte* contacts with then-FCC Chairman George C. McConnaughey. The *ex parte* charges were brought up before the House Legislative Oversight Committee in 1958. Because of the House hearing the court remanded the ch. 5 case back to the FCC for further hearing. It was then ruled by a special hearing examiner that the *ex parte* contacts had not been improper. This ruling was then overruled by the FCC in July 1960. In January 1961 the court, which had retained jurisdiction in the case, vacated the grant to WHDH-TV and ordered further comparative hearings by the commission.

In September 1962 the FCC reaffirmed its 1957 grant to WHDH-TV by giving the station a four-month license and denying the applications of Greater Boston and Massachusetts Bay (BROADCASTING, Oct. 1, 1962). Since all three applicants had been given black marks, Greater Boston for con-

EXCITING . . . ENTERTAINING . . . TOPICAL

BRITISH CALENDAR

A Timely TV Series

A series of up-to-date quarter-hour programs featuring a variety of events in Britain and the Commonwealth is available every two weeks on a continuous basis or for programming on a weekly basis using 13 or 26 issues.

16 mm Black & White SOF

JANUARY



FEBRUARY



MARCH

Royal Visit to Australia
Oxford and Cambridge Boat Race
"Ideal Home" Exhibition
St. David's Day
Grand National Steeplechase

APRIL

The Budget
"Ariel", first Anglo-American satellite launched
NATO Anniversary
Shakespeare's birthday
Badminton Horse Trials

MAY

First Jet Flight, 1941
Coventry Cathedral Anniversary
Football Association Cup Final
Preview Fall Fashions
The Epsom Derby

JUNE



Queen's Official Birthday – Trooping the Colour

JULY

First Anniversary Telstar launching
Golf Open Championship
Royal Tournament
Royal Air Force founded 1912
Henley Royal Regatta

AUGUST



SEPTEMBER



OCTOBER

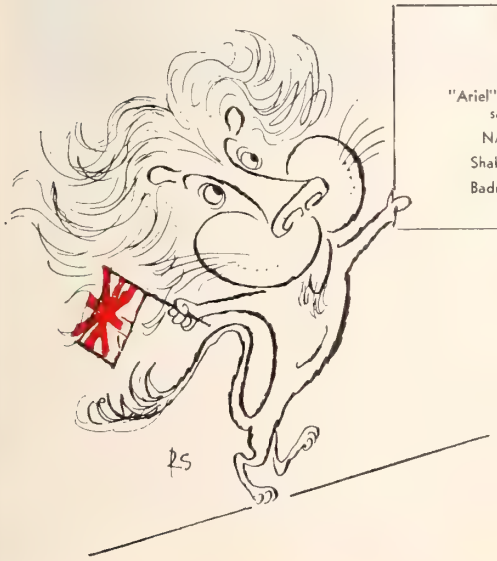
State Opening of Parliament
International Motor Show, London
Horse of the Year Show
United Nations Day
Conservative and Labour Party Conferences

NOVEMBER

Veterans Day
Lord Mayor's Show
Preview Spring Fashions
Veteran Car Run, London to Brighton
Hereford Bull Show and Sale

DECEMBER



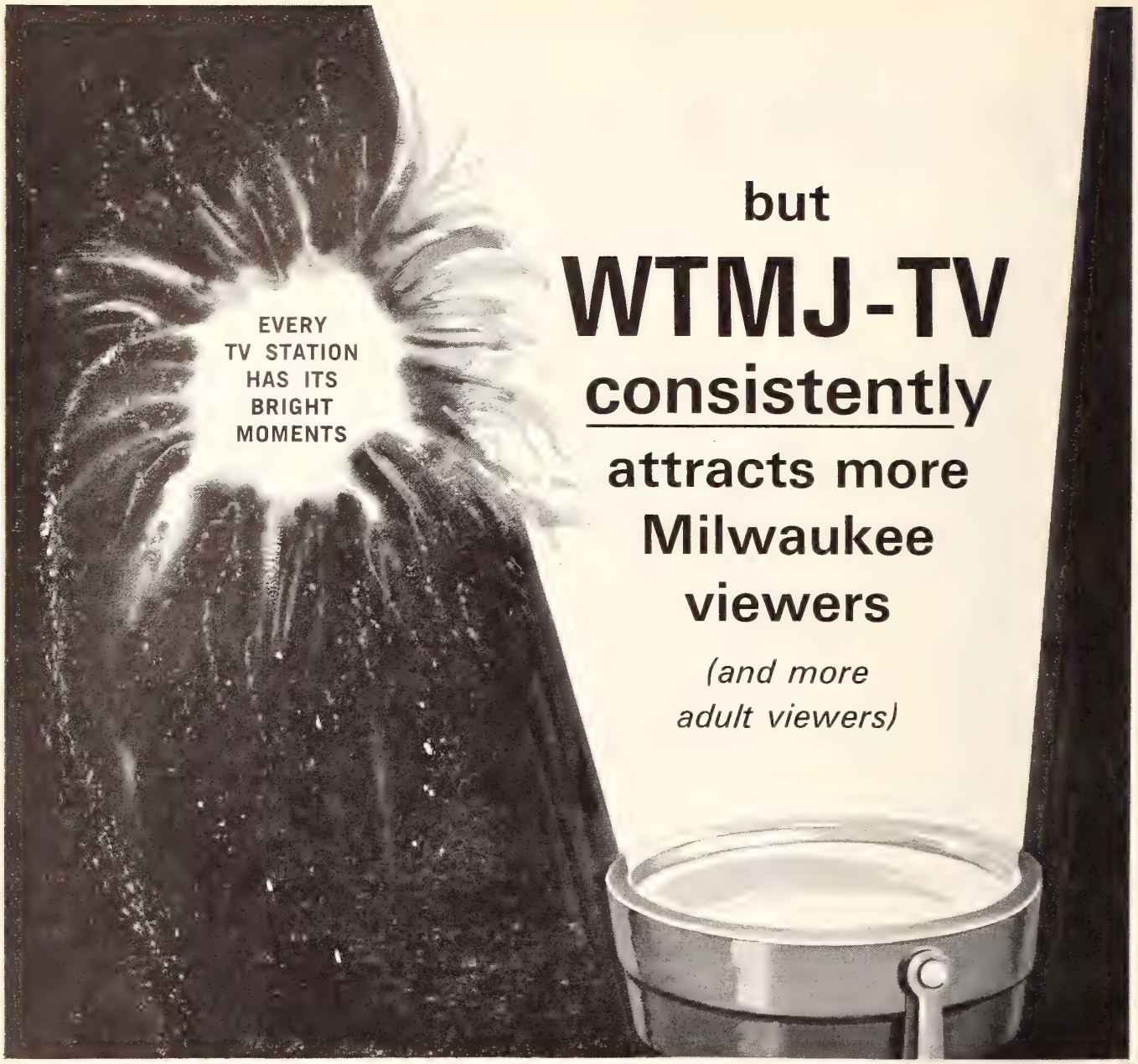


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FREE EXCEPT FOR TRANSPORTATION CHARGES



but WTMJ-TV consistently attracts more Milwaukee viewers

(and more adult viewers)

See for yourself!

	Station	Total Homes	Total Adults
(Mon. - Sun.) 9 A.M. TO MIDNIGHT	WTMJ-TV	62,200	91,100
	"X"	50,100	63,800
	"Y"	52,300	59,700
(Mon. - Sun.) 4-6:30 P.M.	WTMJ-TV	71,500	97,800
	"X"	44,500	42,500
	"Y"	45,500	22,400

Source: ARB Report, January, 1963.

Every station can show sparkling figures for individual program segments. But the truest gauge of popularity is Total Day statistics. The ARB figures at left show that WTMJ-TV is *consistently* first in the eyes of Milwaukee.

In addition, WTMJ-TV attracts more *adult* viewers . . . *buying* viewers. This is emphasized by the ARB figures for the Monday through Sunday, 4 to 6:30 P.M., time segment . . . when the greatest number of *both* adults and children are available for viewing.

Remember the station that *consistently* shines brightest in Milwaukee, for both viewers and advertisers . . . WTMJ-TV.

WTMJ-TV

THE MILWAUKEE JOURNAL STATION

Represented by: **HARRINGTON, RIGHTER & PARSONS** • NEW YORK, CHICAGO, SAN FRANCISCO, ATLANTA, BOSTON, ST. LOUIS, LOS ANGELES

cealing facts and the other two on the *ex parte* charges, WHDH-TV was given the short-term license because of its broadcast record.

The commission then set March 26 as the filing date for applications to compete with WHDH-TV's renewal efforts. March 26 was not set as a definite cutoff date. Instead the FCC said that applications filed on or before March 26 would be assured acceptance if they were properly prepared.

MORE ON DROP-INS

Potential applicants favor ABC proposal

The FCC's vhf drop-in decision was the target of another round of pro and con views as the commission received 10 comments last week on the controversial case.

Following a previous petition by ABC urging that the drop-ins in the seven proposed cities be made (BROADCASTING, March 18), allowing a dual vhf-uhf operation, six would-be applicants for the vhf drop-in channels urged last week that the FCC adopt the ABC suggestion. The six were:

- WTVK (TV) Knoxville, Tenn., which operates ch. 26 there, urged the drop-in of ch. 8 in that city.
- WUTV (TV) Charlotte, N. C., asked that ch. 6 be dropped-in at Charlotte and combined with its ch. 36 operation.
- Miami Valley Telecasting Corp. asked that ch. 8 be given to Dayton, Ohio, for which Miami would apply, along with a uhf channel.
- Megacity Tv Inc. has also expressed interest in a dual operation with ch. 8 in Dayton.
- Joe Speidel III and Donald Bolton, speaking for a group interested in applying for a dual operation, asked that ch. 10 be added in Jacksonville, Fla.
- Magic City Tv Corp. will apply for a dual operation on ch. 3 in Birmingham, Ala., if the proposed drop is made.

Self-defeating ▪ The Assn. of Maximum Service Telecasters Inc. told the FCC last week that ABC met "itself coming and going" in its arguments for the drop-ins.

AMST said that ABC argued that only vhf can augment the tv service in the seven proposed drop-in markets and that the number of tv homes in these areas is not great enough to stimulate the growth of uhf and that only the additional vhf channels will foster uhf development. "But ABC cannot have it both ways," AMST said.

The association told the commission that if the communities are important enough to warrant the drop-ins, they are important enough "to offer a signal opportunity for providing a significant stimulant to uhf development."

AMST said that it is difficult to understand why ABC thought uhf stations would have problems getting network schedules. AMST called the commission's attention to WTVK (TV) Knoxville and WARD-TV Johnstown, Pa., which are ABC and ABC-CBS affiliated respectively.

WARD-TV told the FCC two weeks ago that the station was having trouble supporting itself and requested that it be allowed to operate a drop-in ch. 8 along with its uhf ch. 56 (BROADCASTING, March 25). WTVK (TV) has also asked for relief through operating a vhf drop-in. WGAL-TV Lancaster has asked denial of the WARD-TV request.

Which Is Best ▪ AMST told the FCC that the ABC allegation that uhf would provide poor coverage in the markets and hence couldn't compete with vhf is wrong. Uhf can provide better and more competitive service than can short-spaced vhf drop-ins, AMST said.

The Assn. for Competitive Tv argued last week that the ABC petition, which set forth the network's ideas for the drop-ins, should be denied because it did not meet commission procedural rules. ACT said that the FCC issued staff instructions but did not release a definite decision, and that ABC based its pleadings on what the network assumed were the reasons behind the FCC's instructions.

ACT added that it would not even attack ABC's arguments because "For anyone new to offer arguments to contradict the arguments which [ABC] . . . developed to meet an imaginary set of commission reasons would be simply to add a travesty to a farce."

The Ohio Educational Tv Network Commission got into the act last week by requesting the commission not to reallocate ch. 52 to Dayton from Springfield. ABC had previously proposed that ch. 52 be used along with ch. 8 in Dayton for a dual operation.



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S-S-SH OR BE SHUT OFF

Loud commercials face severest regulation from individual listeners, commission told

The FCC was advised last week that the best mechanism thus far invented for eliminating "objectionable loudness" in broadcast commercials is the tv viewer and radio listener. Furthermore, the commission was told, chances of finding anything better than the viewer and listener, who simply switch off their sets when annoyed, are slim.

This was the gist of seven comments submitted in response to the commission's notice of inquiry into the prevalence of "annoyingly loud" commercials and how such practices could be regulated (BROADCASTING, Dec. 24, 1962).

The question, which has troubled the commission for years, came to the fore again after the agency received some 450 complaints last year, including letters from members of Congress asking that something be done to eliminate loud commercials.

The NAB, ABC, CBS and Storer Broadcasting Co., among others also filed comments, disputed the contention that the problem exists to such an extent that the commission should attempt to regulate it. They said they had received few complaints over the years about loud commercials.

Several of those submitting comments also cited the finding in "The People Look at Television" (BROADCASTING, Feb. 18) that, of 2,497 persons questioned on what they disliked most about commercials, only 4% mentioned loudness.

Beyond FCC Authority ▪ But the major argument opposing any proposed rulemaking in the area was that the problem involves subjective and psychological factors that are not a proper area for government regulation. Storer said the Communications Act doesn't authorize the FCC to act as "censor" of matters of subjective judgment or taste."

And Dow, Lohnes and Albertson, a law firm representing broadcast licensees, said any effort to apply stricter standards to commercials than to other broadcast material would constitute a suppression of free speech.

Many of the comments said that complaints about loud commercials are voiced by those who object to any commercial messages. The comments also said that commercials may often sound loud simply because they follow material that is soft.

The NAB, however, conceded that loudness is sometimes introduced in commercials. George W. Bartlett, NAB's manager of engineering, said this may occur in filmed and recorded commercials as a result of efforts to "produce a brilliant sound." Mr. Bartlett said no one connected with the production or broadcast of a commercial benefits from "unpleasant loudness." But, he added, such loudness may be "the by-product of efforts to make the commercial as audible and attention-getting as possible."

Measuring Loudness. ▪ The FCC, in its notice of inquiry, said a device capable of measuring loudness would be "a tremendous aid." But none of those submitting comments were very hopeful such a device could be developed. CBS, which has pioneered in the field of sound-measurement, said the desired instrument would have to measure, among other things, the stridency of the delivery and the listener's socio-psychological attitude toward the program content.

The complexities involved in attempting to regulate loudness, the network said, are "overwhelming." It suggested that the commission rely on its present technical rules and the good practices of broadcasters.

In discussing the difficulty of developing a loudness-measuring device, the NAB said psychological tests show that "although there seems to be a relationship between the sensation of loudness and actual decible level, this relationship varies in a non-linear manner depending upon the sound."

As a result, the NAB said, "a listener might not be able to hear a difference between two sounds of differing levels when listening to a receiver at a high volume level, while another listener, with his receiver set at a lower volume level, might be very much aware of the differences in level."

ABC, however, disclosed that it has begun its own effort to define the nature of the problem and develop an approach that industry might take to its solution. The network said it has contacted the Stanford Research Institute for assistance in the project.

In the meantime, the network suggested that the FCC defer further consideration of the matter until the agency's engineering division completes its current review of various loudness meas-

Another FCC move to boost uhf television

In another move in its continuing effort to boost uhf broadcasting, the FCC last week amended its rules to relax some of the technical requirements demanded of tv stations in the upper band.

The amendments, to take effect May 1, provide for the following changes:

- Transmitters may be operated by remote control. The commission noted that present transmitters need close supervision, but wanted to allow for remote control once it is feasible in order to stimulate research into the problem.
- Stations may have aural power as low as one-tenth as high as visual power. Present rules require aural power to be at least one-half visual power, but the commission hoped that this amendment would result in savings in equipment and operating expenses for existing stations as well as for new stations, as the present uhf broadcaster will be allowed to increase visual power without making a corresponding aural boost.
- Stations with transmitters developing power of 1 kw or less no longer will have to heed the requirement for specified reduction of lower sideband radiation.
- Unrestricted use of directional antennas is permitted for stations with transmitters generating 1 kw or less, and more powerful stations may use directional antennas with a ratio of maximum to minimum radiation of as much as 15 decibels (the present 10 decibel limit will still be in force for vhf's).

Commissioner Robert Bartley dissented to the adoption of the amendments.

The FCC's uhf rules will come under further scrutiny Thursday (April 4) when the executive committee of the Committee for the Full Development of Uhf Broadcasting meets in Chicago following the NAB convention (BROADCASTING, March 25). Commissioner Robert E. Lee is chairman of the committee.

Relaxation of the technical rules for uhf television was one of several proposals offered by the FCC in August 1961 as a means of encouraging uhf development. Still outstanding are proposals to abolish the table of uhf assignments and build a new one on the basis of demand, and grant uhf channels on a first-come, first-served basis.

The commission dropped other proposals —the proceeding to permit dual uhf-vhf operation and establish a pool of uhf channels—after Congress passed the all-channel receiver law last year.


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JOSEPH E. LEVINE, who made the name of EMBASSY synonymous with Showmanship, is bringing 33 powerfully pre-sold new features to television for the first time. From the flamboyance that made "Hercules" a household word, to the finesse that culminated in an Academy Award for Sophia Loren in "Two Women", EMBASSY guarantees pre-established acceptance, via its own special brand of showmanship, for each of the 33 features now available for television. Agencies and advertisers are aware of the impact of dynamic merchandising that results in each EMBASSY attraction being pre-sold to audiences all over the nation.

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33 NEW FEATURE FILMS FOR TELEVISION FROM EMBASSY PICTURES CORP.

TITLE	RUNNING TIME	CAST
APHRODITE (color)	86 minutes	Isabel Corey, Antonio de Teffe
* ATTILA (color)	83 minutes	Anthony Quinn, Sophia Loren
THE BEAR (color)	86 minutes	Renato Rascel, Francis Blanche
BIMBO THE GREAT (color)	96 minutes	Claus Holm, Germaine Damar, Elmar Karlow
LANDRU (color)	118 minutes	Michele Morgan, Danielle Darrieux, Hildegarde Neff, Charles Denner
CONSTANTINE AND THE CROSS (color)	114 minutes	Cornel Wilde, Christine Kaufmann, Belinda Le
CRIME DOES NOT PAY	159 minutes	Richard Todd, Danielle Darrieux, Michele Morgan, Pierre Brasseur
DEVIL'S WANTON	77 minutes	Birger Malmsten, Doris Svedlund
DIVORCE ITALIAN STYLE (Nominated For 3 Academy Awards)	104 minutes	Marcello Mastroianni, Daniele Rocca
FABIOLA	100 minutes	Michele Morgan
FABULOUS WORLD OF JULES VERNE	87 minutes	Lou Tock, Ernie Navara
FACE IN THE RAIN	90 minutes	Rory Calhoun, Marina Berti
FURY AT SMUGGLERS BAY (color)	96 minutes	Peter Cushing, John Fraser,
GASLIGHT FOLLIES	90 minutes	100 Stars of Yesteryear!
*HERCULES (color)	107 minutes	Steve Reeves, Sylva Koscina
HERCULES UNCHAINED (color)	101 minutes	Steve Reeves
JACK THE RIPPER	89 minutes	Lee Patterson, Eddie Byrne
THE LOVE MAKERS	103 minutes	Jean-Paul Belmondo, Claudia Cardinale
LOVE AT TWENTY	110 minutes	Jean Pierre Leaud, Marie Pisier, Barbara Lass
MADAME (color)	104 minutes	Sophia Loren, Robert Hossein
MORGAN THE PIRATE (color)	93 minutes	Steve Reeves, Valerie Lagrange
NIGHT IS MY FUTURE	87 minutes	Mai Zetterling, Birger Malmsten
O. K. NERO	90 minutes	Walter Chiari, Silvana Pampanini
PASSIONATE THIEF	100 minutes	Anna Magnani, Ben Gazzara, Toto
YOUNG GIRLS OF GOOD FAMILIES	104 minutes	Ziva Rodann, Fred Clarke
THE SKY ABOVE—THE MUD BELOW (color)	90 minutes	
STRANGERS IN THE CITY	83 minutes	Kenny Delmar, Robert Gentile
THIEF OF BAGHDAD (color)	89 minutes	Steve Reeves
TWO WOMEN (Academy Award Best Actress)	99 minutes	Sophia Loren, Jean-Paul Belmondo, Raf Vallon
WALK INTO HELL (color)	93 minutes	Chips Rafferty, Francoise Christophe
NO PLACE LIKE HOMICIDE	87 minutes	Donald Pleasence, Shirley Eaton, Dennis Price
WHERE THE HOT WIND BLOWS	114 minutes	Melina Mercouri, Marcello Mastroianni, Gina Lollobrigida, Yves Montand
WONDERS OF ALADDIN (color)	93 minutes	Donald O'Connor, Vittorio DeSica

*HERCULES and ATTILA made their television premieres on New York's independent WOR-TV; the first two titles shown, out of the thirty-three purchased.

In January, "Hercules" had the highest rating in history for any single movie ever presented on this station, overwhelming all competition with 46.1% of the viewing audience, according to Nielsen Station Index. The 35.1 average quarter hour rating exceeded that of the three networks *combined!*

ATTILA, which followed in February, was ranked No. 1 in its time period (7:30-9:00 PM), again outrating any of the three networks, achieving a 24.7 average quarter hour rating according to the Nielsen Station Index. It had 32% share of the audience.

IN CHICAGO, premiering on WNBQ Saturday, March 9, "Hercules" topped the three competing stations—with a 22 ARB and a record breaking 46% share of the viewing audience in the late evening time.

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Television Department, Embassy Pictures Corp., Time & Life Bldg., Rockefeller Center, N. Y. 20, N. Y. JU 2-2100

urement techniques and instrumentation for their applicability to the problem. The network said it would cooperate if the staff investigation indicated a research and development program were warranted.

An FCC suggestion, in its notice of inquiry, that amplifiers employed at transmitters might contribute to undesirable loudness drew objections from a number of those submitting comments. ABC said AGC amplifiers are needed to provide a more uniform program level than is possible by means of manual control. The devices are not used to cause objectionable loudness, ABC said. And CBS sought to sidetrack another commission suggestion—that a rule be adopted lowering the permitted maximum percentage of modulation on peaks of frequent recurrence during commercials. CBS said such a rule wouldn't assure transmission of program and commercial material at equal loudness, or guarantee that all of the material would be broadcast at a "pleasing loudness."

WGAN-AM-TV Portland, Me., said the use of equipment designed to reduce the aural output of broadcast transmitters to a minimum of volume variance "would be as disastrous as requiring a composer of music to eliminate 'andante' or 'crescendo.' The spoken word . . . could be reduced to a boring uni-level drone." The stations suggested that commission monitoring could easily find any broadcaster who violates good modulation practices.

KCRA-TV Sacramento, Calif., in commenting on difficulty of measuring loudness, said, "a beer commercial might seem exceedingly loud to one active in WCTU affairs."

FCC lifts catv freeze if etv is sought

The FCC has partially lifted its freeze on applications by catv groups for microwave facilities if the microwave applied for is to carry the signal of an educational station.

The commission said that the freeze was "unduly broad" in denying applications for facilities to carry etv signals. However, the FCC stipulated that only etv station signals may be carried on such authorizations and that catvs which are given such grants must carry all local tv signals, if the local stations request that the system do so.

The commission had already placed this stipulation on the acceptance of applications by catv systems pending the outcome of the FCC's proposed rule (BROADCASTING, Feb. 25).

FCC Chairman Newton N. Minow dissented to conditioning the acceptance of applications when the facilities are to be used to carry etv station signals. Chairman Minow said that catvs should not have to carry all local signals "as the price" for using etv signals. Chairman Minow said that catvs should carry the programming of local stations, reducing the competitive damage of catv operations, but added that the means towards this should have a more reasonable relationship to the end.

Law firm questions FCC on ownership tightening

The FCC was asked last week why, after so long a time, was the agency proposing to tighten its multiple ownership rules so that broadcasters with the maximum number of stations would have to dispose of one interest before applying to purchase or build another. (BROADCASTING, Feb. 18).

Cohn and Marks, a Washington communications law firm, told the commission that for almost 20 years the agency has processed and granted applications by an applicant already owning a full complement of stations, provided that the applicant dispose of one interest before the transfer takes place.

Cohn and Marks said that the number of such applicants has never been great, or a burden to the commission. The law firm added that past history indicates there has not been any abuse.

Cohn and Marks felt that the new rule would also force station owners to give up their seventh am or fifth tv before they could apply to improve the facilities of an existing station, such as changing channels or frequencies. The firm concluded that the proposed rule "is without any justification whatsoever."

The FCC has extended the deadline for comments on this rulemaking to May 24 from March 25, and to June 10 for reply filings.



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CONELRAD'S SUCCESSOR?

Emergency Broadcasting System proposed by NIAC would keep all am's on normal power, frequencies

A volunteer emergency broadcasting system to be invoked in the case of war and which proposes that all radio stations continue broadcasting on their regular frequencies with normal power has been recommended by the National Industry Advisory Committee (NIAC).

The plan, abandoning the 12-year-old Conelrad 640 kc and 1240 kc system, proposes a two-step approach:

1. All present am radio stations holding National Defense Emergency Authorizations would form the nucleus of a new Emergency Broadcast System (EBS). These stations would continue broadcasting on their assigned frequencies and with full power in a war emergency.

2. As other standard broadcast stations volunteer and meet the criteria established for EBS, they would be authorized to join the system.

Because the Dept. of Defense has not yet furnished the FCC with information regarding the impact of fm and tv broadcasting on military communications, navigational aids for the Air Force and weapon systems (all of which use vhf frequencies heavily), the NIAC plan suggests that for the time being fm and tv stations be required to go off the air. This is the same regulation as is now in effect.

The recommendations were drawn up by a special NIAC group under the chairmanship of Davidson M. Vorhes, CBS operations vice president. The documents were mailed to all state industry advisory committee members last week by John F. Meagher, NAB radio vice president and chairman of NIAC. State units are asked to submit comments by April 15. Mr. Meagher said he hopes to submit the proposals for the new system to the FCC by April 22. After coordinating the proposals with the military and the White House's Office of Emergency Planning, the commission is expected to adopt the measures quickly.

Meanwhile, it is stressed that the present "Conelrad" regulations remain in effect and must be followed until the new system is officially adopted.

The new system will take the place of the Conelrad system which was designed in 1951 at the request of the Air Force to deny navigational aid to enemy airplanes. Last April the Defense Dept. notified the FCC that there was no longer any need for Conelrad (BROADCASTING, April 30, 1962). Missiles don't rely on broadcast signals to "home" onto targets.

One of the major considerations for establishing the revised emergency system primarily with am radio stations, it is pointed out, is that standard broadcast stations can be received on battery operated radio receivers at home and at work and in automobiles. This is still not possible generally for fm and tv.

Two Steps ▪ The standard broadcast stations now in the Conelrad system would, upon an emergency, continue to operate on their normally assigned frequency with normally authorized power —but without station identification.

All other standard broadcast stations, and fm and tv, would leave the air.

The alerting signal, via AP and UPI Teletype circuits would remain the same.

During the emergency period, the present programming priorities would be continued. These are (1) presidential messages, (2) local programming, (3) state and regional programming, (4) national programming and news.

For local programming, NIAC recommends that state and local committees establish operating methods in cooperation with local and state defense officials.

Presidential messages will be handled through the networks.

Building Block ▪ In discussing the advantages and disadvantages of using the proposed approach, the NIAC group fixed as its goal an emergency system that "approaches as close to normal broadcasting as is consistent with maximum coverage and efficiency."

When and if Defense Dept. requirements involving vhf frequencies become known, fm and tv stations would be added.

Among the advantages of the proposed system, as listed by the committee:

- Fewer interconnection problems.
- More nearly conforms to public listening habits.
- Provides maximum use of existing facilities, including surviving stations.
- Takes advantage of existing battery-operated receivers.
- Requires minimum engineering and allocations studies.
- Permits the use of fm and tv stations for emergency backup facilities and extra circuits for non-broadcast communications circuits.
- Stations volunteering for the EBS would have to meet the following standards:
- It must be capable of being interconnected to both the presidential and local common program origination points.
- It must conform to FCC engineering requirements for EBS.
- It must be a member of its Local



WGN-TV news cameraman and film editor—Ed Sullivan—was recently named "Television Cameraman of the Year" by the Chicago Press Photographers Association.

Sullivan is one of 30 professional WGN newsmen who keep Chicago on top of the news from morning to night. Just another reason why WGN-TV offers Chicagoland viewers the best local news coverage in Chicago . . . more expert local news footage day-for-day than any other television station.

Another important plus for WGN-TV audiences and advertisers!

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Industry Advisory Committee (LIAC) and must cooperate with other LIAC stations in the origination and broadcasting of the common local program.

▪ It must participate in public education in connection with the emergency system.

▪ Its hours of operation and the adequacy of its staff and physical facilities will be taken into consideration.

State committees were also advised that the fallout shelter and emergency generator programs are a responsibility of the Dept. of Defense's Office of Civil Defense, and that broadcasters should contact the Army Corps of Engineers for the fallout shelter phase. Broadcasters were warned also, that inadvertent modification of licenses could take place and that precautions should be observed that this does not happen.

State committees were also given a status report from the NIAC committee studying the possible use of all broadcasting stations (am, fm and tv) for emergency alerting of the general public. This study, requested by the Dept. of Defense, is expected to result in a general warning procedure to supplement air raid sirens. The group met March 14 in Washington and will meet again April 10 in Washington.

Commission may put ceiling on commercials

WAYS OF SETTING LIMITS ON SPOTS TO BE CONSIDERED

An FCC-imposed ceiling on the amount of time broadcasters can devote to commercials was one short step closer last week, with a commission announcement of plans to consider ways in which a limit could be set.

The announcement—a preliminary to release of a proposed rulemaking—is a direct outgrowth of Commissioner Robert E. Lee's rejected proposal that the commission consider adopting the NAB's television and commercial codes as an FCC rule.

In its announcement, the commission said this would be one of the ideas considered. But, it said it doesn't want to limit its consideration of possible policies.

Instead, the commission said, "it wishes to obtain public comments on the widest range of alternatives, so that it may have an adequate basis upon which to adopt the policy which will best serve the public interest in this vital area."

The commission action, it was learned, was taken on a 4-3 vote, a direct reversal of the vote by which the commission had turned down Commissioner Lee's proposal (CLOSED CIRCUIT, Nov. 26, 1962).

The reversal was made possible by the "yes" vote of new Commissioner Kenneth A. Cox, who was attending his first meeting as a member of the commission. He succeeded former Commissioner T. A. M. Craven, who had been with the earlier majority.

Others in the majority last week were Chairman Newton N. Minow and Commissioners E. William Henry and Lee. Voting against the proposal were Commissioners Robert E. Bartley, Rosel H. Hyde and Frederick W. Ford.

The commission action, coming only a few days before the start of the NAB convention, is sure to stimulate heated discussion among the delegates in Chicago—which is what some of the commissioners had in mind.

More in Chicago ▪ Chairman Minow reportedly the prime mover behind the commission's action last week, is expected to focus even more attention on the subject by discussing it in his speech to the convention. In addition, Commissioner Lee is scheduled to debate his own proposal, for adopting the NAB codes, with William B. Pabst of KTVU (TV) Oakland-San Francisco, chairman of the Tv Code Review Board, Tuesday morning.

One of the appeals the NAB codes have for Chairman Minow and some others in the agency is that they were drafted and adopted by the broadcasting industry, not imposed by the government. The commission, therefore, would have a handy defense against charges of imposing bureaucratic standards on broadcasters. At the same time, the commission could enforce the codes—and on all broadcasters—in a way the NAB cannot.

But the commission, as indicated by its announcement, recognizes some of the arguments used against adoption of the NAB codes. The commission, the announcement said, "wishes to consider whether special provision should be made for stations which, because of their location in sparsely populated areas or other factors, might not be able to observe the limitations contained in the NAB codes and at the same time maintain operation in the public interest."

Commissioner Ford has vigorously opposed adoption of the NAB codes as a commission rule for this reason, among others. In a speech two months ago, he said that enforcing the code against daytime stations in the northern U. S. during winter months or against outlets in summer resort areas would cause them to fail (BROADCASTING, Jan. 28).

Code Maximums ▪ The NAB code for television sets a maximum of four minutes of commercials plus 70 seconds of station-break time during any 30-minute segment in prime time. In non-prime time, the tv code limits commercials to six minutes plus station-break time in any 30-minute time period. The code says that commercials in all other time periods are to be limited to this ratio, except that five-minute programs may contain one minute-15 seconds of commercial material and 10-minute programs, two minutes-10 seconds.

The NAB radio code says commercials are not to exceed 18 minutes in any one hour, or five minutes in any 15-minute segment, with the weekly average not to go over 14 minutes an hour.

It was far from certain last week, however, that the commission's latest action will result in a rulemaking. Officials emphasized that the commission has simply expressed a desire to obtain industry comments on the proposal to limit commercials. After reading the industry views, one source said, the commissioners "could decide the idea isn't feasible."

The commission said that its reasons for instituting the proceeding and "the particular alternatives on which it is most interested in obtaining public comment" will be specified in the proposed rulemaking, which is now being drafted by the staff.

Daily equipment check just too much, NAB says

The automatic logging rule is a fine idea, the FCC was told last week, but the requirement that am and fm transmitting facilities be inspected daily, five days a week is too demanding.

The National Assn. of Broadcasters said that it fully supported the automatic logging provision.

However, the NAB said that the daily inspection provision "would not only be burdensome but unnecessary. . ." The association said that it understands the FCC's desire to improve performance standards and have adequate supervision of transmitting facilities, but questioned if the commission would achieve this end by requiring daily inspections.

A group of 11 am and fm licensees banded together to tell the commission that the inspection requirement is unnecessary because it has been known for years that transmitters can operate without human attendance.

Better Engineers ▪ The group of stations told the commission that it should raise the standards for licensing first-class engineers, then it "would have no need for these revised rules." The group said engineers are hired to see that a station runs according to its license and if it fails to do so it should be the engineer's license that is revoked.

The NAB said that it could not help but think that the FCC's "rationale be-



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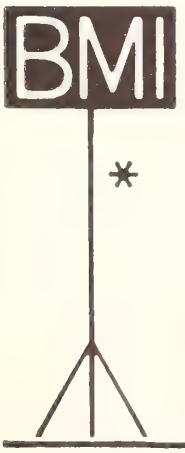
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GOING MY WAY ..... ABC
OUR MAN HIGGINS ... ABC
NAKED CITY ..... ABC
PERRY COMO ..... NBC
AMONG OTHERS



More on page 94

BROADCAST MUSIC, INC.
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New York 17, N. Y.

hind the inspection requirement is the belief that some stations do not have a first-class operator in full-time employment and, hence, are in violation of commission rules."

The NAB said that it did not condone "such a flagrant disregard of regulation," but felt that the commission has the means to punish violators.

The FCC seemed to think so too, when it notified WCEF Parkersburg, W. Va., that it was liable to a $500 fine for failure to employ a full-time first-class operator (see story below).

The commission last week granted a stay in the effective date, until May 10 from April 8, of the new logging and inspection rule. The NAB had requested the stay for a period, however, of 60 days (BROADCASTING, March 25).

Simplex eradication on FCC agenda

Rulemaking machinery intended to totally eradicate simplexing by fm stations—only four licensees still make use of the practice—was set in motion last week by the FCC, which contended that simplex operation is no longer necessary or desirable.

Simplexing—the process of transmitting background music to subscribers on a station's main channel—is still practiced by WFMF (FM) Chicago, WEAW-FM Evanston, Ill., WNAV-FM Annapolis, Md., and KBMS (FM) Glendale (Los Angeles), Calif.

The commission originally allowed simplexing as a means by which fm stations could augment their revenues and thus promote the development of fm. In 1955 the FCC adopted rules which offered fm licensees interested in storecasting and background music the alternatives of simplexing or applying for a Subsidiary Communications Authorization. An fm station with SCA uses one or more multiplex sub-carrier frequencies which can't be received on conventional fm sets.

There are presently more than 300 fm stations holding SCA's.

The 1955 rule specified that multiplexing would be mandatory as soon as the proper equipment became generally available, as the FCC maintained that simplexing was predominantly nonbroadcast. A 1958 court decision, however, overruled the commission, holding the simplexing was essentially broadcasting, but the court also noted that simplexing might be outlawed for other reasons.

The commission bowed to the court and took the matter under further consideration, and the rulemaking proposed last week suggested that simplexing fm broadcasters cannot serve the public interest as well as those "who program their main channels unfettered by subscription agreements." The FCC also noted "possible competitive incompatibility" between stations using simplex and multiplex operations in the same community.

Comments on the proposed rulemaking are due June 14. Action on renewal applications by simplex broadcasters will be deferred until last week's rulemaking is resolved.

Chairman Newton Minow and Commissioner Kenneth Cox dissented to the proposed ban of simplexing.

Magnuson introduces FCC-sponsored bill

A bill which would require parties seeking to intervene in FCC hearings to file petitions within 30 days of publication of hearing issues was introduced Thursday (March 28) by Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee. Under Sec. 309 (e) of the Communications Act petitions may be filed within 10 days of the start of such hearings.

Sen. Magnuson said the FCC requested the legislation.

The FCC still is preparing other legislative proposals on network and catv regulation, political broadcasting and station transfers (BROADCASTING, March 25).

WCEF draws $500 fine

WCEF Parkersburg, W. Va., owned by C. E. Franklin, was notified by the FCC last week that it will have to pay a $500 fine for allegedly not having a first-class engineer in full-time employment.

Mr. Franklin, the station's only licensed first-class man, spends too much time away from WCEF to be classified as full-time, the commission said. Mr. Franklin has devoted a considerable portion of his time to another of his stations, KSRC Socorro, N.M., the sale of which was also approved last week (see FOR THE RECORD).

WCEF has until April 27 to contest the fine.

FCC upheld in license refusal

The right of the FCC to refuse a radio operator license to an applicant who fails to answer questions about Communist activities last week was upheld by the U. S. Court of Appeals in Washington.

In a unanimous decision, the court denied appeals taken by three radio operator applicants who refused to answer questions about past Communist affiliations but stated they were not members at the time of their application filing.

Almost one year ago, the commission refused to accept applications from Stanley Blumenthal, Rudolph W. Jones, and Wayne P. Paschel.

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CBS Films, Suite 2319.*
First-class entertainment
is their specialty."



*AT THE CONRAD HILTON: YOU'RE INVITED!

Commercial tv to benefit from space

MINIATURIZATION PROGRAM SPEEDING DAWN OF TINY CAMERA ERA

The day when a television newsman can walk into a courtroom or a legislative hearing and cover it live carrying nothing more obtrusive than a hand-held camera is coming close.

There's still a way to go yet, but coming out of crash miniaturization work done for the U. S. space projects and out of commercial laboratories are the early prototypes of what is sure to result in a tv camera as light and as compact as those newsreel men use for filming news events.

Tv operating engineers aren't too far behind either. Improvisation has resulted already in an umbilical-cord type camera. In its *Wide World of Sports* program ABC has already used what it terms its "press camera." This is a standard image orthicon tube in a case, which can be taken as much as 200 feet from its associated sync, power and amplifier components and attached to them by a single coaxial line.

Out of a commercial laboratory comes the latest move toward a reduction in bulkiness and an increase in versatility. This is Sylvania Electric Products' "two-in-one" transistorized closed circuit tv camera weighing only 18 pounds.

The new camera lists at $2,875. The miniature removable vidicon unit may be used as a slave camera and is able to probe places inaccessible to the larger unit.

The complete unit incorporates a power supply and sync unit. A detachable rear control panel permits remote control capability up to 1,000 feet.

Missle-Borne Camera ▪ Perhaps the most significant move in the miniaturizing of tv gear is that of Lear Siegler Inc., Anaheim, Calif., which produced a 2½-pound tv slow-scan camera which will be used for the third time when Astronaut L. Gordon Cooper Jr. tries for 22 orbits in space next month.

The camera is 8 inches long and 2½ inches in diameter. Its associated equipment, fully transistorized, weighs 5 pounds and is 3¾ inches by 6 inches by 9 inches. It can be separated from the camera itself up to 100 feet. It is priced at $9,750, and was used by NBC at Cape Canaveral last year during the Walter Schirra orbit.

The Lear Siegler camera was used in January last year to televise, back to scientists on earth, pictures of the Echo II test when the balloon was launched folded in a canister and inflated automatically 150 miles above the earth. The inflation ripped the balloon, but picture results were termed good enough to show on a home tv screen.

It was utilized for the second time last May in the Atlas-Centaur firing; it relayed back to earth pictures of the interior of the rocket's liquid hydrogen fuel tank.

And the missle-borne tv camera was used for the third time last July with the test flight of Echo II over the Atlantic; again it "covered" the ejection of the canister and the inflation of the 135-foot aluminized balloon.

Major Cooper will operate the camera, using both wide-angle and telescopic lenses, during his flight around the earth. It will be fixed above him to cover his own actions but he will remove it from its fittings and point it out of the M-9 capsule's window to show space phenomena or scenes of the earth.

The pictures, two frames per second, will be telemetered back to three receiving points on earth. A master receiving station will be manned at Mercury Control Center at Cape Canaveral. The pictures received there will be electronically converted to regular commercial standards and fed to the three tv networks for distribution to their affiliates.

Receiving stations will also be located on board the Pacific Command Ship, anchored southwest of Japan in the Pacific Ocean, and at the U. S. tracking station on Grand Canary Island off the coast of Africa. At both these locations, however, Cooper's tv signals can only be recorded.

Coming Up ▪ Television operations men see two potentially valuable developments on the horizon. One is a ½-inch vidicon designed to crawl through pipe lines for use by oil and gas pipeline companies for maintenance use.

The other is in the fibre optics field. This may eventuate in a system whereby only the lens of a tv camera is brought to the scene of an event; the picture is carried back to the electron gun at a remote location by way of a fibre optical line.

When that day comes, tv will have reached the pencil-and-pad stage of news reporting.

IEEE CONVENTION

Sees gear from 856 firms, hears report on uhf test

A total of 856 firms displayed more than $15 million worth of the latest electronic equipment at the first international convention of the Institute of Electrical & Electronics Engineers in New York last week.

The IEEE was formed last Jan. 1 in a merger of the Institute of Radio Engineers and the American Institute of Electrical Engineers.

The show revealed increasing experimentation in such fields as laser devices.

Among the firms displaying new laser equipment was RCA, which demonstrated its "Lasecon," an electron tube which converts light beams into electrical signals. The tube can "handle several hundred television signals simultaneously over a single light beam," according to RCA.

Laser beams, with the Lasecon, can be transmitted and received over interplanetary distances, "making possible improved communications with astronauts and satellites," Douglas Y. Smith, vice president and general manager, RCA electronics components and devices, said.

New Diode ▪ RCA also displayed a new optical diode for beaming infrared

January production and sales of sets

Sales and production of tv and radio sets in January took the usual post-Christmas slump, Electronic Industries Assn. reported last week, but in one category the move was up —this was in the production of tv receivers with uhf tuners.

Figures released by EIA:

DISTRIBUTOR SALES

Period	Television Totals	Television (With Uhf)	Radio Totals	Radio (With fm)
January 1963	503,821	.....	453,348	.....
January 1962	465,836	.....	562,869	.....
		PRODUCTION		
January 1963	484,415	(58,032)	1,229,507	(87,641)
January 1962	488,869	(39,609)	1,350,630	(76,510)



Reach her with a SPOT OF TAE

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*Coffee time is TAE-time when The Jean Connelly Show's on. Jean's 10 a.m. half-hour reaches more homes than any other woman's interest program in town.**

Take TAE and see.

WTAE CHANNEL 4

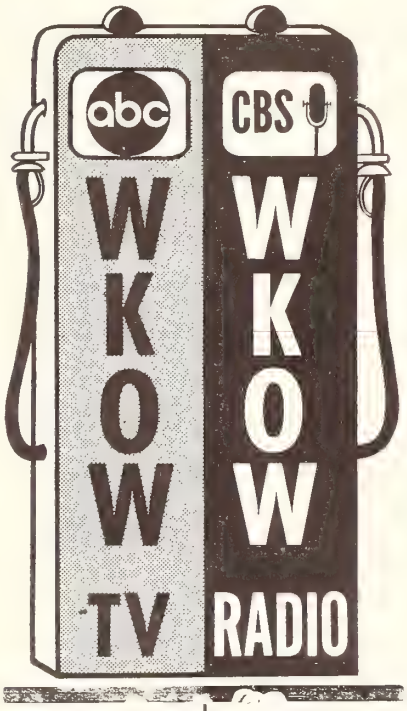
Basic ABC in Pittsburgh

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MIDCO

Midcontinent Broadcasting Group
WKOW-AM and TV Madison • KELO-LAND TV and RADIO Sioux Falls, S. D. • WLOL-AM, FM, Minneapolis-St. Paul • KSO Des Moines

light signals in tv transmission. The new device extends the area of communications beyond vhf and uhf into the optical range, according to Dr. Alan M. Glover, vice president and general manager, RCA semiconductor and materials division.

An experimental closed circuit tv transmission system demonstrated the high frequency capabilities of the diode. At the show, a live picture was picked up by a tv camera and transmitted by the diode to a photocell detector that feeds into a tv receiver.

RCA also exhibited a new tetrode, designed for uhf-tv, am and fm. Utilizing metal-ceramic construction, the tetrode is said to deliver 75 kw output up through 450 mc.

The semiconductor division of Sylvania Electric Products displayed a new series of vhf-uhf variable capacitance diodes. The silicon epitaxial varactors are said to make possible low series resistance and therefore high efficiency. They are designed for rf tuning, limiting, switching and phase shifting.

CBS Labs showed its Audimax, an automatic volume level control for tv, broadcasting and recording.

Sony Corp. of America, New York, exhibited its video recorder which records both tv and audio signals simultaneously and features a "stop-look" device, permitting the picture to be slowed from one-sixteenth of its normal speed to a complete stop.

IEEE Problems ▪ In a speech before the annual banquet on March 27, Dr. Frederick E. Terman, provost and vice president, Stanford U., outlined some of the problems that the new organization has yet to work out.

He indicated that "stresses and strains" should develop in coordinating the two groups inherited by the IEEE —the technical committee groups from the AIEE and the professional groups from the IRE. He pointed out that "considerable" time will elapse before responsibilities of each become defined.

In a session on broadcasting during the convention, Daniel B. Hutton, office of chief engineer, FCC, delivered a report on the mobile field strength measurements portion of the New York City uhf tv project.

Mr. Hutton revealed that tv signal strength drops faster with distance on uhf than it does on vhf. Where signals are weak, however, uhf is less subject to man-made noise than vhf. High vhf signal variations resemble uhf variations more than they do vhf variations.

Improve Sets ▪ In another session on broadcast and tv receivers, designers of television equipment were urged to make improvements in commercial sets used in classrooms.

Dr. William H. Hayt Jr., head of the School of Electrical Engineering, Purdue U., criticized receivers now appearing in schools for being too small and too expensive, and for having inadequate audio quality and improperly shaped bandwidth.

THE MEDIA

Tv not the ogre magazines think, MPA told

LARGE CIRCULATION MAGAZINES SEEN LOSING GROUND

General circulation magazines must "learn to share the bed with television, if not comfortably, at least with a minimum of kicking," Theodore Peterson, dean of the College of Journalism & Communications, U. of Illinois, told the annual spring conference of the Magazine Publishers Assn. in Washington last week.

Magazine editors and publishers have been over-awed by the competition offered by tv, he said. "Instead of meeting it forthrightly, they have pretty much let tv dictate the terms of battle," Mr. Peterson said. The periodicals are by no means becoming obsolete and they can prosper in the years ahead if they will exploit their strengths rather than borrow the weaknesses of others, he said.

He said there is very little evidence that tv has directly harmed the magazine industry or seriously diminished the amount of reading by individual. "My guess is that television has affected the kinds of reading Americans do rather than the total amount," he said.

Color tv and satellite communications are two major broadcasting developments that magazines will have to contend with in the next 10 years, Mr. Peterson predicted. When color tv becomes commonplace, magazines will have lost one of their major advantages over the competition, he said, "but the loss need not be a serious one" if magazines will concentrate on their advantages, such as selectivity of market, longer life span and appeal to critical senses rather than to the eye.

Partly because of tv, he said, the next decade will belong to the special interest magazines at the expense of large circulation periodicals. The weekly maga-

more than 300 stations listed on page 109
How About Yours?



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The Buffalo Evening News Stations

CBS IN BUFFALO

zine is "obsolescent if not downright anachronistic," he said.

Opposing Views ▪ The MPA and one of its speakers, Allen Dulles, former head of the Central Intelligence Agency, took opposing views on the right of the government to withhold information from the public. The MPA board of directors expressed concern "lest government go beyond the legitimate suppression of strictly military information and look upon news of what the government is doing not as an honest report . . . but as a means to some desired end."

Mr. Dulles, however, said that during his eight years as CIA director the motto was "we cannot inform you on anything." He said the government should not tell "all the truth all the time" and that news media should put its own house in order before it turns to the government for cooperation.

Louis M. Lyons, curator of the Nieman Fellowships, told the magazine publishers they should "see to it that advertising does not so dominate the magazine as to suppress the content people buy it for." He said that most magazines have gone "nearly as far as television in turning the whole show over to the advertiser." He charged that advertisers' demands determine the form, size, shape and appearance of broadcast programs as well as magazines and newspapers.

He suggested that magazines reserve a large portion of pages for continuous editorial matter so that the reader does not have to skip over ads to read a single article.

Gibson McCabe, president of *Newsweek* and chairman of the Magazine Publishers Assn., said that magazines now are at "the peak of their excellence" and have just concluded a record year in circulation and advertising dollar volume. "The trend is up and we look for an even better 1963," he said. He disputed Mr. Peterson's contension that weekly magazines are obsolete.

President Kennedy addressed the MPA delegates in a short, off-the-record speech last Tuesday. Several other government leaders, including Secretary of Commerce Luther Hodges and members of Congress, also participated in the four-day conference at the Statler Hilton Hotel.

Changing hands . . .

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ KHOW Denver, Colo.: Sold by Resort Airlines Corp. (Townsend Growth Co.) to Trigg-Vaughn group for $600,000. Trigg-Vaughn stations are KROD-AM-TV El Paso, KOSA-AM-TV Odessa, KVII-TV Amarillo and KITE San Antonio, all Texas, and KRNO San Bernardino, Calif. Jack C. Vaughn also owns community antenna system in Tyler, Tex. KHOW operates on 630 kc with 5 kw fulltime.

▪ KOME Tulsa, Okla.: Sold by Franklin Broadcasting Co. to Producers Inc. for $315,000. Producers Inc., owned 100% by Polaris Corp., a diversified company with interests in leasing, real estate, data processing, and advertising (Klau-Van Pietersom-Dunlop Inc., Milwaukee), owns WTVW (TV) Evansville, Ind.; KXOA-AM-FM Sacramento, Calif.; KXGO-TV Fargo, KNOX-TV Grand Forks and KCND-TV Pembina, all North Dakota, and WKYW Louisville. Ferris E. Traylor and family, onetime 50% owner of Producers Inc., is now a minority stockholder in Polaris Corp. Franklin Broadcasting owns KTWN St. Paul; WEW St. Louis; WWOM New Orleans; and WLOD Pompano Beach, Fla. KOME operates on 1300 kc with 5 kw daytime and 1 kw nighttime, and is affiliated with ABC. Broker was Hamilton-Landis & Assoc.

▪ WGTC Greenville, N. C.: Sold by A. W. Lewin to Roy H. Park Radio Inc. for $200,000. Park stations are WNCT (TV) Greenville, N. C., which in turn owns one-third of WECT (TV) Wilmington, N. C. WGTC is on 1590 kc with 5 kw day, 1 kw night and is affiliated with CBS.

▪ KOWL Bijou (Lake Tahoe), Calif.: Sold by Ed J. Frech, Keith L. Mealey, Joseph F. Desmond to KOWL Inc. for $185,000. Buyers are headed by Jackson R. Stalder, as president, and C. Kenneth Hildebrandt, as vice president. Mr. Hildebrandt, who will be general manager of KOWL, is the former general manager of KYA San Francisco and of KMYR Denver, and more recently sales manager of Jack Douglas Productions. KOWL is on 1490 kc with 250 w fulltime. Broker was Lincoln Dellar & Co.

▪ KSXX Salt Lake City, Utah: Sold by W. P. Fuller III to Starley D. Bush for $160,000. Mr. Bush was formerly commercial manager and minority stockholder of KWIC Salt Lake City. KSXX is a 1 kw daytimer on 630 kc. Broker was Hamilton-Landis & Assoc.

▪ KUXL Minneapolis-St. Paul, Minn.: Sold by Charles Lanphier to Edward Skotch for $125,000. Mr. Skotch, of Cincinnati, is former owner of WZIP Covington, Ky. Station is 500 w daytimer on 1570 kc. Broker: Hamilton-Landis & Assoc.

▪ KOKE Austin, Tex.: Sold by Giles

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RCA Building	333 N. Michigan Ave.	Gerard F. Hurley	9465 Wilshire Blvd.
FEderal 3-9270	Chicago, Illinois	1102 Healey Bldg.	Beverly Hills, Calif.
	FInancial 6-6460	JAckson 5-1576	CRestview 4-8151

E. Miller to David R. Worley for $110,000. Mr. Worley owns KLEA Lovington, N. M., and is 50% owner of KWBA Baytown, Tex. Mr. Miller retains KPCN Grand Prairie and KBUY Fort Worth, both Texas. KOKE operates daytime on 1370 kc with 1 kw. Broker was Hamilton-Landis & Assoc.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 140).

▪ WMBR Jacksonville, Fla.: Sold by WWDC Inc. (WWDC-AM-FM Washington, Ben Strouse, president) to Charles E. Smith, owner of WTMA-AM-FM Charleston, S. C., for $400,000. WMBR is a 5 kw fulltimer on 1460 kc, affiliated with CBS.

▪ WEET Richmond, Va., sold by Burton Levine to J. Olin Tice Jr. for $300,000 plus $2,000 agreement not to compete. Tice stations are WCAY Cayce, S. C.; WKTC Charlotte, N. C.; WBAZ Kingston, N. Y., and WFCT Knoxville, Tenn. WEET operates on 1320 kc with 1 kw daytime only.

▪ WTMA-AM-FM Charleston, S. C.: 60% interest sold by George H. Clinton and Dorothy H. Marks to Charles E. Smith, 40% owner, for $142,500. WTMA is on 1250 kc with 5 kw daytime and 1 kw night and is affiliated with MBS. WTMA-FM operates on 95.1 mc with 10 kw.

United Artists to build uhf television outlets

The formation of a new company, United Artists Broadcasting Inc., to acquire and develop uhf commercial tv stations in the U. S. has been announced jointly by Arthur B. Krim, president of United Artists Corp., and John L. Sinn, president of United Artists Television.

UA last week applied to the FCC for three new uhf's, ch. 44 in Boston, ch. 65 in Cleveland and ch. 23 in Houston.

Mr. Sinn also revealed that United Artists was making studies of the current situation in several other markets insofar as television possibilities are concerned. He did not specify which markets.

Mr. Sinn said the applications mark another step in the diversification of UA in the fields of entertainment and communications. He added that in many markets there are limited television facilities and a need for "greater diversity in programming." He stressed that it is United Artists Broadcasting's intention to stress local programming on the stations it acquires.

WLOB, WATV affiliate with CBS Radio

CBS Radio last week announced two new affiliation agreements, with WLOB Portland, Me., and WATV Birmingham, Ala.

WLOB, unaffiliated since it began operation in 1957, joined the network yesterday (March 31). The station, owned by Casco Broadcasters Corp., Portland, operates with 1 kw on 1310 kc, and has an FCC construction permit to increase power to 5 kw, unlimited time, beginning late this spring.

WGAN Portland and CBS Radio have terminated a 24-year relationship.

WATV, whose affiliation with CBS Radio begins today (April 1), is owned by American Electronix Inc., is fulltime on 900 kc with 1 kw. The station, which was a CBS Radio affiliate for 2½ years until August 1962, has operated in the interim as an independent. The station's officers are E. C. Atkerson, president, and Maury Farrell, general manager.

Brentwood Pacific to be broadcast consultant firm

Brentwood Pacific has been formed to create broadcast audience promotions, devise and conduct sales promotion events, produce radio and television programs and, in the future, purchase broadcast properties.

Jack Keiner is president and general manager and Geoff Edwards is vice president. Mr. Keiner was manager of KFMB San Diego, and Mr. Edwards was program director of that station. Brentwood Pacific will serve as management consultants to KFMB.

The new firm's address is 8167 La Jolla Shores Drive, La Jolla, Calif.

Negro-oriented tv station

Central Broadcasting Corp., which owns KIIX-TV Los Angeles, has applied with the FCC for ch. 30 in St. Louis, Mo., on which it intends to offer programs tailored to the area's Negro population, said by Central Broadcasting to be in excess of 300,000. Central's ch. 22 station in Los Angeles currently carries all live Negro-appeal programming.

KONA-TV, Nippon sign pact

KONA-TV Honolulu, a primary NBC affiliate, will begin programming seven-and-one-half hours weekly of the Japanese Nippon Television Network April 8. A pact has been signed for a one-year affiliation.

In addition to the NTV shows to be aired on KONA-TV, the station will provide the Japanese network with oc-

FREE! "STATION BUYER'S CHECK LIST"

A complete list compiled for the purpose of reminding a prospective station buyer of the most important factors to consider when contemplating a purchase. It also serves as a guide to a seller in determining some of the information he will be expected to furnish.

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PERRY MASON ..... CBS
OZZIE AND HARRIET .. ABC
DONNA REED SHOW .. ABC
MY THREE SONS .... ABC
PREMIERE ..... ABC
AMONG OTHERS

BMI

More on page 102

BROADCAST MUSIC, INC.
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New York 17, N. Y.



ABC-TV signs WNBE-TV as primary affiliate

ABC-TV moves into eastern North Carolina this fall with the signing of its first primary affiliate station in the area, WNBE-TV New Bern, which goes on the air Sept. 1.

Ch. 12 WNBE-TV, owned by Piedmont Television Corp., will serve the Greenville-Washington-New Bern market.

Looking on as Thomas W. Moore, vice president in charge of ABC-TV (seated center), signs affiliation agreement with WNBE-TV are (seated l and r): Nathan Frank, president, Piedmont Television Corp.; Harold Thoms, Piedmont vice president and secretary; (standing l to r) Nat Cavalluzzi, regional manager, ABC station relations; Dr. Claye Frank, of Piedmont, and Robert Coe, ABC vice president in charge of tv station relations.

casional programs from Hawaii. Also as part of the agreement, NTV will help promote Japanese tourism of the islands and will represent the Hawaiian station for spot sales in Japan.

Media reports...

'Times' outlet ▪ KDEF Albuquerque, N. M., has announced that about April 1 it will begin receiving complete news coverage from the *New York Times*, including features and regular columns. KDEF claims to be the first U. S. station, other than *Times*-owned WQXR New York, to carry the service, which will be provided via direct wire.

Color equipment ▪ WTAE (TV) Pittsburgh has placed an order for RCA color equipment, including color film camera and new projectors, which will enable the ch. 4 outlet to transmit locally originated color films and color slides, according to Franklin C. Snyder, station's vice president and general manager. Mr. Snyder stated that the new equipment will be delivered sometime in May and will be available for use by mid-summer.

KBLU-TV joins CBS-TV ▪ KBLU-TV Yuma, Ariz., becomes an Extended Market Group affiliate of CBS-TV on or about June 1, Carl Ward, CBS-TV vice president and director of affiliate relations, has announced. KBLU-TV (ch. 13) is owned and operated by Desert Telecasting Co. Robert W. Crites is part owner-general manager.

Crutchfield protests cameraman treatment

Profane language, allegedly used by North Carolina Senate President, T. Clarence Stone, against WBTV (TV) Charlotte cameraman Joe Epley, has been condemned by Charles H. Crutchfield, president of Jefferson Standard Broadcasting Co.

Mr. Crutchfield, in a telegram to Governor Terry Sanford, said "profane and derogatory statements were in our opinion deplorable and completely inexcusable. It's a reflection on the state of North Carolina and its leadership."

LEADING STATIONS
listed on page 109 is yours there?



Boston Advertisers, buying in their home market, place more dollars on WHDH Radio than any other Boston Radio Station.

Like radio time buyers everywhere, Boston time buyers know they must get top results for their clients' money. They know that buying time on a responsible station, with progressive policies, top programming and loyal listeners is the way to get extra sales.

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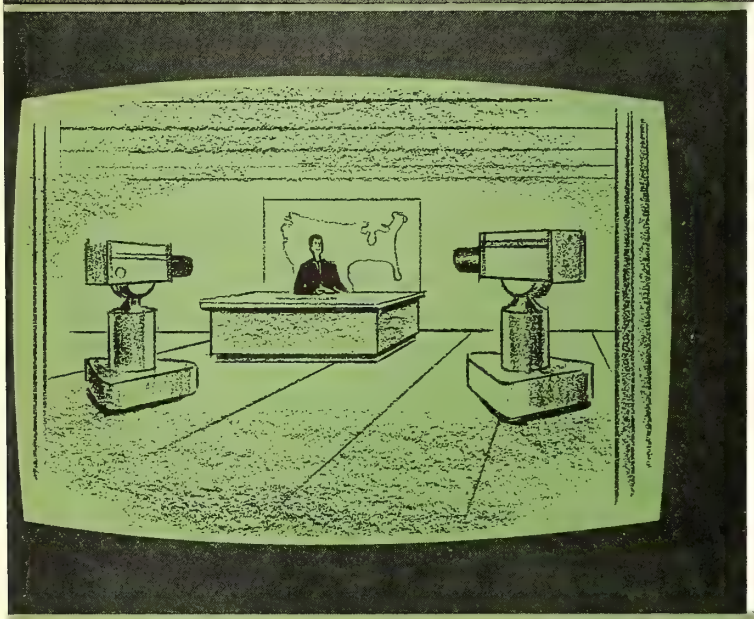
WHDH – BOSTON
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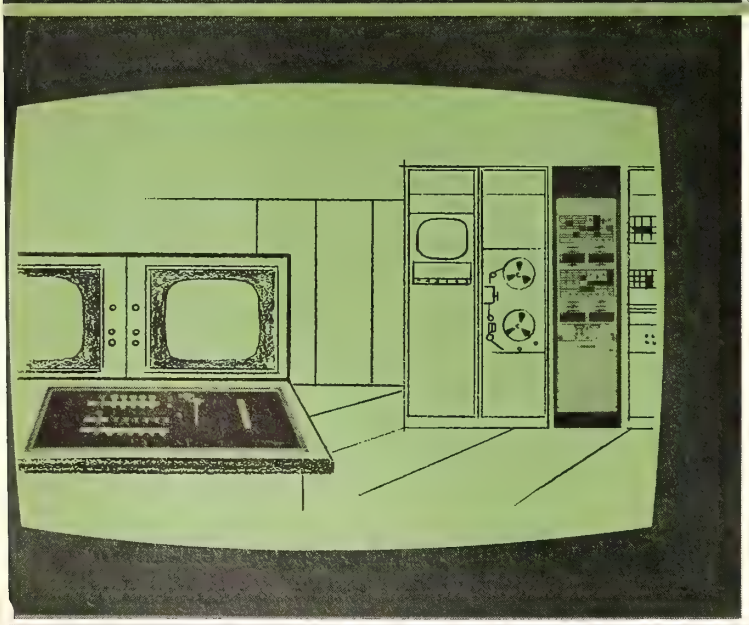
NEW: FLICKERLESS QUICKERSWITCHER

NEW: DIAL MONITOR SYSTEM



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The Performer Controls the Cameras

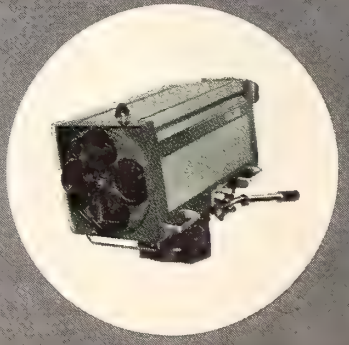
With this new completely remote-controlled improved Vidicon system, you can operate a "one-man" station, using two cameras for smooth commercials, newscasts, quiz shows, live spots, in fact 80% of all studio work. See it in operation. Operate the cameras yourself.



THE FLICKERLESS QUICKERSWITCHER
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EMI ** **COLOR CAMERA**



DISPLAYS AT THE SHOW !

NEW: AUTOMATED TV STUDIO

NEW: VIDEO DISTRIBUTION AMPLIFIER

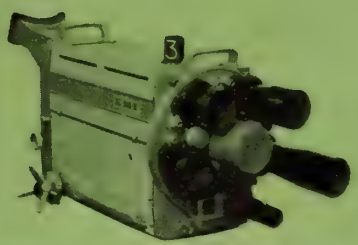


DIAL MONITOR SYSTEM

New at the show—a dial-operated Monitor System which accepts eleven composite video/audio signals and operates six remote monitor stations. The viewer dials the signal he wants. Fully transistorized. Only 3 control wires, a twisted audio pair and one coax. See it in operation.

IMPROVED VIDICON CAMERA

Check the quality of the new EMI ** Vidicon Camera Chain. Find out how you can cut your camera operating costs 90% for 80% of your studio work. Ask to be shown why EMI ** puts the camera controls in the control room—where they belong, how EMI ** puts a quality picture on the viewer's screen.



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The EMI Image Orthicon Camera is a hallmark of quality the world over. Chosen by the finest stations, it is well-engineered and superbly constructed. See it at NAB and discover why quiet enthusiasm swells in those who own these superior cameras.

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Tough regulation: theme for Chicago

BRUISED BY BLOWS OF GOVERNMENT, BROADCASTERS OPEN CONVENTION

The nation's broadcasters convene in Chicago this week in a turmoil created by Congress and the FCC.

Although none is officially listed on the agenda, these subjects will dominate convention discussions:

- Ratings (now under severe attack by a subcommittee of the House—see page 27).
- Federal limitation of commercial time on radio and television (proposed as a rulemaking proceeding by the FCC last week—see page 84).
- The charging of fees for broadcast applications (ordered by the FCC last week—see page 64).
- The appearance of a new FCC commissioner who has already asserted his interest in influencing programming (see page 70).
- The revival of FCC inquiries into local live television programming in evening schedules—three weeks after the commission had repudiated a similar policy invoked by its staff (see page 66).

The 3,000-plus NAB convention delegates will be gathered in Chicago, but their attention will be directed toward Washington.

Hot Issue ▪ NAB President LeRoy Collins will put the ratings dilemma before the delegates today (Monday) in his annual convention address. Gov. Collins said last week that he has "no confidence" in the accuracy of ratings and that, although the industry needs reliable audience data, it would be better off with none at all than to continue to operate under the present system.

If broadcasters are not getting accurate information, he said, the present methods should be discarded completely and a dependable replacement developed. Gov. Collins is expected to make a firm recommendation for a new course of action during his speech at the management luncheon today.

There has been some discussion of the formation of an independent, nonprofit measurement organization with the support of broadcasting. Gov. Collins said that although the NAB would not actively participate in any ratings organization, it could stimulate the formation of a new group.

Since the revelations of the congressional investigation, Gov. Collins said, he has become more convinced than ever of the need for a new system. He said the House investigation, headed by Rep. Oren Harris (D-Ark.), has done broadcasting a "real service."

More Stars ▪ Along with NAB President Collins, starring roles in the 1963 convention also will be taken by radio-tv comedian Bob Hope, FCC Chairman Newton N. Minow and Michigan's Republican Gov. George Romney.

Mr. Hope will receive the NAB's Distinguished Service Award at the opening session this morning (Monday) and will also address the assembled management and engineering delegates. Edward R. Murrow, director of U. S. Information Agency, received the award in 1962. Mr. Hope is the first entertainer to receive it.

Chairman Minow will speak Tuesday at the noon luncheon in the face of undenied reports that he plans to resign from the FCC to accept a job in his hometown of Chicago. When questioned by two congressional committees about the report, Chairman Minow said that he had not made up his mind. It was hard to find anybody in Washington last week—either in broadcasting or government—who did not predict that the chairman will make known his plans in his NAB speech.

Gov. Romney, prominently men-

Unrigged quiz for FCC this week

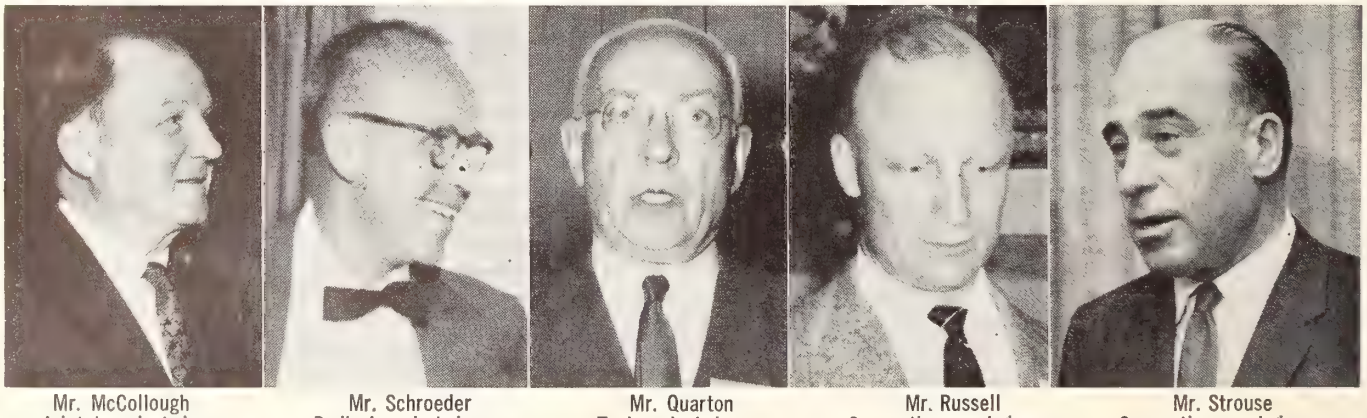
There will be no screening of questions in advance at the FCC panel this Wednesday during the NAB convention in Chicago, it was decided last week during a meeting between NAB and FCC officials.

Commissioners themselves recommended a departure from last year's practice, when questions were submitted in advance, screened and assigned to individual commissioners before the panel began (CLOSED CIRCUIT, March 25). On Wednesday afternoon, most if not all questions will be asked "live" from the floor in the Conrad Hilton's Grand Ballroom.

Moderator Clair McCollough (Steinman Stations), chairman of the NAB combined radio-tv boards, will have some reserve questions in case proceedings from the floor drag. Delegates will be warned not to seek answers on pending cases before the commission although the seven commissioners are not proscribed from giving opinions on non-adjudicatory rulemaking proceedings.

Mr. McCollough will control the questions to the extent that when a subject is brought up it will be explored thoroughly before the discussion passes to a new matter.

This will be the first NAB session for Commissioners E. William Henry and Kenneth A. Cox, who was sworn in just last week (see page 70). The veterans on hand will be Chairman Newton N. Minow and Commissioners Rosel H. Hyde, Robert T. Bartley, Robert E. Lee and Frederick W. Ford.



Mr. McCollough, Joint board chairman
Mr. Schroeder, Radio board chairman
Mr. Quarton, Tv board chairman
Mr. Russell, Convention co-chairman
Mr. Strouse, Convention co-chairman



WJAR-TV HAS

17 OUT OF 20

TOP SHOWS

in PROVIDENCE

WJAR-TV first again in this **three** station market of over 1,600,000 TV homes. Latest report (ARB Jan '63) — WJAR-TV first with 17 of the 20 top programs; "Station B" with 3; "Station C" with none.

WJAR-TV total homes dominance confirmed. Delivery of well over 100,000 homes per program.

TOP TWENTY PROGRAMS

ARB JANUARY 1963 TOTAL HOMES — AVERAGE ½ HOUR

PROGRAM	WJAR-TV	% MORE THAN STATION "B"	% MORE THAN STATION "C"
1. BONANZA (WJAR-TV)	187,100	195.6	364.3
2. MON. NIGHT AT THE MOVIES (WJAR-TV)	183,400	96.8	530.2
3. DISNEY'S WORLD OF COLOR (WJAR-TV)	178,900	112.2	375.8
4. DEATH VALLEY DAYS (WJAR-TV)	171,900*	264.2	1,145.7
5. HAZEL (WJAR-TV)	149,100	89.7	342.4
6. INTERNATIONAL SHOWTIME (WJAR-TV)	148,600	95.9	1,909.5
7. CAR 54, WHERE ARE YOU? (WJAR-TV)	147,900	26.0	201.2
8. VIRGINIAN (WJAR-TV)	146,300	409.8	118.7
9. SHANNON (WJAR-TV)	142,100*	211.6	1,591.7
10. SING ALONG WITH MITCH (WJAR-TV)	136,300	14.0	248.6
11. DR. KILDARE (WJAR-TV)	133,800	30.2	267.6
12. TUE. NIGHT AT THE MOVIES (WJAR-TV)	128,400	91.1	166.4
13. PERRY MASON (STATION B)			
14. SAM BENEDICT (WJAR-TV)	127,500	85.6	234.6
15. DICK POWELL THEATRE (WJAR-TV)	126,800	94.5	276.3
16. PRICE IS RIGHT (NIGHT) (WJAR-TV)	124,200	2.7	540.2
17. ALFRED HITCHCOCK (STATION B)			
18. PERRY COMO SHOW (WJAR-TV)	117,800	66.4	217.5
19. SAT. NIGHT AT THE MOVIES (WJAR-TV)	107,300	14.1	345.2
20. DEFENDERS (STATION B)			

*Indicates Average ¼ Hour

WJAR-TV NBC—REPRESENTED BY EDWARD PETRY & COMPANY, INCORPORATED OUTLET COMPANY STATIONS IN PROVIDENCE—**WJAR-TV**, FIRST TELEVISION STATION IN RHODE ISLAND—**WJAR RADIO** IN ITS 41ST YEAR

AN EDITORIAL

Put your money on the drum and you'll be saved

IT CAN hardly be described as coincidence that the FCC last week chose to take action on two of its most controversial issues a few days before the opening of the NAB convention. No commissioner will be surprised if the actions take their place alongside the congressional investigation of ratings as the dominant subjects of delegate talk.

As reported in detail elsewhere in this issue, the commission voted to charge filing fees for applications and to prepare a rulemaking proceeding that looks toward the imposition of federal limitations on the time that broadcasters may devote to advertising.

Broadcasters will resent the filing fees, not so much for their amount (the range of $50 to $100 would seem to be within the means of any serious applicant) as for the regulatory attitude that they bespeak. Among New Frontier members of the FCC it is fashionable to think that broadcasters have been getting a free ride on public facilities (never mind how much it costs to prepare and prosecute an application and to build and operate a station). This kind of thinking leads to all kinds of retaliatory moves, of which the charging of application fees is only a recent example.

Broadcasters will object violently to the proposal that the FCC adopt ceilings on commercial content in broadcasting schedules. This one would strike where the money is and will therefore become what politicians call a gut issue. It also puts broadcasters in an awkward position, for the principal threat is that the FCC will embrace in its rules the time limitations in the broadcaster's own radio and television codes.

We have no doubt that the NAB hierarchy will exhort broadcasters to subscribe and adhere to the codes as the only defense against the government. This exhortation has been made before in response to vaguer threats of FCC intervention. But it ought to be obvious to everyone by now that the mechanism of code enforcement is almost the same whether manipulated directly by the FCC or manipulated by the NAB acting under threat of the commission. The latter, it will be argued, is preferable, for the NAB lacks the power to punish by license revocation or fine. This, we suggest, is an illusory advantage.

The bigger the code apparatus grows, the more easily it can be used as an instrument of unofficial, but effective, regulation by the government. Self-regulation through a centralized code authority is no defense at all, for it can lead, if successful, only to the very ends that it seeks to avoid—government regulation of yet another broadcast function. Under such a system, it is important to note, the FCC can force all kinds of stations in all kinds of communities to conform to a single set of standards—at no risk whatever of being challenged in court.

Those broadcasters who still value their individuality will disengage themselves from the entanglements that the FCC and NAB, perhaps independently, are now fashioning. They will individually oppose the FCC by every legal means. They will set for themselves their own standards to suit their own needs and the dispositions of their own audiences.

The setting of explicit standards ought to be left to individuals, for there is clear reason for standards to differ from station to station and community to community. The setting of a general code of ethics, on broad grounds of principle, is properly the function of a group.

Perhaps it is time to rewrite the codes of radio and television into instruments of broad policy. Let there still be enforcement provisions that exclude flagrant violators from membership. But let the codes be loose enough to encourage ingenuity and independence by broadcasters of responsibility and taste.

tioned as a possible 1964 Republican candidate for President, will speak to the broadcasters at the Wednesday management luncheon.

More Issues ▪ Increased FCC regulatory pressures will receive due attention. Added impetus is given this year by recent efforts of the FCC staff to induce tv stations to program local live public service shows in prime time on a regularly scheduled basis. As is customary, the annual FCC panel will be held Wednesday afternoon as the convention's closing feature. A special panel has been added to the agenda for Monday afternoon on "Broadcasting in a Free Society."

Separate radio and tv assemblies will be held Tuesday and Wednesday mornings, with combined meetings all day Monday and for the closing FCC panel.

Important Business ▪ Six members of the NAB tv board of directors will be elected at the Wednesday morning tv assembly. Four directors' terms are expiring with the close of the convention —those of Clair McCollough, Steinman Stations (who is chairman of the combined NAB radio and tv boards); James D. Russell, KKTV (TV) Colorado Springs; Otto P. Brandt, KING-TV Seattle, and Robert F. Wright, WTOK-TV Meridian, Miss.

NAB board members may serve no more than two consecutive two-year terms. Of the four whose terms expire, only Mr. McCollough is ineligible for re-election. There is one board vacancy to be filled caused by the resignation of Joe Drilling, a tv director from Storer Broadcasting Co., who moved to Crowell-Collier Broadcasting Co., which owned no tv stations, during the past year. The sixth new board member will be elected as a result of last year's enlargement of the NAB tv board from 14 to 15 members.

In future years, six members will be elected at each convention with each tv network having one member who is appointed by his network. A chairman for both the radio and tv boards will be elected in separate meetings at 5 p.m. Wednesday afternoon. Present tv chairman is William B. Quarton, WMT-TV Cedar Rapids, Iowa, whose board term does not expire until next year. Willard Schroeder, WOOD Grand Rapids, is chairman of the radio board which elected new members by mail in February (BROADCASTING, March 4).

Mr. McCollough is expected to remain as chairman of the combined boards until the next NAB board meetings this June in Florida.

Early Session ▪ Yesterday (Sunday) afternoon the annual NAB Fm Day was to be held, plus a special tv session on secondary markets.

Co-chairmen of the 1963 convention committee are Mr. Russell, and Ben Strouse, WWDC-AM-FM Washington. They are vice chairmen of the NAB tv and radio boards, respectively. Other convention committee members include:

John S. Booth, WCHA Chambersburg, Pa.; George T. Frechette, WFHR Wisconsin Rapids, Wis.; Gordon Gray, WKTV (TV) Utica, N. Y.; Willard Schroeder, WOOD Grand Rapids, Mich.; Mike Shapiro, WFAA-TV Dallas; Lester G. Spencer, WKBV Richmond, Ind.; Eugene S. Thomas, KETV

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AM BROADCAST TRANSMITTER



SERIES 1100 TAPE TRANSPORTS AND
AUTOMATED PROGRAMMING/LOGGING
SYSTEM FOR AM/FM BROADCASTING



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Booth 25 W, NAB Show

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FRIDAY

THE PRICE IS RIGHT .. NBC
MAKE ROOM FOR DADDY ..... NBC
I'M DICKENS— HE'S FENSTER .... ABC
THE FLINTSTONES ... ABC
ROUTE 66 ..... CBS
I LOVE LUCY (Daytime) CBS
AMONG OTHERS

BMI

More on page 122

BROADCAST MUSIC, INC.
589 Fifth Avenue
New York 17, N. Y.

(TV) Omaha, Neb., and Robert F. Wright, WTOK-TV Meridian, Miss.

NAB Secretary-Treasurer Everett Revercomb is in charge of convention arrangements and has been in Chicago the past 10 days. Howard Bell, NAB vice president, is in charge of the convention program.

Engineers' Program ▪ Running concurrently with the convention will be the annual NAB Broadcast Engineering Conference under the direction of George Bartlett, engineering manager. The engineers' program will be highlighted by the presentation of the NAB Engineering Achievement Award to Dr. George R. Town, dean of engineering at Iowa State U., Wednesday.

Engineering luncheon speakers will include Dr. Edward E. David, Bell Telephone Labs, Monday; Sidney Metzger, RCA Astro-Electronics Div., Tuesday, and Dr. Simon Ramo, Thompson Ramo Wooldridge Co., Wednesday. The engineers will join the management delegates for the opening session Monday and for the FCC panel Wednesday afternoon.

The year's largest exhibition of commercial broadcast equipment offered by electronics manufacturers will be shown to delegates throughout the convention in the Hilton's huge exhibition hall.

Also on tap are numerous hospitality suites throughout the Conrad Hilton and several other Chicago hotels. Convention activities will close down Tuesday afternoon so that delegates may visit the exhibits and hospitality quarters.

Films on Display ▪ Coming in for a major share of attention during the convention will be the Pick Congress Hotel, where major film producers and syndicators will be exhibiting. The film exhibitors have been invited by the NAB to return to the main convention hotel beginning in 1964.

(A complete listing of convention events along with descriptions of exhibits, technical papers to be delivered at the engineering conference and hospitality suites was published in the March 25 issue of BROADCASTING. The official convention agenda, plus related meetings, begins on page 110 of this issue. A "where to find it" directory of NAB executives, exhibitors and hospitality suites begins on page 115).

ABC Radio meet stresses network's growth

OFFICIALS POINT TO EXPANDED SALES, PROGRAMMING

New growth in sales and gross volume, station affiliations and clearances, and an expansion in the *Flair* programming concept, were to be emphasized at an ABC Radio affiliates meeting in Chicago yesterday (March 31).

Robert R. Pauley, the network's president, was prepared to report increased volume spurred by a rise in sales and a raise in advertising rates.

Mr. Pauley was to reveal gross volume for the network's segmented programs in the first quarter of this year 23% ahead of the same quarter of a year ago. Also to be pointed up are a second quarter with three selling months still to go, already up 13%, and a third quarter, with six selling months remaining, running ahead of the same completed quarter of last year.

Mr. Pauley was to recall the affiliates meeting of last year at NAB convention time, when he presented A. C. Nielsen audience figures "indicating that five stations could deliver 20% more audience for Howard Cosell's sports show than 179 stations—including the five." Since that time, ABC Radio has dropped the Nielsen service and now uses Sindlinger & Co.

Unlimited Progress ▪ In noting that other radio networks continue to "undersell radio based on antiquated measurement," Mr. Pauley stated his verdict: "It doesn't matter to us anymore, we've crossed the bridge from a barren desert to a fertile land which holds unlimited promise. . . ."

A presentation by James E. Duffy, executive vice president and national director of sales, that shows gross volume in each quarter after the first three months of 1961 increasing over the previous quarter (on this basis, gross volume is now 80% ahead of the 1961 period), and 17 advertisers with 52-week contracts compared to five such advertisers three years ago.

Mr. Duffy's presentation also was to compare Sindlinger and Nielsen estimated audiences for the same ABC Radio programming that indicates a much higher audience based on Sindlinger measurement.

A report by Earl Mullin, vice president in charge of station relations, that finds seven new 50 kw stations added during the past year and affiliates stations total up from 375 at the end of 1961, to 427 this year; evening block clearances up from 87% in March 1962, to 95% in March 1963 (sports average more than 85%, *Breakfast Club* nearly 95%, and weekday news 86%).

A new program called *Flair Reports* goes on ABC Radio in July in place of *Flair* and will be segmented in the form of the latter. It will consist of six 3½-minute featurettes on the news each weekday and three 3½-minute featurettes each Saturday and Sunday. Each segment will have 2½ minutes of program material and another minute of commercial.


THE NEWS-IEST STATION IN TOWN...
The only station in the Pacific Northwest with live local news seven nights a week!
KOMO-TV
KOMO-TV
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FOR SEATTLE AND
WESTERN WASHINGTO
REPRESENTED NATIONALLY BY KAT

ABC-TV TO CHALLENGE FOR LEADERSHIP

Moore high on network's 'innovations' for '63-'64

ABC-TV is attacking the next season with "the boldest, most direct challenge for leadership ever made in our medium."

The network, too, is "confident that our next 10 years will prove even more fruitful than this last happy decade."

The speakers in turn were Thomas W. Moore, vice president in charge of ABC-TV, in presenting network affiliates with the new ABC-TV programming schedule for next season (see story below), and Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, in noting the theatre and tv network merger that created AB-PT occurred a decade ago.

Both men were scheduled to pace the annual meeting with affiliates held over the past weekend (March 30) in Chicago as a pre-NAB convention feature, by setting the network's sights on the oncoming season. More than 1,000 people were expected at the meeting-presentation.

In previewing the fall schedule to advertisers, agencies and the affiliates, Mr. Moore said he believed ABC-TV will accomplish its "biggest advance" in 1963-64 compared to strides made in the last 10 years.

Fresh Look ▪ For ABC-TV, it'll be a tv year of "innovations . . . and new product (programming) is fresh and far removed from carbon-copy programming," said Mr. Moore during the program that included entertainment by more than a dozen network stars in addition to a live *Lawrence Welk* program.

Also on the agenda: a cocktail party-banquet and plaque-awards to 23 ABC-TV affiliates. Featured were Jerry Lewis, the *McHale's Navy* "crew," Patty Duke, Jimmy Dean, Chuck Conners, David Janssen, Ozzie and Harriet Nelson, Jack Palance, Donna Reed, and Inger Stevens. All will be featured in the fall's nighttime programming.

Highlighted during the meeting were the news and sports schedules. James C. Hagerty, ABC vice president in charge of news, special events and public affairs, commented that ABC's "news budget" has increased to more than four times what it was two years ago. A brief resume of ABC's plans to cover the 1964 winter Olympics in Innsbruck, Austria, plus other sports events was presented for affiliates.

Armand Grant, ABC vice president in charge of tv daytime programming was scheduled to report the following program slotting:

Monday through Friday: *The Price is Right,* 11-11:30 a.m.; *Seven Keys,* 11:30 a.m.-noon; *The Tennessee Ernie Ford Show,* noon-12:30 p.m.; *Father Knows Best,* 12:30-1 p.m.; *General Hospital,* 1-1:30 p.m; *Day in Court,* 2:30-2:55 p.m.; *ABC Midday Report,* 2:55-3 p.m.; *Queen for a Day,* 3-3:30 p.m.; *Who Do You Trust?",* 3:30-4 p.m., and *Trailmaster,* 4-5 p.m.

Saturday: *The Jetsons,* 10:30-11 a.m.; *The Casper Show,* 11-11:30 a.m.; *Beany and Cecil,* 11:30 a.m.-noon; *Bugs Bunny,* noon-12:30 p.m.; *The Magic Land of Allakazam,* 12:30-1 p.m., and *Flicka,* 1-1:30 p.m.

Another scheduling change which was to be announced at the Chicago meeting concerns the network's Monday-Friday *Discovery* series. Next fall the show will become a weekly Sunday series under the supervision of the ABC News, Special Events and Public Affairs Dept.

Plaques were presented to the stations as the network's "grateful recognition" of years of "enterprise and leadership" in cooperating with ABC-TV in the network's build-up.

Accepting the awards for their stations were Roger Berk, vice president and general manager, WAKR-TV Akron, Ohio; Max Sklower, station manager, KOAT-TV Albuquerque, N. M.; Robert C. Mulhall, general manager, WOI-TV Ames, Iowa; R. J. McElroy, president, KMMT (TV) Austin, Minn.; Herbert B. Cahan, general manager, WJZ-TV Baltimore; Joseph Hladky Jr., president, KCRG-TV Cedar Rapids, Iowa; S. C. Quinlan, vice president, WBKB (TV) Chicago, D. L. Perris, assistant general manager, WEWS (TV) Cleveland; Robert Wiegand, general manager, WTVN-TV Columbus, Ohio.

Mike Shapiro, general manager, WFAA-TV Dallas; John Bone, general manager WTVP (TV) Decatur; John Mullins, president, KBTV (TV) Denver; John Pival, president, WXYZ (TV) Detroit; George Fleharty, president and general manager, KJEO (TV) Fresno; Elton Rule, vice president and general manager, KABC-TV Los Angeles; Howard Maschmeier, general manager, WNHC-TV New Haven, Conn.; Theodore Shaker, president, ABC-owned tv stations, WABC-TV New York.

John Bone, vice president and general manager, WTVH (TV) Peoria; George Koehler, station manager, WFIL-TV Philadelphia; David Sacks, vice president and gene al manager, KGO-TV San Francisco; Thomas Shelburne, executive vice president and general manager, WNEP-TV Scranton, Pa.; Fred Shawn, general manager, WSUN-TV St. Pefersburg, Fla.; and Fred Houwink, vice president and general manager, WMAL-TV Washington.

ABC-TV affiliates told of firm fall lineup

ABC-TV has locked up its nighttime program schedule for next season, the network was prepared to tell affiliates at the March 30 annual affiliates meeting and presentation at the Conrad Hilton in Chicago.

The schedule as detailed by Thomas W. Moore, vice president in charge of ABC-TV, and Daniel Melnick, vice president in charge of tv nighttime programming:

Sunday: *Jaimie McPheeters,* 7:30-8:30; *Arrest & Trial,* 8:30-10; *100 Grand,* 10-10:30; *Franklin Delano Roosevelt,* 10:30-11.

Monday: *Stand By,* 7:30-8:30; *Wagon Train,* 8:30-10; *Breaking Point,* 10-11.

Tuesday: *Combat,* 7:30-8:30; *McHale's Navy,* 8:30-9; *Greatest Show on Earth,* 9-10; *The Fugitive,* 10-11.

Wednesday: *Ozzie & Harriet,* 7:30-8; *Patty Duke,* 8-8:30; *Ben Casey,* 9-10; *Channing* (formerly *The Young and the Bold*), 10-11.

Thursday: *The Flintstones,* 7:30-8; *Donna Reed,* 8-8:30; *My Three Sons,* 8:30-9; *Jimmy Dean,* 9-10; *Sid Caesar, Edie Adams,* 10-10:30.

Friday: *77 Sunset Strip,* 7:30-8:30; *Amos Burke,* 8:30-9:30; *Farmer's Daughter,* 9:30-10; fights at 10-11.

Saturday: *Hootenanny,* 7:30-8:30; *Lawrence Welk,* 8:30-9:30, and *Jerry Lewis* 9:30-11:30.

Ratings computer on couch at Chicago

The relationship of ratings and the computer will come in for a close scrutiny at the NAB convention Tuesday when officials from TvB and Young & Rubicam conduct a panel discussion entitled "Computers: Friend & Foe."

(See related ratings stories, page 27 and 30).

Deriving their topics from questions submitted by various station personnel, the panel will delve into the value and influence of ratings and their ultimate effect on marketing and advertising.

A list of some 20 questions involving automation will be directed by TvB President Norman E. Cash and Executive Vice President George C. Huntington to a Young & Rubicam team of Warren A. Bahr, vice president and director of media relations and planning, and Joseph St. George, media vice president and director of computer application.

Among the questions the group will tackle applying specifically to ratings are these:

"What information from local stations is already in your computer? Where did it come from?"

"How often do you change the information stored in your machine? How long before it is considered out-of-date?"

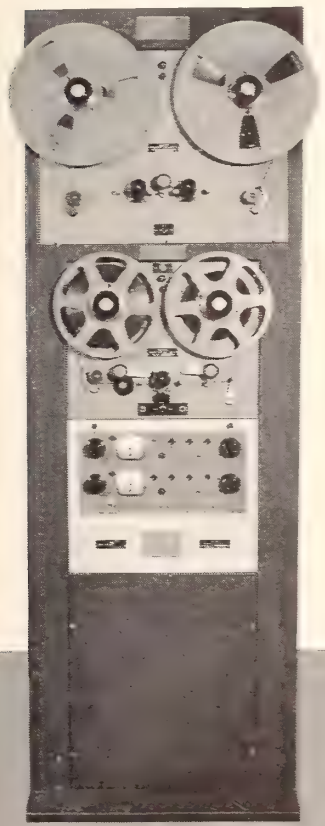
"What about ratings? Which ones do you feed into the machine?"

"Will the computer help increase the length of spot schedule market lineups . . . or will they grow shorter?"

AM-FM...Three critical questions answered by PROGRAMATIC®

Q: *Can I separate AM and FM profitably?*

A: Others are doing it. Without any full-time FM personnel, Station KTTS of Springfield, Missouri, separates from 9 AM to 10 PM daily. Except for two 15-minute newscasts, the station uses Programatic and O-Vation music throughout this period in its FM Programming. Find out how you can save on manpower, save on music, save on time and build a separate FM audience with Programatic.



See us at the NAB Convention— Suite 1206 Conrad Hilton Hotel

Q: *Can I automate and still be creative?*

A: Others are doing it. Nashville's WSIX (AM-FM), for example, since 1959. Operating in the black, WSIX-FM, uses Programatic automation seven days a week, a minimum of seven hours a day. Remaining hours are spent in creative programming—local live and 16½ hours a week in stereo. WSIX-FM has combined the time-saving, money-saving features of Programatic with imaginative programming to build audience ratings which often compare favorably with AM. You can do it too!

Q: *Can I cut costs on FM music programming without sacrificing quality?*

A: Others are doing it! Roanoke's WSLS (AM-FM), for example. With no extra personnel, WSLS broadcasts FM 18 hours a day with no duplication of its AM. Eight hours a day are covered by O-Vation Music Programming on automated Programatic equipment. The station receives excellent audience write-in reaction. You can do it too! Each reel of O-Vation Music offers you eight full hours of skillfully programmed, high-quality, adult music. You save on time, music, manpower and money. Find out how O-Vation Music and Programatic Automation can help you.

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SCHULKE TO HEAD FM BROADCASTERS

Ratified at Chicago meeting; NAFMB to open N.Y. office

Election of James A. Schulke, Magnavox Co., as fulltime paid president of National Assn. of Fm Broadcasters was ratified Friday (March 29) at a board meeting held in Chicago.

The NAFMB board confirmed earlier mail approval of the election of Mr. Schulke, advertising-sales promotion manager of Magnavox and a longtime buyer of fm time (CLOSED CIRCUIT, March 25).

Mr. Schulke announced he would participate in the NAFMB and NAB conventions, headquartering in Suite 1218A of the Conrad Hilton. He said he planned to meet broadcasters and their guests and to observe convention developments, choosing this role until he has had time to become settled in the job of giving fm broadcasting a sales promotion arm similar to the Radio Advertising Bureau for am stations and the Television Bureau of Advertising for tv broadcasters.

NAFMB's New York office, to be opened shortly, will be located at 45 W. 45th St. A lease has been signed for the space.

An ardent fm booster, Mr. Schulke was active in the Magnavox purchase of a $150,000 block of fm time on NAFMB member stations. The plan was developed by Frank Freimann, Magnavox president.

"The fm audience is here right now, ready for national, regional and local advertisers," Mr. Schulke told BROADCASTING. "We have positive evidence of the swift expansion of fm circulation. Our job is to see that its important place in American life is understood by advertisers, agencies and others connected with the broadcasting business.

"More recently stereo fm has been a boon to fm's growth. NAFMB will now be competitive with other broadcast media through its own sales promotion arm. Our work will include intensive promotion of small station and small market fm broadcasting. We will provide sales materials to help all types and sizes of fm stations in every type of market."

Changes Proposed ▪ The NAFMB board meeting March 19 reviewed association by-laws and drew up proposed changes to be submitted to the membership.

Mr. Schulke is a former vice president-general manager of Paramount Sunset Corp., owning and renting film studios. He later became vice president of Paramount Television Productions Inc., operating KTLA (TV) Los Angeles, serving concurrently in both posts.



Mr. Schulke

When he took over KTLA the station had been deep in the red for a number of years. After a staff reorganization, he installed new sales techniques and programming that were credited with bringing a quick change to a profit basis.

His new programming concept was claimed at Paramount to have raised the station from last place to top position among Los Angeles independents through a 50% increase in broadcast revenues.

Under his regime KTLA became one of the earlier exploiters of video tape recording techniques. An initial investment of $650,000 in equipment, research and production over a two-year period was proved successful when the tape-produced *Wrangler* program, half-hour western, was sold to NBC and Ford. The series was used as a primary sales tool for demonstration of tape's potential. The separate Sunset studios of the station were integrated with Paramount's main studios, providing the setting for such programs as *Gunsmoke, Have Gun, Will Travel, Outlaws* and *Bonanza.*

Before joining Paramount Mr. Schulke had been with Saphier and Rosenberg-Coryell agencies (tv production and packaging) as New York manager, negotiating contracts with major networks and advertising agencies. Prior to that he had been manager of account planning for radio-tv at Young & Rubicam, supervising 14 tv account executives.

T. Mitchell Hastings, Concert Network, was to open NAFMB's business session March 30 as association president. As was the case with his predecessor, Fred Rabell, KITT (FM) San

Commercial Producers, Incorporated

BOSTON, MASSACHUSETTS

Cordially invites NAB members

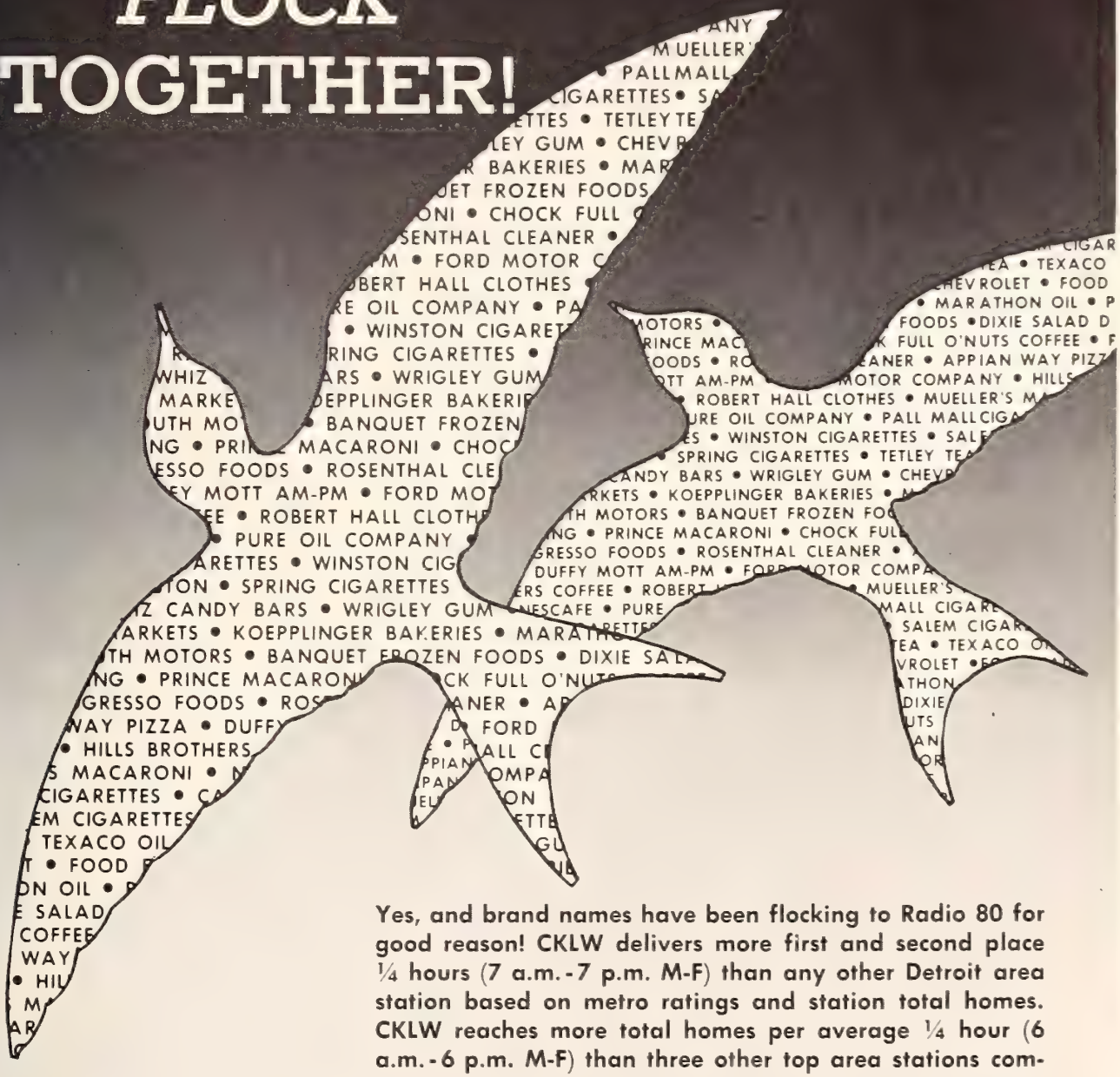
to

Hospitality Suite 918A

Conrad Hilton Hotel

open from 10:00 AM ..... until

BIRDS OF A FEATHER *FLOCK* TOGETHER!



Yes, and brand names have been flocking to Radio 80 for good reason! CKLW delivers more first and second place ¼ hours (7 a.m.-7 p.m. M-F) than any other Detroit area station based on metro ratings and station total homes. CKLW reaches more total homes per average ¼ hour (6 a.m.-6 p.m. M-F) than three other top area stations combined. In less than 6 months, Radio 80's in-home audience (6 a.m.-6 p.m. M-F) has increased 91%! Inquire about our package plans and what this 50,000 watt facility can do to sell your product or service in a 28 Billion Dollar Market!

Write or call for availabilities or contact your
RKO NATIONAL SALES DIVISION OFFICE

Audience Estimates Cited Above Are Based on NSI NOV.-DEC. 1962

CKLW-RADIO 80

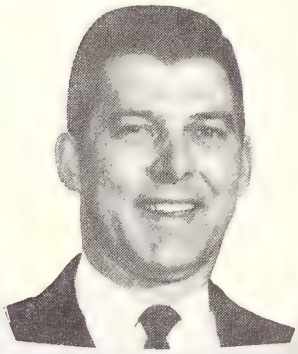
RKO GENERAL

ESSEX BROADCASTERS, INC., GUARDIAN BLDG., DETROIT 26

WINDSOR, SERVING THE WINDSOR AND DETROIT AREA



M R De Haan, M.D.,
Founder and Teacher



Rev R. W. De Haan,
Associate Teacher

RADIO BIBLE CLASS

As we look back upon the past 25 years, one word comes to mind — **cooperation**. Without the teamwork of radio station and network personnel: executives, engineers, and others, we could not have completed this milestone. A hearty "Thanks" to all of the radio people!

We are also indebted to the thousands — yes, millions of listeners, who have been our co-workers by prayer and support. A radio program obviously must have a loyal following to survive.

Finally, and most important, we are grateful to God for His faithfulness. It is our firm policy never to solicit funds on the air, yet through divine blessing the programs are maintained by the free-will offerings of the listening audience.

We are all "laborers together with God"!

M R DeHaan

RADIO BIBLE CLASS · 1938 1963 · 25 YEARS · ANNIVERSARY

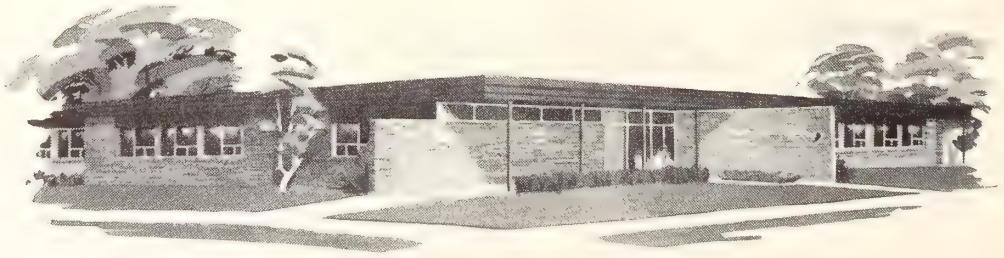
In the year 1938 the half-hour Sunday broadcast of Radio Bible Class was begun on one small station in the Detroit area (WEXL, Royal Oak, Michigan). The program immediately received enthusiastic response, and soon another station was added.

Later it was expanded to Grand Rapids, home of the founder and teacher Dr. M. R. De Haan, and the ultimate headquarters of Radio Bible Class. Within four years the broadcast was heard on more than 50 stations, and in September 1942 was released on the coast-to-coast Mutual Broadcasting System.

Today this Bible-teaching ministry is heard on the ABC network, other regional networks, and hundreds of leading independent stations (see partial listing at right). In addition, it is heard in Canada and in many foreign lands.

Supplemental printed booklets, totaling millions of copies annually, are distributed free to the radio audience.

Below is a picture of the modern plant which houses the complete operation of this worldwide radio and literature service.



Silver Anniversary

Is YOUR station listed among the following prestige stations carrying RADIO BIBLE CLASS?

ALABAMA
Birmingham ‡API
Dothan WOOF
Gadsden WAAX
Mobile ‡ALA
Montgomery WCOV
Tuscaloosa ‡NPT
ALASKA
Anchorage KHAR
ARIZONA
Phoenix KOY
Phoenix KHEP
ARKANSAS
Fort Smith KTCS
Little Rock KAAY
Siloam Springs KUOA
CALIFORNIA
Bakersfield KPMC
Chico KPAY
Dinuba KRDU
Fresno KFRE
Long Beach KGER
Los Angeles KMPC
Los Angeles KHJ
Los Angeles KABC
Modesto KTRB
Mount Shasta KWSD
Sacramento KRAK
San Bernardino KRNO
San Diego KOGO
San Francisco KGO
San Francisco KFRC
Turlock KCEY
COLORADO
Colo. Springs KVOR
Cortez KVFC
Denver KIMN
Grand Jct. KREX
Greeley KYOU
Pueblo KFEL
CONNECTICUT
Hartford WPOP
Hartford WHAY
New Haven WNHC
DELAWARE
Wilmington WDEL
DISTRICT OF COLUMBIA
Washington WEAM
FLORIDA
Daytona Beach WROD
Gainesville WRUF
Jacksonville WAYR
Jacksonville WZOK
Lakeland WLAK
Marianna WTYS
Miami WGBS
Miami WQAM
Orlando WDBO
Panama City WPCF
Pensacola WCOA
Pompano Beach WPOM
St. Petersburg WDAE
St. Petersburg WSUN
Tallahassee WRFB
GEORGIA
Albany WJAZ
Americus WISK
Atlanta WPLO
Augusta WBBQ
Columbus WDAK
Macon WMAZ
Savannah WSAV
Toccoa WLET
Valdosta WGAF
Warner Robins WRPB
IDAHO
Boise KBOI
Caldwell KBGN
Idaho Falls KIFI
Lewiston KRLC
Twin Falls KTFI
ILLINOIS
Chicago WLS
Chicago WMBI
Chicago WCFL
Decatur WDZ
Moline WDLM
Peoria WIRL
Quincy WTAD
Springfield WCVS
INDIANA
Elkhart WCMR
Evansville WGBF
Fort Wayne WGL
Indianapolis WISH
IOWA
Burlington KBUR
Cedar Rapids WMT
Des Moines KIOA
Mason City KGLO
Shenandoah KMA
Waterloo KNWS
KANSAS
Coffeyville KGGF
Wichita KFDI
KENTUCKY
Ashland WTCR
Lexington WVLK
Louisville WAKY
Louisville WOWI
Louisville WKYW
Monticello WFLW
Pineville WMLF
LOUISIANA
Baton Rouge WAIL
Monroe KNOE
New Orleans WJMR
Shreveport KWKH

MAINE
Augusta WFAU
Bangor WLBZ
Bangor ‡ABI
Biddleford ‡DE
Lewiston ‡COU
Portland ‡CSH
Presque Isle ‡AGM
MARYLAND
Baltimore ‡BAL
Baltimore ‡WIN
Frostburg ‡FRB
Hagerstown WJEJ
MASSACHUSETTS
Boston WCOP
Boston ‡NAC
Pittsfield ‡BRK
Springfield WTXL
Worcester ‡ORC
MICHIGAN
Coldwater WTVB
Detroit ‡KMH
Detroit ‡XYZ
Detroit CKLW
Flint WFDF
Flint ‡KMF
Grand Rapids ‡LAV
Grand Rapids ‡FUR
Holland WJBL
Ironwood WJMS
Ishpeming ‡JAN
Kalamazoo ‡KPR
Kalamazoo ‡KZO
Lansing WILS
Manistee WMTE
Muskegon ‡KBZ
Muskegon ‡KJR
Petoskey ‡MBN
Rogers City ‡HAK
Saginaw ‡KNX
Sault Ste. Marie WSOO
MINNESOTA
Austin KQAQ
Duluth ‡DSM
Fergus Falls KOTE
Minneapolis KRSI
Worthington ‡WOA
MISSISSIPPI
Jackson ‡SLI
MISSOURI
Jefferson City KLIK
Kansas City KMBC
Kansas City KCMO
Kansas City KCCV
St. Louis ‡EW
Springfield KWTO
MONTANA
Belgrade KGVW
Butte KOPR
Great Falls KMON
Kalispell KGEZ
Lewistown KXLO
Missoula KYSS
NEBRASKA
North Platte KJLT
Omaha KFAB
Omaha KBON
Scottsbluff KNEB
NEVADA
Reno KBET
NEW HAMPSHIRE
Nashua ‡SMN
Portsmouth ‡BBX
NEW JERSEY
Atlantic City ‡LDB
NEW MEXICO
Alburquerque KOB
Gallup KGAK
NEW YORK
Binghamton ‡KOP
Buffalo ‡KBW
Elmira ‡ENY
Kingston ‡KNY
Massena ‡MSA
New York ‡POW
New York ‡ABC
Rochester ‡HAM
Syracuse ‡HEN
Troy ‡TRY
NORTH CAROLINA
Asheville WLOS
Asheville Black Mt.) ‡FGW
Charlotte WBT
Durham ‡DNC
Durham ‡TIK
Greensboro ‡COG
Greensboro ‡GBG
Hickory ‡HKY
High Point ‡MFR
Kinston ‡FTC
Mt. Airy ‡PAQ
Raleigh ‡PTF
Reidsville ‡FRC
Wilmington ‡KLM
Wilson ‡GTM
NORTH DAKOTA
Bismarck KFYR
Fargo KFNW
Minot KCJB
OHIO
Akron ‡AKR
Canton ‡HOF
Cincinnati ‡LW
Cleveland ‡HK
Dayton ‡ONE
Mansfield ‡MAN
Toledo ‡MGS
Warren ‡HHH

OKLAHOMA
Oklahoma City KBYE
Oklahoma City KTOK
Tulsa KOME
Tulsa KVOO
OREGON
Albany KWIL
Ashland ‡RVC
Bend ‡BND
Eugene KORE
Grants Pass KAJO
Klamath Falls KAGO
Portland KPOJ
Portland KEX
Portland KPDQ
Salem KSLM
PENNSYLVANIA
Allentown ‡SAN
Altoona ‡RTA
Coudersport ‡FRM
Erie ‡LEU
Harrisburg WCMB
Johnstown WCRO
Lancaster WLAN
Montrose WPEL
Philadelphia WPEN
Philadelphia WIP
Pittsburgh ‡EDO
Pittsburgh WYRE
Pottsville ‡PPA
Roaring Spring ‡KMC
Sayre ‡ATS
Scranton WARM
Wilkes-Barre WILK
Williamsport WLYC
RHODE ISLAND
Providence WEAN
SOUTH CAROLINA
Charleston WOKE
Columbia WIS
Columbia ACOS
Dillon WDSC
Florence WJMX
Greenville WMUU
Spartanburg WSPA
Sumter WSSC
Walterboro WALD
SOUTH DAKOTA
Rapid City KEZU
Sioux Falls KNWC
TENNESSEE
Chattanooga WDOD
Chattanooga WAPO
Knoxville WBIR
Memphis WMC
Nashville ‡SM
TEXAS
Amarillo KFDA
Austin KVET
Beaumont KFDM
Corpus Christi KCTA
Dallas KRLD
Dallas ‡RR
El Paso KHEY
Harlingen KGBT
Houston KTHT
Longview KFRO
Lubbock KSEL
Lufkin KTRE
Midland KWEL
San Angelo KPEP
San Antonio WOAI
Tyler KTBB
Wichita Falls KWFT
UTAH
Blanding KUTA
Logan KVNU
Ogden KLO
Salt Lake City KALL
VERMONT
Rutland WSYB
Waterbury ‡DEV
VIRGINIA
Bristol WFHG
Covington ‡KEY
Lynchburg ‡DMS
Norfolk ‡TAR
Richmond ‡RVA
Richmond ‡RNL
Roanoke ‡SLS
Staunton WAFC
WASHINGTON
Bellingham KPUG
Colville KCVL
Puyallup KAYE
Longview KBAM
Seattle KGDN
Seattle KTW
Spokane KHQ
Spokane KCFA
Walla Walla KTEL
Wenatchee KUEN
Yakima KIT
WEST VIRGINIA
Beckley WJLS
Charleston WCHS
Fairmont WTCS
Matewan WHJC
Wheeling WWVA
WISCONSIN
Chippewa Falls WAXX
La Crosse WKTY
Madison WIBA
Manitowac WCUB
Milwaukee WMIL
Wausau WSAU
WYOMING
Casper KVOC
Powell KPOW

This is only a partial listing. For a complete listing of all stations releasing the Sunday broadcast, write to –

RADIO BIBLE CLASS • P.O. BOX 22 • GRAND RAPIDS, MICHIGAN

This ad appears thru the courtesy of a friend.

Diego, Mr. Mitchell served as a member-elected non-paid president. With election of Mr. Schulke, NAFMB shifts to a fulltime paid president who will devote his entire time and energy to promotion of the entire fm medium.

NAFMB will continue its Washington office manned by Edward F. Kenehan, executive secretary, it was understood.

The convention program called for Saturday morning and afternoon (March 30) membership meetings and a Sunday morning program. At 2:30 Sunday afternoon NAFMB was to NAB in a joint program devoted to promotion, stereo and general topics of interest to fm stations.

Pioneers to give awards at annual banquet-meeting

The Broadcast Pioneers will present a group of citations and awards during its 22nd annual banquet-meeting in the grand ballroom of the Conrad Hilton Hotel in Chicago tomorrow (April 2).

The Hall of Fame Award, given posthumously, will be made to Franklin Delano Roosevelt for his recognition and use of the radio medium. Rep. James Roosevelt (D.-Calif.) is expected to acknowledge the award.

Citations or awards will be presented to the Armed Forces Network; Ed Wynn, in recognition of his early work in radio; H. V. Kaltenborn, for his 40 years of newscasting and news analysis, and Sol Taishoff, editor and publisher of BROADCASTING and *Television* magazines for his leadership in the defense of freedom.

Also in Chicago . . .

Other firms at the NAB convention, who were not included in last week's listing of exhibitors and hospitality suites are:

ASSOCIATED RESEARCHERS
Palmer House, Suite unassigned

Personnel: I. C. Stoll.

SHOWCORPORATION
Executive House, Suite unassigned

Personnel: C. Robert Manby, Fred Schneier, Bill Finkeldey, Burr Manby.

BREEN & WARD INC.
Town House, Suite unassigned

Personnel: Edward J. Breen.

CBS RADIO SPOT SALES
Suite 1824

Personnel: Maurie Webster, Ron Gilbert, Charles Burge.

METRO RADIO SALES
Sheraton Towers, Suite unassigned

Personnel: H. D. Neuwirth, Robert Coppinger, William Lauer, Richard Janssen, Richard Schutte, Robert Jones, Richard Kelliher.



ON TAP AT THE CONVENTION

Official agenda for the 41st annual NAB Convention in Chicago's Conrad Hilton Hotel, March 31-April 3, is listed below. Also listed are unofficial and related meetings and activities. All rooms are in the Conrad Hilton unless indicated otherwise.

Registration ▪ Sunday, March 31—8 a.m.-6 p.m.; Monday, April 1—8 a.m.-6 p.m.; Tuesday—9 a.m.-5 p.m.; Wednesday—9 a.m.-5 p.m. Lower Lobby.

Exhibits ▪ Sunday, March 31—12 noon-9 p.m.; Monday, April 1—9 a.m.-9 p.m.; Tuesday—9 a.m.-7 p.m.; Wednesday—9 a.m.-6 p.m. East and West Exhibit Halls.

SUNDAY, March 31

8:30 a.m. **Assn. of Maximum Service Telecasters,** breakfast. Bel Air Room.

9 a.m. **Institute for Broadcast Financial Management,** board meeting. Sheraton-Blackstone.

9:30 a.m.-12 noon. **National Assn. of Fm Broadcasters.** Waldorf Room. Continental breakfast, 9:30. *Presentation* by John Meagher, NAB vice president for radio. *Sales clinic* on fm success stories. *Selling stereo,* including successful stereo commercials.

9:30 a.m. **Assn. of Maximum Service Telecasters,** membership meeting. Beverly Room.

9:30 a.m. **Assn. for Professional Broadcasting Education,** membership meeting. Upper Tower.

10 a.m. **Daytime Broadcasters Assn.,** membership meeting. Williford B Room.

10:30 a.m. **Broadcast Music Inc.,** board meeting and luncheon. Parlors 25 and 26.

11 a.m.-5 p.m. **ABC Radio Network,** affiliates meeting. Williford C Room.

12:30 p.m. **ABC Radio Network,** affiliates, luncheon. Williford A Room.

12:30 p.m. **CBS-TV Affiliates,** board of directors luncheon. Room 12.

12:30 p.m. **Assn. for Professional Broadcasting Education,** membership luncheon. Lower Tower.

1 p.m. **Assn. of Maximum Service Telecasters,** board of directors meeting. Bel Air Room.

2:30-5 p.m. **NAB Fm Day Program.** Continental Room.

Report of the NAB Fm Radio Committee: Ben Strouse, chairman, WWDC-FM Washington.

Enhancing the Station Profile: Lynn Christian, KODA-FM Houston; John D. Kennedy, WDRK (FM) Greenville, Ohio; Jack Kiefer, KMLA (FM) Los Angeles; James Sondheim, QXR Network, New York.

Stereo—One Year Later: Everett Dillard, WASH (FM) Washington; James Gabbert, KPEN (FM) San Francisco; David Polinger, WTFM (FM) New York; L. M. Sandwick, Electronic Industries Assn., Washington; Harold Tanner, WDLM (FM) Detroit.

FM Forum: Messrs. Strouse; Dillard; Tanner; N. L. Bentson, WLOL-FM Minneapolis; Merrill Lindsay, WSOY-TV Decatur, Ill.; Fred Rabell, KITT (FM) San Diego; Henry Slavick, WMC-FM Memphis (all members of NAB Fm Committee).

[NOTE: Delegates to the NAB Convention are invited to attend the program of the National Assn. of Fm Broadcasters in the Waldorf Room beginning at 9:30 a.m. Sunday, March 31.]

2:30 p.m. **NAB Radio Code Review Board,** board meeting. Room 19.

2:30 p.m. **National Assn. of Tv Program Directors,** membership meeting. Williford C Room.

3:30-5 p.m. **Television Assembly.** Waldorf Room.
Secondary Market Tv Session: Thomas C. Bostic, KIMA-TV Yakima, Wash., *moderator.* Warren L. Braun, WSVA-TV Harrisonburg, Va.; Raymond E. Carow, WALB-TV Albany, Ga.; Richard D. Dudley, WSAU-TV Wausau, Wis.; Rex Howell, KREX-TV Grand Junction, Colo.; J. Allen Jensen, KID-TV Idaho Falls, Idaho, *panelists.*

4 p.m. **Assn. for Competitive Tv,** membership meeting. Room 14.

4 p.m. **Clear Channel Broadcasting Service,** membership meeting. Room 18.

4-6 p.m. **Tour of WGN Mid-America Broadcast Center.** Buses leave 8th Street entrance of Conrad Hilton at 4 p.m.

5 p.m. **Assn. for Professional Broadcasting Education,** reception. Beverly Room.

6 p.m. **CBS-TV Affiliates,** reception and banquet. Ambassador West Hotel.

6:30 p.m. **NBC Radio and Tv Affiliates,** reception and banquet. International Ballroom.

MONDAY, April 1

7:30 a.m. **Assn. on Broadcasting Standards Inc.,** mem-



Podner, you better visit Desilu Sales' NAB Convention Headquarters . . . or else.



That's where you'll see me and the other really great movie stars in "FRACTURED FLICKERS," produced by Jay ("Bullwinkle") Ward.



More amazing than a talking gorilla. Already sold in more than fifty markets for over 500,000 coconuts in less than 3 weeks.



Desilu will have those beautiful Gaslight Club girls as hostesses in Room 311 and the Presidential Suite at the Pick-Congress.



Desilu Sales' hospitality suite will have a real fine free lunch counter. Delectable food and refreshments.



You'll be swept off your feet . . . so be sure to see us at NAB.

Desilu Sales Inc.

NAB CONVENTION HEADQUARTERS: Presidential Suite (401-2-3) and Suite 311, **Pick-Congress Hotel**

780 NORTH GOWER STREET • HOLLYWOOD 38, CALIFORNIA • HOllywood 9-5911

Richard C. Dinsmore, Vice President, General Manager

ON TAP AT CONVENTION continued

bership breakfast. Room 14.

8 a.m. **Tv Stations Inc.,** membership breakfast. Sylvester (Pat) Weaver, board chairman of McCann-Erickson International, will speak on syndicated programming. Mayfair Room, Sheraton-Blackstone.

8:30 a.m. **NAB Broadcast Engineering Conference Committee,** breakfast meeting. Room 10.

10:30 a.m.-12 noon. **General Assembly** (*Management and Engineering Conference*). Grand Ballroom.

Presiding, James D. Russell, KKTV (TV) Colorado Springs, 1963 convention co-chairman. *Invocation,* The Venerable Canon J. Ralph Deppen, Archdeacon of the Episcopal Diocese of Chicago. *Welcome,* the Honorable Otto Kerner, Governor of Illinois. *Special message from President John F. Kennedy.*

Presentation of NAB Distinguished Service Award to television personality Bob Hope by NAB President LeRoy Collins. *Address,* Mr. Hope.

12:30-2 p.m. **Management Conference Luncheon.** International Ballroom.

Presiding, Ben Strouse, WWDC-AM-FM Washington, 1963 convention co-chairman. *Invocation,* the Reverend John S. Banaham, director, Radio-Tv Office, Catholic Archdiocese of Chicago.

Introduction of the Speaker, Clair R. McCollough, Steinman Stations, Lancaster, Pa., chairman, NAB Board of Directors. *Address,* The Honorable LeRoy Collins, president, NAB.

12:30-2 p.m. **Engineering Conference Luncheon.** Williford Room. *Presiding,* William S. Duttera, director, allocations engineering, NBC. *Address,* Dr. Edward E. David, director, Computing & Information Research Center, Bell Telephone Labs.

2:30-5 p.m. **Management Conference Assembly.** Grand Ballroom.

Presiding, James D. Russell, KKTV (TV) Colorado Springs, 1963 convention co-chairman.

Broadcasting in a Free Society, moderator Erwin D. Canham, editor, *Christian Science Monitor,* Boston. *Presentations* by Roscoe L. Barrow, dean, College of Law, U. of Cincinnati; W. Theodore Pierson, Pierson, Ball & Dowd, Washington.

Respondents, Philip M. Hauser, chairman, Dept. of Sociology, U. of Chicago; Charles H. King, dean, Detroit College of Law, and former member of FCC; Laurence Laurent, radio-tv editor, *The Washington Post,* Washington; Donald H. McGannon, president, Westinghouse Broadcasting Co., New York.

2:30-5 p.m. **Technical Session.** Continental Room.

Presiding, J. B. Epperson, engineering vice president, Scripps-Howard Broadcasting Co. *Session coordinator,* Leslie S. Learned, director of engineering, MBS. *Opening remarks,* LeRoy Collins, NAB president. Various technical papers will be delivered.

TUESDAY, April 2

9 a.m.-12 noon. **Television Assembly.** Waldorf Room.

Presiding and Opening Remarks, James D. Russell, KKTV (TV) Colorado Springs, vice chairman, NAB Tv Board. *Computers—Friend or Foe?,* TvB presentation by Norman E. (Pete) Cash, TvB president; Warren A. Bahr and Joseph F. St. Georges, both Young & Rubicam, New York.

The Station Image—Local Programming and Public Service, moderator, Mike Shapiro, WFAA-TV Dallas; *panelists,* John F. Dille Jr., WSJV (TV) Elkhart-South Bend and WKJG-TV Fort Wayne, all Indiana; Harold Essex, WSJS-TV Winston-Salem, N. C.; A. Louis Read, WDSU-TV New Orleans; W. C. Swartley, WBZ-TV Boston.

Here's How, presentation of Tv Information Office by Roy Danish, TIO president. *Introduction* by Clair R. McCollough, Steinman Stations.

9 a.m.-12 noon. **Radio Technical Session.** Continental Room.

Presiding, Jack Petrik, chief engineer, KETV (TV) Omaha, Neb. *Session coordinator,* Clyde M. Hunt, vice president for engineering, Post-Newsweek Stations, Washington. Various technical papers will be delivered.

9 a.m.-12 noon. **Television Technical Session.** Upper Tower.

Presiding, Albin R. Hillstrom, director of engineering, KOOL-AM-FM-TV Phoenix. *Session coordinator,* James D. Parker, director tv R-F engineering, CBS-TV. Various technical papers will be delivered.

10 a.m.-12 noon. **Radio Assembly.** Grand Ballroom.

Report of the Chairman of the Radio Board, Willard Schroeder, WOOD Grand Rapids, Mich. *Radio Month Roundup,* John Meagher, NAB vice president for radio; John Couric, NAB manager of public relations.

The New RAB Presents a Blueprint for a Second Growth in Radio, Edmund C. Bunker, RAB president; Miles David, administrative vice president; Robert H. Alter, vice president-national sales. *Radio: The Lively Corpse,* Mitch Leigh, creative director, Music Makers Inc., New York.

12:30-2 p.m. **Management Conference Luncheon.** International Ballroom.

Presiding, Ben Strouse, WWDC-AM-FM Washington, 1963 convention co-chairman. *Invocation,* The Reverend Robert M. Pierce, pastor, The First Methodist Church of Chicago.

Introduction of Speaker, LeRoy Collins, president, NAB. *Address,* The Honorable Newton N. Minow, chairman, FCC.

12:30-2 p.m. **Engineering Conference Luncheon.** Williford Room.

Presiding, Leslie S. Learned, director of engineering, MBS. *Address,* Sidney Metzger, manager communications systems, Project Relay, RCA Astro-Electronics Div.

2-5 p.m. **No Scheduled Sessions** (This period is not programmed so that delegates may visit exhibits and hospitality suites.)

2:30 p.m. **NAB Tv Code Review Board,** board meeting. Room 18.

2:30 p.m. **All-Industry Tv Music Licensing Committee,** meeting. Room 14.

7:30 p.m. **Broadcast Pioneers,** annual banquet. Grand Ballroom.



SEE "EMPIRE" IN COLOR, NBC-TV, TUESDAYS

Chrysler Corporation warrants every part on this page for 5 years or 50,000 miles.

Chrysler Corporation makes possible this new warranty,* by your authorized Chrysler Motors Corporation Dealer, covering all major parts of the engine, transmission, torque converter, drive shaft, universal joints, rear axle, differential, and rear wheel bearings. It pays for labor as well as parts.

It comes with our 1963 Plymouth, Valiant, Chrysler, Imperial, Dodge, Dodge Dart cars, and Dodge trucks. It can be transferred to the new owner if you sell your car.

It lasts for 5 years or 50,000 miles, making your car more valuable at trade-in time.

The only thing we ask is that you have your car serviced at reasonable intervals. (You'd probably do that anyway.)

This broad new protection is a result of establishing and maintaining the highest engineering and production standards, combined to give you another great automotive "first" from Chrysler Corporation.

*Your authorized Chrysler Motors Corporation Dealer's Warranty against defects in material and workmanship on 1963 cars has been expanded to include parts replacement or repair, without charge for required parts or labor, for 5 years or 50,000 miles, whichever comes first, on the engine block, head and internal parts; transmission case and internal parts (excluding manual clutch); torque converter, drive shaft, universal joints (excluding dust covers), rear axle and differential, and rear wheel bearings, provided the vehicle has been serviced at reasonable intervals according to the Chrysler Motors Corporation Certified Car Care schedules. Trucks are included, but are subject to additional limitations of 1500 hours operation if mileage does not accurately reflect the extent of actual use and operation of parts covered by the warranty. Coverage will not apply to trucks subjected to prolonged power take-off or off-highway use.

PLYMOUTH • VALIANT • CHRYSLER • IMPERIAL • DODGE • DODGE DART • DODGE TRUCKS

CHRYSLER CORPORATION



ASCAP, THE MUSIC OF AMERICA

The American Society of Composers, Authors and Publishers is the only unincorporated, co-operative performing rights organization in the United States. Established in 1914, the Society today numbers 8500 men and women who write and publish our nation's music: The popular songs of today, the standards of yesterday, the Broadway and motion picture hits, as well as the leading symphonic and concert works, religious, folk and country music. ASCAP is proud of its membership and their contributions to the nation's vast entertainment industry. The American Society of Composers, Authors and Publishers, 575 Madison Ave., New York 22.

ON TAP AT CONVENTION continued

WEDNESDAY, April 3

8 a.m. **Society of Tv Pioneers,** membership breakfast. Lower Tower.

9-10:15 a.m. **Labor Clinic** (*closed session*). Grand Ballroom.

Moderator, James H. Hulbert, manager broadcast management, NAB. *Participants,* Abiah A. Church, Storer Broadcasting Co.; Louis P. Gratz, Time Inc. Stations; Joseph O. Schertler, Westinghouse Broadcasting Co.; David L. Doughty, NAB.

9 a.m.-12 noon. **Technical Session.** Continental Room. *Presiding,* Frank Marx, ABC Engineers, ABC. *Session coordinator,* James E. Gray, chief engineer, WYDE Birmingham, Ala. Various technical papers will be delivered.

10:30 a.m.-12 noon. **Radio Assembly.** Grand Ballroom.

The Importance of Radio's Dollar Volume Figures, a presentation of the Station Representatives Assn. directed by Edward Codel, president. *Participants,* Edmund Bunker, president, RAB; Thomas Wright, vice president, Leo Burnett Co.; Ben Hoberman, vice president-general manager, KABC Los Angeles.

The Next Time Around, Robert T. Mason, WMRN Marion, Ohio, and chairman of the All-Industry Radio Music License Committee.

10:30 a.m.-12 noon. **Television Assembly.** Waldorf Room.

NAB Tv Board Elections, presiding, William B. Quarton, WMT-TV Cedar Rapids, Iowa, and chairman, NAB Tv Board of Directors.

Informal Discussion of Proposal to Adopt NAB Code Time Standards into FCC Rules. Participants, The Honorable Robert E. Lee, member, FCC, and William D. Pabst, KTVU (TV) Oakland-San Francisco, chairman of the NAB Tv Code Review Board.

12:30-2 p.m. **Management Conference Luncheon.** International Ballroom.

Presiding, James D. Russell, KKTV (TV) Colorado Springs, 1963 convention co-chairman. *Invocation,* Rabbi Ernst Lorge, president, The Chicago Board of Rabbis.

Introduction of Speaker, LeRoy Collins, NAB president. *Address,* The Honorable George Romney, Governor of Michigan.

12:30-2 p.m. **Engineering Conference Luncheon.** Williford Room.

Presiding, Orrin W. Towner, chairman, Broadcast Engineering Conference Committee, and director of engineering, WHAS-AM-TV Louisville. *Presentation of 1963 Engineering Achievement Award* by George Bartlett, NAB manager of engineering, to Dr. George R. Town, dean, College of Engineering, Iowa State U., Ames.

Address, Dr. Simon Ramo, vice president, Thompson Ramo Wooldridge Co.

2:30-5 p.m. **General Assembly** (*Management and Engineering Conferences*). Grand Ballroom.

Presiding, Ben Strouse, WWDC-AM-FM Washington, 1963 convention co-chairman. *FCC Panel Discussion* (members of FCC will answer questions from delegates), Newton N. Minow, chairman, Rosel H. Hyde, Robert T. Bartley, Robert E. Lee, Frederick W. Ford, E. William Henry, Kenneth A. Cox. *Moderator,* Clair R. McCollough, Steinman Stations, Lancaster, Pa., and chairman of the NAB Board of Directors.

5 p.m. **NAB Radio Board of Directors,** meeting (for election of new Radio Board chairman). Room 18.

5 p.m. **NAB Television Board of Directors,** meeting (for election of new Tv Board chairman). Room 19.

7:30 p.m. **Annual NAB Convention Banquet.** International Ballroom.

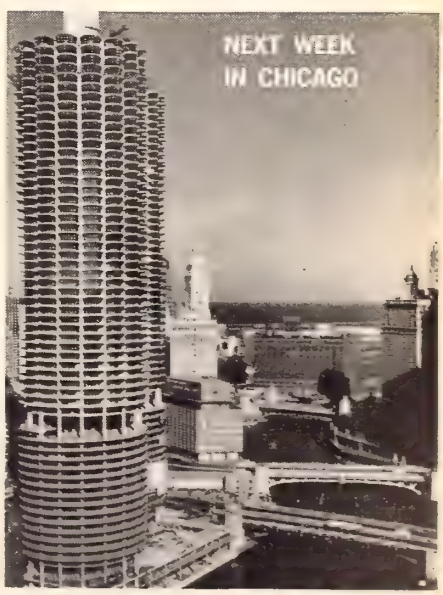
WHERE TO FIND IT

Exhibits of equipment manufacturers will be located in the lower lobbies of the Conrad Hilton Hotel during the NAB convention. Exhibit space and/or the hospitality suites assigned as of March 20 are shown. All room and space designations are Conrad Hilton Hotel unless otherwise indicated. Symbol Sh-B means Sheraton-Blackstone.

Large directory boards will be posted in the lobbies of the Conrad Hilton, with special directories on each floor.

EXHIBITORS

Advertising Council	Exhibit Hall Foyer
Aitken Communications	Space 64W
Alford Manufacturing Co.	Space 21W
Alto Fonic Tape Service	Space 32W
Ampex Corp.	Space 28W
Andrew Corp.	Space 70W
Automatic Tape Control	Space 22W
Ball Brothers	Space 23W
Bauer Electronics Corp.	Space 56W
Boston Insulated Wire & Cable	Space 71W
Broadcast Electronics	Space 14E
Charles Bruning Co.	Space 41X
CBS Laboratories	Space 72W
Century Lighting	Spaces 14E, 19E
Chrono-Log Corp.	Space 47W
Collins Radio Co.	Space 27W
Commercial Recording Corp.	Space A-E
Conrac Division	Space 7E
Continental Electronics	Space 25W
Cummins Engine Co.	Space 36-37W
Dresser-Ideco Co.	Space 61W
Dynair Electronics	Space 49W
Electra Megadyne Inc.	Space 4E
Electronic Applications Inc.	Space 20W
Electronics, Missiles & Communications Inc.	Space 53W
Gates Radio Co.	Space 44W
General Electric Co.	Space 19E
General Electronic Labs	Space 41W
GPL Division-General Precision	Space 12E
Harwald Co.	Space 68W
International Good Music	Space 65W
International Nuclear Corp.	Space 3E
ITA Electronics Corp.	Space 15E
Jampro Antenna Co.	Space 39W
Johnson Electronics	Space 52W
Kliegl Bros.	Space 1E
KRS Electronics	Space 38W
Logos Limited	Space F-E
MaCarTa Inc.	Space 42W



Magne-Tronics Inc.	Space 46W
McMartin Industries Inc.	Space 43W
Magnetic Products Div. 3M Co.	Space 19W
Miratel Electronics	Space 34-35W
Mitchell Vinten Inc.	Space 62W

WHERE TO FIND IT CONTINUED

Mobilcolor Inc. .....Space 60W
Moseley Associates .....Space 48W
Ozalid Products, General Aniline & Film Corp. .....Space 63W
Pepper Sound Studios .....Space D-E
Radio Corp. of America .....Spaces 5-6E
RCA Electron Tube Div. .....Space 10E
Raytheon Co. .....Space 11E
Riker Industries Inc. .....Space 58W
Rohn Systems Inc. .....Space 50W
Sarkes Tarzian Inc. .....Space 17E
Schafer Electronics .....Space 73W
SESAC Inc. .....Space E-E
Sony Corp. of America .....Space 51W
The Soundscriber Corp. .....Space 54W
Sparta Electronic Corp. .....Space 56W
Surrounding Sound Inc. .....Space 76W
Tektronix Inc. .....Space 29W
Telemet Corp. .....Space 2E
TelePrompTer Corp. .....Space 31W
The Telequip Corp. .....Space 3E
Tv Zoomar Co. .....Space 59W
Tower Communications Co. .....Space 24W
U. S. Army Tele-Radio Branch, Office, Chief of Information .....Space 66-67W
U. S. Navy .....Space 69W
Utility Tower Co. .....Space 40W
Visual Electronics Corp. .....Space 14E
Vital Industries .....Space 30W
Vitro Electronics .....Space 46W

NAB CONVENTION OFFICES

(All NAB convention and staff offices are on the third floor of the Conrad Hilton unless otherwise designated)

Convention Manager .....Room 1
Everett E. Revercomb, secretary-treasurer
Convention Program .....Room 4
Howard H. Bell, vice president for planning and development
Engineering Conference .....Room 1
George Bartlett, manager
Convention Exhibits....East and West Exhibit Halls
George E. Gayou, exhibit director
Edward L. Gayou, assistant exhibit director
Registration Desk .....Lower Lobby
William L. Walker, assistant treasurer
Convention News .....Room 3
John M. Couric, manager of public relations
Newsroom .....Astoria Room

NAB STAFF OFFICES

Executive vice president .....Room 4
Vincent T. Wasilewski
Radio .....Room 2
John F. Meagher, vice president
Station services .....Room 2
William Carlisle, vice president
Station relations .....Lower Lobby
Alvin M. King, field director
Broadcast management .....Room 4
James Hulbert, manager
Government affairs .....Room 2
Paul Comstock, vice president
Legal .....Room 2
Douglas Anello, general counsel
Research .....Room 2
Melvin Goldberg, vice president
Code Authority .....Room 4
Robert D. Swezey, director
Edward H. Bronson, manager for television
Charles M. Stone, manager for radio

EQUIPMENT HOSPITALITY SUITES

(See also Equipment Exhibitors)

Alto Fonic Tape Service Inc. 1835A
Albion Optical Co. .....Unassigned
American Telephone & Telegraph Co. 2539A
Ampex Corp. 505A
Automated Electronics Inc. .....Unassigned
Automatic Tape Control 1724
Bell & Howell .....Unassigned
Bogen-Presto Div. of Siegler Corp. ....Unassigned
CBC Corp. .....Executive House 2114
Clark-Root Inc. 1835A
Collins Radio Co. 2224A
Commercial Producers Inc. 918A
Continental Electronics 2539
Dage Div.—Thompson Ramo Wooldridge Inc. .....Unassigned
Dresser—Ideco Co. 1618
Eastman Kodak Co. .....Unassigned
Electra Megadyne Inc. .....Essex Inn
Federal Manufacturing & Engineering Corp.—Tv Specialty Co. Div. .....Unassigned
Gates Radio 1924
General Aniline & Film Corp. 1924
General Electric 605
General Electronic Labs. 1900
Gotham Audio Corp. 2422A
International Business Machines .....Unassigned
International Good Music 835A
ITA Electronics Corp. 2339
Johnson Electronics Inc. 1734A
Kline Iron & Steel Co. 2339A
Lighting & Electronics Inc. .....Unassigned
McMartin Industries .....Essex Inn
M & H Engineering Co. .....Unassigned
MaCarTa Inc. 935A
Modern Broadcast Sound Co. .....Unassigned
Moseley Assoc. 1234A
Moulic Specialties Co. .....Unassigned
Pepper Sounds Studios Inc. 1335A
RCA 605A
Recorded Publications Labs. .....Unassigned
Sarkes Tarzian Inc. 1319A
Scully Recording Instruments Corp.....Unassigned
Shure Brothers .....Unassigned
Spectron Inc. .....Unassigned
Stainless. Inc. 1506
Standard Electronics Div.—Radio Engineering Labs. Inc. .....Unassigned
Surrounding Sound Inc. 823
Tape-Athon Corp. .....Unassigned
Telescript-CSP Inc. .....Palmer House
Television Affiliates Corp. 700
Utility Tower Co., ...2419A
Visual Electronics Corp. 1200
Vitro Electronics 1023

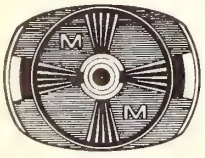
STATION BROKERS

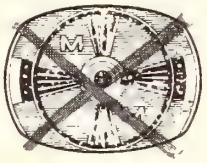
Blackburn & Co. .....Essex Inn 801-02
Wilt C. Gunzendorfer & Assoc. .....Unassigned
Hamilton-Landis & Assoc. 719-20A
Jack N. Stoll & Assoc. .....Unassigned
Howard Stark 3536A
Edwin Tornberg & Co. .....Essex Inn 1501

STATION REPRESENTATIVES

ABC-TV National Sales .....Executive House
Advertising Time Sales .....Essex Inn 301
Am Radio Sales Co. 2643-45
Avery-Knodel .....Sh-B 1109
Mort Bassett & Co. .....Essex Inn
Elisabeth Beckjorden .....Unassigned
Charles Bernard Co. (Country Music Network) .....Pick Congress
John Blair & Co., Blair-Tv, and Blair Television Assoc. .....Sh-B 608
The Bolling Co. .....Executive House 2011-12
Breen & Ward .....Town House
Broadcast Time Sales .....Executive House 3404
CBS Radio Spot Sales 1824
CBS TV Stations National Sales .....Drake
Henry I. Christal Co. 1306
Robert E. Eastman Co. .....Executive House 3211
FM Group Sales .....Unassigned
Forjoe & Co., ...Unassigned
Gill-Perna 2400
Harrington, Righter & Parsons .....Sh-B 808
George P. Hollingbery Co. 1600
Hal Holman Co. 2122A
Bernard Howard & Co. .....Unassigned
H-R Representatives .....Executive House

Eliminate Propagation Fades From Your TV Signal

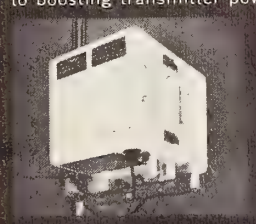




Now you can end fades and washed-out fringe-area signals simply by inserting a Micromeg preamplifier between your relay receiving antenna and the mixer. Micromeg has the effect of boosting your transmitter power four to ten times or of increasing the size of a six-foot-diameter antenna to one of 12 to 20 feet. In new installations, a Micromeg will allow you to space your repeater stations farther apart without deterioration of signal-to-noise ratio.

WHAT IS A MICROMEG? It is a low-noise, low-signal-level RF parametric amplifier. It is available in several indoor and outdoor models covering the UHF, 2000Mc, and 6000Mc range. Power requirement: 110V AC. A semiconductor varactor diode causes amplification by pumping power from a local RF source to the signal. APPLICATIONS include translators, remote pick-up broadcasting, inter-city microwave links, community antenna TV systems. Please write for the full story.

Installing a Micromeg parametric amplifier is equivalent to boosting transmitter power four to ten times.



Micromega Corporation

4134 Del Rey Ave., Venice, Calif. / EXmont 1-7137
Creator of advanced microwave systems and components for U. S. space and defense projects.

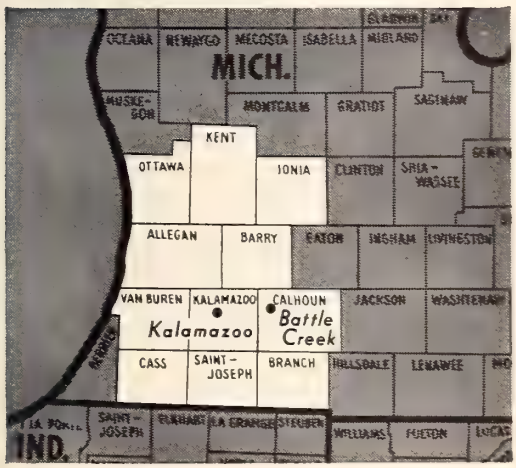
See us at Visual Electronics' Booth



YOU MAY NEVER SEE THE BRIGHTEST STAR*—

BUT... WKZO Radio Outshines 'Em All in Kalamazoo and Greater Western Michigan!

WKZO RADIO MARKET COVERAGE AREA • NCS '61



First magnitude in Greater Western Michigan: NCS '61 credits WKZO Radio with more circulation than *any* radio rival in the area—with 40.4% more than all other Kalamazoo stations combined!

Brightest morning *and* evening star: the 6-county Pulse of Sept., '62 shows WKZO Radio outshining all competitors in 358 of 360 quarter-hours surveyed, and dominating *all* hours surveyed both in total listening and adult listening.

And our star is waxing, not waning—Sales Management has predicted that Kalamazoo will outgrow all other U. S. cities in personal income and retail sales between 1960 and 1965.

Explore the galaxy of amazing facts with your Avery-Knodel man!

**A super-nova in the constellation Taurus was seen to explode July 4, 1054—the "brightest star" to date.*

AM – TV – FM

The Fetzer Stations

RADIO
WKZO KALAMAZOO-BATTLE CREEK
WJEF GRAND RAPIDS
WJEF-FM GRAND RAPIDS-KALAMAZOO
WWTV-FM CADILLAC

TELEVISION
WKZO-TV GRAND RAPIDS-KALAMAZOO
WWTV/ CADILLAC-TRAVERSE CITY
/WWUP-TV SAULT STE. MARIE
KOLN-TV/ LINCOLN, NEBRASKA
/KGIN-TV GRAND ISLAND, NEB.

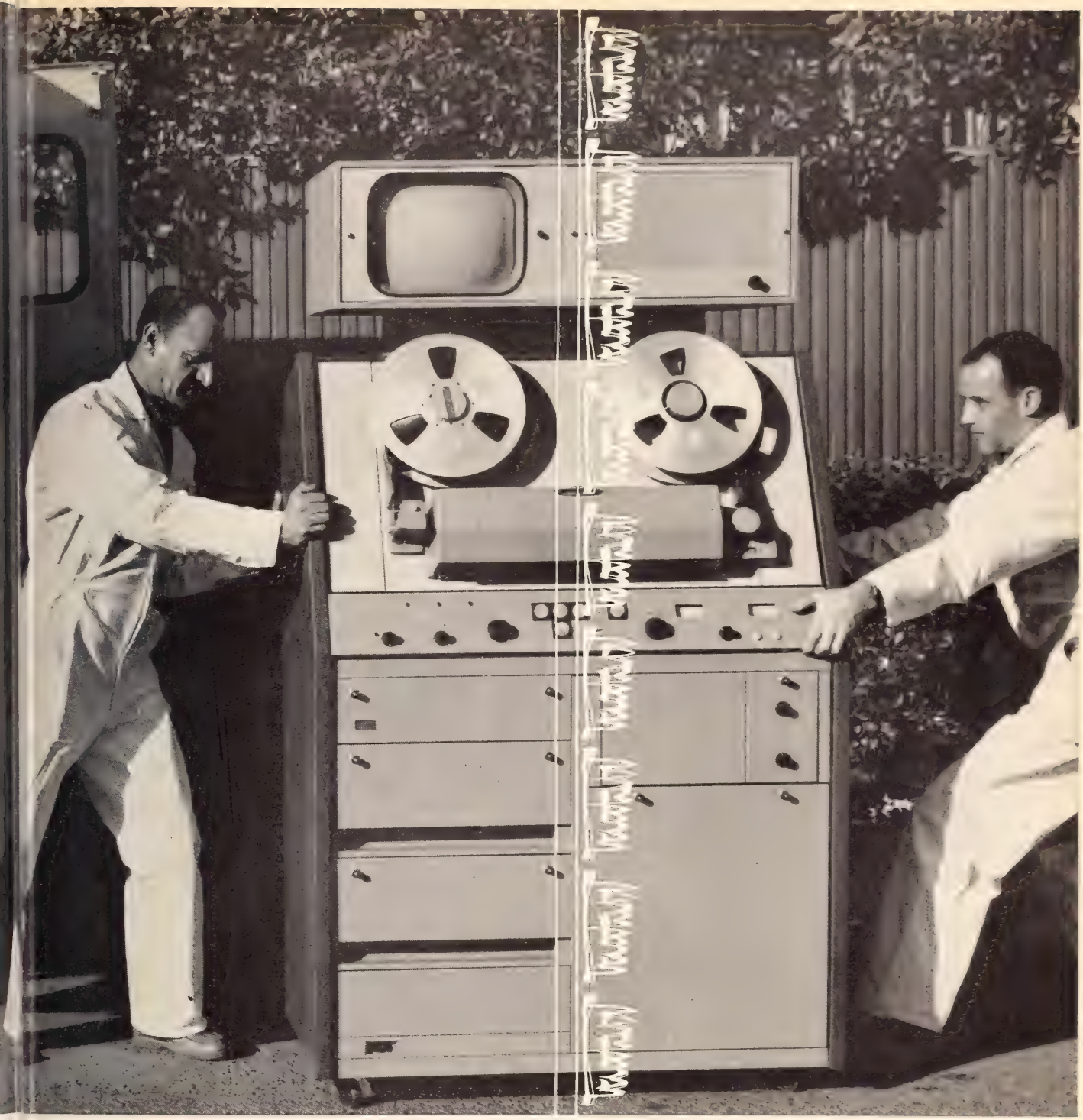
WKZO

CBS RADIO FOR KALAMAZOO AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives



Who can deliver a fully transistorized broadcast VTR for less than $35,000?



AMPEX

Now: the Videotape* Recorder is practical for any sized station. And low-cost mobile tape applications are a reality. It's all because of the VR-1100—another Ampex tape recording innovation for television. The VR-1100 is a transistorized broadcast recorder that costs less than $35,000. It has two speeds—15 ips and 7½ ips. Provides three hours of recording at 7½ ips. Is compatible with all 4-head recorders. Takes less than half the floor space of previous VTRs. Weighs half as much. And can be equipped for single camera production—by adding the Vertical Lock Accessory that allows use of the Ampex Electronic Editor. What's more, low power requirements and a new convection cooling system eliminate the need for blowers or special air conditioning in the station. Controls are minimized for simple operation. Maintenance costs are low. Reliability and performance characteristics are superb—all in the Ampex tradition. Order now for Fall programming. For complete details call your Ampex representative or write the only company providing recorders, tapes and core memory devices for every application: Ampex Corporation, 934 Charter Street, Redwood City, California. Term financing and leasing are available. Sales and service engineers throughout the world.

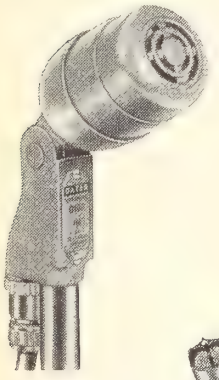
AMPEX

*TM Ampex Corp.

Now GATES Microphones!

SPECIAL INTRODUCTORY OFFER

Clip this ad and attach to your order—take 5% discount! 10% discount applies on orders for six or more microphones! Offer expires April 30, 1963.



G-100

A rugged dynamic microphone with smooth frequency response and low wind noise. Ideal for remotes—excellent for control room and studio. Has omnidirectional pattern when held upright—cardiod when horizontal. Finished in Gates TV gray (nonglare), 150 ohm impedance. 20 ft. cord supplied.

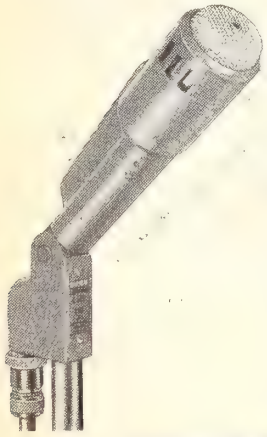
$37.50



G-200

A slim, trim dynamic microphone—inconspicuous on camera. Has extended frequency range for excellent music reproduction. Adaptable to any broadcast or professional use. Gates TV gray finish; 150 ohm impedance; 20 ft. cord supplied.

$51.50



G-300

Our finest microphone. True hi-fidelity reproduction of the entire audible range. Don't let the price fool you—compare the G-300 with the best available. Recommended for FM—or any application where faithful reproduction of voice and music is important. Gates TV gray finish; 150 ohm impedance; 20 ft. cord supplied.

$60.50

GATES

GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS

Offices in: HOUSTON, NEW YORK, LOS ANGELES, WASHINGTON, D.C.
In Canada: CANADIAN MARCONI COMPANY

Export Sales: ROCKE INTERNATIONAL CORP.
13 EAST 40th ST. • NEW YORK CITY

HARRIS INTERTYPE CORPORATION

WHERE TO FIND IT CONTINUED

The Katz Agency .....Executive House 3803
Robert Kerr Organization 1235A
Jack Masla Co. .....Park East 33-34A
McGavren-Guild Co. .....Executive House
The Meeker Co. 1700
Metro Radio Sales .....Sheraton Towers
NBC Spot Sales .....Ambassador East
John E. Pearson Co. .....Ascot Motel
Peters, Griffin, Woodward .....Sh-B 705
Edward Petry & Co. 1400
Radio T.V. Representatives 800
Paul H. Raymer Co. .....Executive House
Select Stations Representatives Inc. .....Sheraton-Chicago
Spot Time Sales .....Executive House
Storer Television Sales .....Executive House 3812
Television Advertising Representatives .....Drake
Venard, Torbet & McConnell 2100
Weed Radio & Television Corp. .....Town House
Adam Young Co. 1100

NETWORKS, GROUPS

ABC Radio 2306A-11A
ABC-TV 2306
CBS Radio 1806-06
CBS-TV 2320-2325
Keystone Broadcasting System 804-06
Mutual Broadcasting System 1606A-04A
NBC Radio .....Sh-B
NBC-TV .....Sh-B
QXR Network 1218

RESEARCH ORGANIZATIONS

American Research Bureau 900
A. C. Nielsen Co. 1000
The Pulse Inc. 2200

PROGRAM SERVICES

ABC Films 2305A
Allied Artists TV ....Pick Congress, Shelby Room
Associated Researchers.....Palmer House
B.C.G. Films Inc. .....Unassigned
Bonded Film Distributors 1218
Buena Vista Distribution Co. (Walt Disney)....1224
CBS Films 2319-16
Desilu Sales.....Pick Congress, 311 and Presidential Suite
Embassy Pictures Corp. .....Pick Congress, 327
Four Star Distribution Corp. .....Pick Congress, Victorian Room
Hollywood Tv Service .....Pick Congress 319
Jayark Films .....Pick Congress, Lakeshore Room
King Features Syndicate ..... Pick Congress Tally-Ho Room
Lang-Worth Feature Programs 1324
M & A Alexander Productions .....Unassigned
Mark Century Corp. 1119A
Mars Broadcasting 1518A
MCA-TV 2300
Medallion .....Executive House
Media Tempo .....Unassigned
MGM-TV .....Pick Congress, Washington Room
Musical Concepts Inc. .....Unassigned
NBC Films Inc. .....Drake Hotel
Fred A. Niles Communications .....Unassigned
Official Films ....Pick Congress, Columbian Room
Pams Productions 1033A
Programatic (Muzak) 1206
Radio Concepts .....Unassigned
RCA Recorded Program Services 500
Record Source .....Unassigned
Recorded Publications Labs. .....Unassigned
Walter Reade-Sterling Inc. ....Pick Congress 315
Screen Gems, Cellomatic Div. .....Pick Congress, Roosevelt Room
SESAC 906A
Seven Arts Associated Corp. .....Pick Congress, Buckingham Room
Showcorporation .....Executive House
Sports Network .....Unassigned
Storer Programs Inc. .....Executive House 3511
Teledynamics Corp. .....Pick Congress

BROADCASTING at NAB

A full staff of editors, reporters and advertising representatives of Broadcasting Publications Inc. is attending the NAB convention. Headquarters and open house are in Suite 706A of the Conrad Hilton.

Representing BROADCASTING Magazine are Sol Taishoff, Maury Long, Lawrence B. Taishoff, Edwin H. James, Art King, Win Levi, Don Kuyk, Ed Sellers, Rufus Crater, J. Frank Beatty, Dawson (Tack) Nail, Warren Middleton, Lawrence Christopher and Barbara Kolar.

Representing *Television* Magazine are Ken Cowan, Don West and Frank Chizzini.

Trans-Lux Corp. .....Pick Congress, Carter Room
20th Century Fox Television .....Pick Congress, Music Room
Richard H. Ullman 2000
United Artists .....Pick Congress, Lincoln Room
Video House .....Pick Congress, 323
Warner Bros. ....Pick Congress, Park View Room
WBC Program Sales Inc. 2500
Wiljon Corp. .....Pick Congress
World Broadcasting System 1300

MISCELLANEOUS

Advertising Age 1306A
Advertising News of New York .....Unassigned
Associated Press .....Sh-B Sheraton Room
Billboard .....Unassigned
Broadcast Advertisers Reports Inc.....Unassigned
Broadcast Clearing House .....Pick Congress
Broadcast Service Co. .....Pick Congress
Broadcast Engineering .....Unassigned
Broadcasting Magazine 706A
Leo Burnett Co. 1500
Federal Communications Commission .....Unassigned
Film Daily .....Unassigned
Georgia Assn of Broadcasters 1134A
Media/Scope 1106
NAFMB 1218A
Printer's Ink 1106A
Radio Advertising Bureau .....Unassigned
Radio-Television Daily 906
Sales Management .....Unassigned
Sponsor 2506
Standard Rate & Data Service 1706A
Telefilm Magazine .....Unassigned
Telescreen Advertising Inc. 1319
Television Age 1405-06
Television Bureau of Advertising.....Unassigned
Television Information Office 1124
Television Digest .....Unassigned
Television Magazine 706A
TV Guide .....Unassigned
Tv Stations Inc. 2024A
United Press International 600
Variety 806A

Is Your Station Included? see page 109



Every 2½ minutes an Air France airliner arrives or departs somewhere in the world

And that "somewhere in the world" can be practically anywhere. For Air France is the world's largest airline, covering 201,000 route miles. Linking 126 cities in 71 countries . . . the world's largest network of unduplicated air routes. ■ Air France Boeing 707 Intercontinentals and Caravelles alone service 90 destinations. In North America there are seven Air France jet gateways to Europe: New York, Chicago, Los Angeles, Houston, Mexico City, Montreal, Anchorage. In Europe, our jets fly to more destinations than any other airline. ■ The result: in 1962 Air France flew 3½ million passengers to all parts of the world. In 1963 even more will fly Air France. And an even larger jet fleet will be there to serve them. ■ And wherever they go, the familiar Air France office is there to smooth the way. In North America more than 40 Air France offices serve the traveler. And every office is staffed by people who speak the international language of friendliness and service. ■ Small wonder that the airline that is first in international commercial passenger experience is first choice of experienced air travelers all over the world.

AIR FRANCE

THE WORLD'S LARGEST AIRLINE

BMI

MUSIC IS USED EVERY DAY ON EVERY NETWORK ...105 TV SHOWS EVERY WEEK...

SAT.

JOEY BISHOP SHOW . . NBC
SAM BENEDICT . . . . . NBC
THE DEFENDERS . . . . . CBS
HAVE GUN, WILL TRAVEL . . CBS
GUNSMOKE . . . . . CBS
MR. SMITH GOES TO WASHINGTON . . ABC
AMONG OTHERS

BMI

More on page 134

BROADCAST MUSIC, INC.
589 Fifth Avenue
New York 17, N. Y.

'Scrapings from Hollywood garbage pails'

UK'S FILM IMPORTS CRITICIZED ON TWO FRONTS

A call for a firm quota limiting tv material imported by Great Britain has been made by Antony Asquith, president of the Assn. of Cinematograph, Television Allied Technicians. He spoke at the association's annual convention.

The convention passed a resolution demanding a "realistic" quota of foreign imports on British tv.

Mr. Asquith said, "Britain must stop importing cheap, second-rate television programs."

John Glenister, a delegate, said that British children "are living a third of their television viewing lives as Americans." He told the convention that at present about 15% of programming on U. K. television is foreign material. But the amount of foreign material shown during adult peak viewing hours and during viewing time for children was around 30%.

In Parliament ▪ On another front, U. S. films came under attack. Labor Member of Parliament Sir Leslie Plummer, referring to U. S. films on British tv, said that almost every weekend there was a "scraping from the garbage pails of Hollywood." He spoke in the continued debate on the new television bill in support of an opposition proposal that no less than 90% of program material on the commercial network should be British in origin and performance.

Assistant Postmaster General Raymond Mawby said that if foreign imports were cut British tv exports might be restricted in reprisal. He said that in the year ending March 1962 a subsidiary of Associated Television Ltd. [ITC] had sales of $4,032,000 in the U. S. alone.

An opposition proposal that the postmaster general should have power to approve an ITA code on violence was defeated 18-12 by the committee considering the bill.

The bill is still being discussed.

Tv or not tv in Commons?

Ian Macleod, M.P., Leader of England's House of Commons, has come out in favor of edited tv films of Commons debates. He was discussing a motion calling for the modernization of Parliamentary procedure. Mr. Macleod, who is in charge of arranging House of Commons business, said that Members of Parliament should not be too frightened of tv. "I, myself, think there is a great deal to be said for it."

But the Labor Chief Whip, William Bowden, M.P., thought the idea of televised debates was frightening. "What I am very much afraid of is that once the television cameras come the whole atmosphere here will change."

GAC's Rome office merges with MCA outlet

A merger of General Artists Corp.'s Rome office and NCE, the one-time Italian office of MCA, has been announced. The combine reportedly marks the first instance when a complete staff of a former MCA office has joined with a U. S. talent agency.

The new company, to be called GAC-NCE will represent talent in Spain, Italy and Yugoslavia from headquarters at 11 Via Tevere, Rome. Franco Reggiani, director of the MCA Italian office before that corporation was forced to give up its talent agency operation, will direct the new office.

Ratings service opening in Lima is Peru's first

Bernard Jennings, president of Publicidad Jennings, Lima, Peru, has announced that country's first radio-tv checking service.

The Instituto Verificador de Medios Publicitarios, Casilla 1877, will conduct continuing media studies to provide audience measurement reports on radio and tv. The company plans later expansion of the checking service to other media fields.

IVMP' first study, 40,000 spot checks of homes in the Lima area for local radio and tv stations, is to determine "radio and tv audiences and program ratings," Mr. Jennings said.

The company plans four studies a year, with the last a national one, which according to Mr. Jennings, has never before been tried in Peru. The nationwide survey would provide needed information on provincial stations and how to buy time on them.

CBC-CTV to share football

A five-year agreement for sharing television broadcasting of Canadian professional football has been signed by the Canadian Broadcasting Corp. and the CTV Television Network Ltd., Toronto. It calls for a sharing of eastern and western conference games, with CBC carrying the Saturday games

RCA BC-7

Closest to Custom in a Production Consolette!



RCA Transistorized Consolette

for Dual-Channel AM/TV and FM Stereo

Take a good look at this smart new model. Here's that "custom" appearance to satisfy the proudest management; "custom" quality and flexibility to please the most discriminating engineers...all in a production-model!

CUSTOM STYLING—Striking new lines in blue and silver bring a color accent to control rooms. Color-coded operating controls are engineered to avoid errors. Only 39" long, it is compact and self-contained...to satisfy new or existing arrangements.

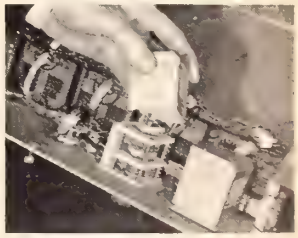
CUSTOM QUALITY—The BC-7A is fully transistorized for long-term reliability. All amplifiers have input and output transformers...precise impedance matching for both program and monitoring circuits. You get quality stereo monitoring (10 watts output), quality gain controls, quality leaf-type key switches on all program circuits.

CUSTOM FLEXIBILITY—You have interchangeable plug-in modules...preamplifiers, isolation/balancing units, program amplifiers, monitoring amplifiers, cue amplifier and power supply—all in one self-contained unit. You get three-mode operation...selector switch to instantaneously convert from dual channel, parallel or stereo operation.

We can't name them all here, but we believe you will agree that this is the kind of customized styling, quality, and flexibility you want. Let your Broadcast Representative show you all the features that make this consolette your best buy. Or write RCA, Broadcast and Television Equipment, Bldg. 15-5, Camden, N.J.



Plug-in flexibility . . . preamplifiers for low-level sources . . . isolation balancing units for high level sources.



High quality mixers...ganged step-type attenuators when in stereo... individual step-type when in dual channel use.

RCA® **THE MOST TRUSTED NAME IN ELECTRONICS**

during the season and the CTV network carrying them on other days.

The classic Grey Cup championship game will be carried by both networks. The two networks will act jointly in seeking and accepting sponsorship for the game telecasts. CBC will continue to carry the National Football League games from the United States on Sundays.

Canadians reluctant to pay for no-spot tv

While 80% of adult Canadians surveyed by the Canadian Broadcasting Corp. feel too many commercials interfere with their enjoyment of programs, they are not willing to pay $15 or $25 a year to have commercial-free television. The survey, made for CBC by Canadian Facts Ltd., Toronto, showed that 8% of adult Canadians are willing to pay $25 annually for commercially free tv and 13% would be willing to pay $15 annually.

Criticism of commercials is more general among French-speaking than English-speaking Canadians. Over 80% of French-speaking Canadians complained as against 60% English-speaking. Frequent interruptions were given as the main annoyance by both groups. Few complained about loudness or repetition of the same commercial.

NBC International sells tv film shows to Brazil

NBC International has sold seven film series to the TV Excelsior Network in Brazil for more than $500,000.

The programs, which will be dubbed into Portuguese, are *Laramie, Dr. Kildare,* NBC News & Public Affairs documentaries, *Funny Manns, Panic, Bonanza* and *Loretta Young Theatre.*

At the same time, NBC International announced renewal agreements with the Fuji Broadcasting Co. to supply the Japanese network with NBC news and public affairs programming for two more years. Alvin Ferleger, manager of sales development of NBC International, said the Japanese sale involves more than $100,000.

Fund created to aid Canadian music business

Canadian Assn. of Broadcasters and the Composers, Authors and Publishers Assn. of Canada (CAPAC) have announced a five-year agreement and expenditure of $250,000, the largest ever for the purpose to encourage Canadian music. A six-man committee of the two organizations will administer the fund.

Purpose of the project is to tape, record and in other ways promote the use of Canadian serious and light program music on radio and television stations. This may include partial assistance to orchestral groups performing such music. During the terms of the agreement, copyright fees levied by CAPAC on Canadian broadcasting stations will remain under the formula recently announced by the Canadian Copyright Appeal Board, basically 1.85% of gross amount paid stations by advertisers, less certain commissions.

BBC postpones expansion of its radio schedules

BBC has indefinitely postponed the extension of broadcast time in its Light Programme and Third Programme radio networks. This is the second postponement this year. Extensions scheduled for February were put off until April.

Although BBC has given no official explanation, rumor has it that problems over the use of recorded music are the main factor in the delay. Negotiations are going on with the Musicians' Union and the Performing Right Society. At present only 28 hours of recorded music a week are allowed on the two networks but BBC wants to fill up most of the added time with music.

It originally planned to open the Light Programme at 5:30 instead of 6:30 a.m. in February and later extend it until 2 a.m. Additional hours on the highbrow Third Programme network were to be used to broadcast serious music.

IF YOU EXPECT TO SEE THE SENSATIONAL NEW REK-O-KUT STUDIO TAPE RECORDER AT THE NAB SHOW—FORGET IT!

(but don't forget to see it just across the street at the Sheraton Blackstone, Parlor 1305.)

We goofed. In preparing for the NAB Show we forgot one thing—to reserve space. So, instead, we took a cozy parlor at the Sheraton Blackstone. Come up and see us, will you? We'll not only show you the last word in professional tape recorders, but treat you like a guest in our home. Including refreshments. You know, this might be the best goof we ever made.

Tv set sales drop in Sweden

Sales of tv sets in Sweden dropped about 15% in 1962, according to the American-Swedish News Exchange. The decline came after several years of expansion, a recent Swedish survey reported. An upward trend in sales is expected for this year for replacements and as families buy more than one set.

It was reported that as of Nov. 1, 1962, there were 1,553,570 tv sets in Sweden compared to 598,000 in 1960.

The news service said that the country shows signs of saturation by transistor radios, while there is a slow upswing in sales of conventional radios. Tape recorder sales are growing rapidly, it was reported.

Abroad in brief...

Tv award ▪ A new Canadian award for television station of the year will be presented for the first time at the annual meeting of the Canadian Assn. of Broadcasters at the Royal York Hotel, Toronto, on May 1. The award is in memory of Ted Campeau, formerly of CKLW-AM-TV Windsor, Ont. Judging

See SONY at the NAB Show*

and see the amazing

SONY®

RESEARCH MAKES THE DIFFERENCE

VIDEOCORDER

MODEL PV-100

See SONY at the NAB Show, and be prepared for one of the most amazing demonstrations of your life. Video tape recording in a package hardly larger than an ordinary audio tape recorder, and light enough to be carried anywhere for on-the-site recording! The new transistorized SONY PV-100 Videocorder, at only 145 lbs., is practically limitless in its applications for business and industry, the theatre, arts, education, medicine, or research. Completely versatile in operation, the PV-100 will record and reproduce any composite TV signal with an interlaced 60 cps field, or any random-interlaced signal. It can be operated remotely, can be slowed to 1/60th normal for slow motion analysis,



and, with its unique "Stop-Look" feature, can even be halted completely for close picture inspection. The SONY Videocorder uses 2" tape on a 7" reel, for more than a full hour's recording at 5¾ ips. This unusually slow speed insures remarkably long tape and head life. Longer life and improved performance can be gained by using SONY's exclusive self-lubricating video tape. A wide variety of accessories permit you to build just the system you need based on the PV-100: Monitors in many sizes from a modified version of the fabulous 5" Micro-TV to a giant 27" model; video cameras with zoom or single focal length lenses; electronic viewfinder; zoom lens control; tripod; cable.

***Be sure to visit SONY at BOOTH 51W, WEST EXHIBIT HALL, CONRAD HILTON HOTEL**

SONY CORPORATION OF AMERICA
580 Fifth Avenue, New York 36, N. Y.
Regional Offices
Western: 500 West Florence Avenue, Inglewood, Calif.
Central: 4959 W. Belmont Ave., Chicago 41, Ill.

Gentlemen:
Even if I can't get to the NAB Show, I would certainly like more information on the PV-100.

NAME_____

TITLE_____

COMPANY_____

ADDRESS_____

CITY_____ ZONE_____ STATE_____

SONY Corp. of America, Dept. R-6 , 580 Fifth Ave., N.Y. 36, N.Y.

for the award will be done by Warren Reynolds, president of Ronald-Reynolds & Co., Toronto and Montreal advertising agency.

New production outfit ▪ Phoenix Teleproductions Ltd., Toronto, Ont., has been formed by CTV Television Network Ltd. and Screen Gems (Canada) Ltd., both of Toronto. Company was formed to produce Canadian programs for use on the CTV network. Directors of the new organization are Spencer W. Caldwell, Gordon F. Keeble and Michael Hind-Smith, for CTV Television Network, and Raymond Junkin and Bruce-Ledger for Screen Gems (Canada) Ltd.

Pay tv restrictions unpopular in Britain

Several of the British companies applying for licenses to operate experimental pay tv are unhappy over the restrictions imposed by the post office. They feel that the small areas which they are likely to be granted for the experiment will not provide valid test audiences, especially for minority interest programs. Technical trials are unnecessary, they claim, since these have been successfully carried out in U. S. A. and Canada. What they want is a popularity test and this can only be made in large areas. The companies say they expect to lose money on the trials anyway.

Louis White, manager of British Telemeter Home Viewing Ltd., has said that his company wants more assurance from the post office that it "really wants these tests to succeed." The experiments will be costly and the need to appeal to a maximum audience with popular second-hand material "may be irresistible." Pay tv operations will probably begin early in 1964.

Survey shows Canadians satisfied with CBC

About 90% of adult Canadians feel that the Canadian Broadcasting Corp. is doing a good job of keeping them well informed on what is going on in the world. Seventy-four per cent of Canadians feel that CBC is doing well or very well in encouraging Canadian talent.

These are two results announced by CBC following an extensive survey made for the government broadcasting service by Canadian Facts Ltd., Toronto, over the past year. Some 4,000 adults were interviewed and the findings will be released in detail this month.

Eighty-five per cent of adult Canadians feel that CBC does well in both entertaining and educating by radio and television. About 75% of French-speaking Canadians feel CBC does well in bringing French and English-speaking Canadians closer together, while only 70% of English listeners and viewers feel the same.

Japan removes quota on tv film imports

The Japanese government has decided to remove its dollar allocation restriction on tv programs imported from abroad, the Television Program Export Assn. announced last Wednesday (March 27).

John McCarthy, president of TPEA, hailed the move as "highly beneficial" to U. S. distributors, and said it should result in doubling the amount of money invested by Japanese station operators in overseas tv film programming in 1963-64.

The U. S. is by far the largest exporter of films to Japan, and the country represents a top market for U. S. programs. The current dollar allocation for the year ended March 31 was $3.3 million. The new policy takes effect today (April 1), according to Mr. McCarthy.

The policy, however prohibits the importing into Japan of feature films intended for tv. Mr. McCarthy said that the ban on features resulted from "pressure" exerted by Japanese theatrical interests, but claimed that features sold to tv represent a minimal market at this time.

STATION MANAGER

OR

GENERAL

SALES

MANAGER

Available for interview during NAB Convention

Staying in Room 1244 at Conrad Hilton



Phillip J. Richtscheidt

Recently separated from WKST-TV (Channel 33 ABC) in all-UHF Youngstown three station market.

Managed station from May 22, 1961. Station gross billing at time I took over was running behind 1960 figures. In 1962 station showed an increase of 60% over 1960 figures with substantial operating profit. Actual operating figures are available for your personal inspection.

EXPERIENCE INCLUDES SALES ON LOCAL, REGIONAL AND NATIONAL LEVEL, REP SALES, RESEARCH AND SALES MANAGEMENT.

I'm married with two children, and willing to relocate anywhere in the country.

If it's not possible to get together at the Convention, please call or write:

PHILLIP J. RICHTSCHEIDT
3664 SAMPSON ROAD
YOUNGSTOWN 5, OHIO
Telephone 747-9995, Code 216

VOTED RADIO SONG HIT OF THE YEAR

By the Nation's
*Radio and Television Editors**

"WHAT KIND OF FOOL AM I?"

By Leslie Bricusse and Anthony Newley

from the Broadway Hit Musical

"Stop The World—I Want To Get Off"

BMI

**21st Annual All-American Poll conducted by Radio-Television Daily*

*

BROADCAST MUSIC, INC.
589 Fifth Avenue, New York 17, New York
Chicago, Los Angeles, Nashville,
Toronto, Montreal

NBC announces winners in tv promotion contest

Caley E. Augustine, WIIC (TV) Pittsburgh and Howard Wry, WHNB-TV New Britain, Conn., were awarded first place prizes in NBC's fifth annual promotion managers awards campaign for local station support of the network's 1962-1963 television program schedule.

The entries are grouped into two categories, based on the rate card of stations.

Mr. Augustine, judged top entry in the "over $700 rate" category, has won awards three out of the past four years. A first-time winner, Mr. Wry received his award in the "under $700 rate" category.

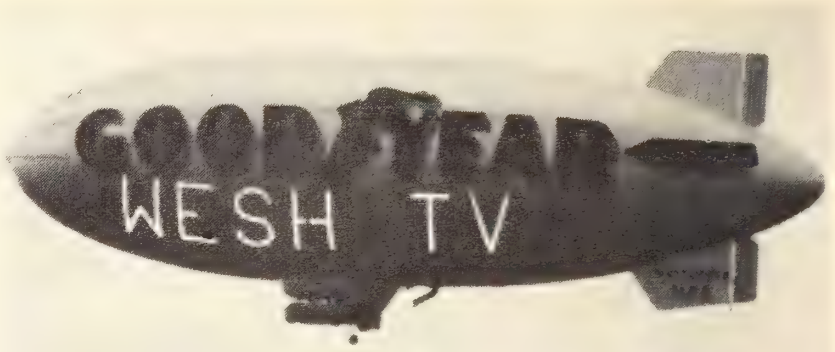
Runners-up in the lower rate group were Cal Druxman, KTAL-TV Shreveport, La. and David Williams, WNDU-TV South Bend, Ind. Runners-up in the higher rate category were James Knight, WTRF-TV Wheeling, W. Va. and Dick Paul, WAVY-TV Norfolk, Va.

A one week, all-expenses-paid trip to Los Angeles will be received by all six winners. They will visit the NBC-TV studios in Burbank, Calif.

The fourth through tenth award winners, who will receive other prizes, are:

In the "under $700 rate": fourth, Fred Foerster, WBRE-TV Wilkes-Barre, Pa.; fifth, Mrs. Carol Geerdes, KROC-TV Rochester, Minn.; sixth, Paul G. Becker, KVAL-TV Eugene, Ore.; seventh, Cal D. Mahlock, WKJG-TV Ft. Wayne, Ind.; eighth, Reg Stagmaier, WRCB-TV Chattanooga, Tenn.; ninth, Frank J. Doherty, Jr., WWLP (TV) Springfield, Mass.; tenth, Mrs. Barbara Hofer, WSAV-TV Savannah, Ga.

In the "over $700 rate": fourth, Donald Fischer, WCKT (TV) Miami; fifth, K. C. Strange, WFBM-TV Indianapolis; sixth, Kirt Harriss, KPRC-TV Houston; seventh, Fred Mueller, KSD-TV St. Louis; eighth, Charles Cash, WSB-TV Atlanta; ninth, Doug Duperrault, WFLA-TV Tampa; tenth, Jack Williams, WSAZ-TV Huntington, W. Va.



In the air and on the air

A novel trade of advertising was worked out by WESH-TV Daytona Beach-Orlando, Fla., and Goodyear Tire & Rubber Co. The station arranged for a Goodyear blimp, which visits the annual Daytona Speed Week, to fly with "WESH-TV, Channel 2, Daytona Beach, Orlando," flashing on and off over central Florida. In return WESH-TV photographed the blimp in action and is using the films as 10- and 20-second IDs. The station reports that Goodyear plans to offer the arrangement to stations in other areas that the blimp visits.

Return to Elegance
WITH HERNANDO COURTRIGHT

The classic elegance of truly gracious living is recreated for you at his newly cosmopolitan hotel in the heart of Beverly Hills. Under the ownership and personal management of Hernando Courtright, hotelier extraordinaire, his Beverly Wilshire Hotel provides for you the impeccable service, superlative cuisine and classic decor that have all but vanished today. ❦ Subtle luxury, complete privacy and every conceivable comfort and convenience...including the exclusive Pool and Cabana Club...await your pleasure.

Hernando Courtright's
Beverly Wilshire Hotel
BEVERLY HILLS, CALIFORNIA

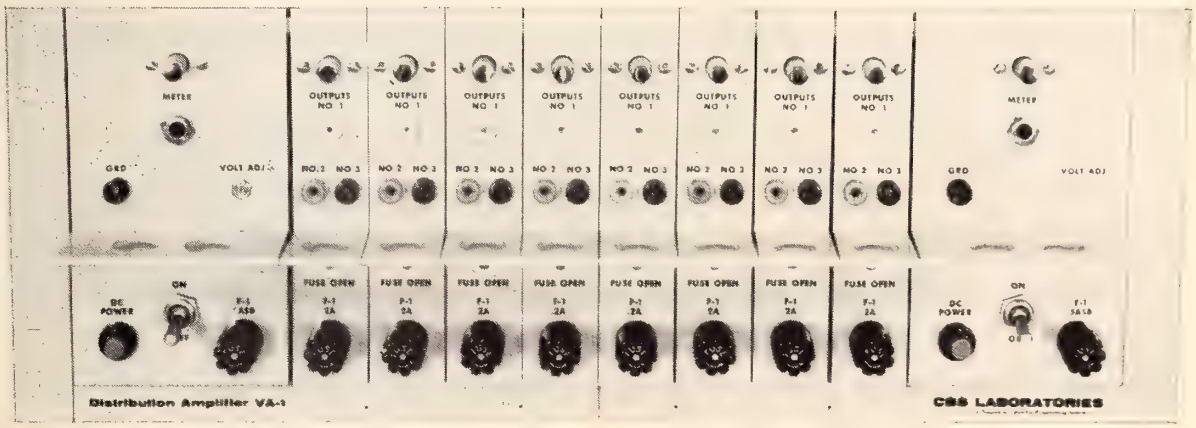


Drumbeats . . .

That smile again ▪ In conjunction with the showing of the Mona Lisa at New York's Metropolitan Museum of Art, WABC, that city, ran a contest asking listeners to submit their own copies of the masterpiece. Cash awards were offered for reproductions in four categories: largest, smallest, funniest and most artistic. The request brought over 12,000 entries—"doodlings" as well as more serious efforts.

Service to the public ▪ KRON-TV San Francisco has issued a 44-page brochure, "Community Service," a report on the station's "efforts in behalf of the varied communities served." With both words and pictures, KRON-TV describes its efforts to serve the people of its area, both en masse and as small groups with individual needs, with off-the-air cooperation as well as with on-the-air special programming.

Specs not spoken here
(you wouldn't believe them anyway!)



Meet VA-1

CBS Laboratories' new Video Distribution Amplifier

It's all solid state, and maintenance free. Smaller than electron tube DA's, and much cooler running, of course. But—no specs! Not here, anyway, because this is something you must see to believe. We've put together truly elegant instrumentation—which will convert all but the most obdurate skeptics. We'll content ourselves with simply stating that VA-1 is built with supreme reliability by people who know! It's thoroughly compatible with tube-type equipment, and gives superior color quality.

For a demonstration that will disillusion you with all other DA's—tube or transistorized—see us at the NAB Convention, Chicago, March 31-April 3, Booth 72W, and the SMPTE Convention, Atlantic City, April 22-25, Booth 12, where you may also purchase—at half price—CBS Laboratories BTR 150 (value $10.00), a highly sophisticated test record for audio equipment adjustment and calibration. If you can't come and see VA-1, we'll send you information on request. We'll do our best to arrange a private demonstration.

CBS LABORATORIES
High Ridge Road, Stamford, Connecticut
A Division of Columbia Broadcasting System, Inc.

BROADCAST ADVERTISING


Mr. Waite

John A. Waite, former vp and account supervisor at Grey Adv., New York, joins Mogul, Williams & Saylor, that city, as vp for marketing and client services. Mr. Waite has also served as vp of Lambert & Feasley and director of marketing for C. J. LaRoche & Co.

Harold H. Webber, consumer relations vp at Lever Bros., New York, elected director. Prior to joining Lever Bros. in his present position in 1961, Mr. Webber was vp and director of Cowles Magazines and Broadcasting Inc. since 1957 and executive vp and director of Foote, Cone & Belding.

Robert De Havilland, associate creative director at Gardner Adv., St. Louis, elected vice president.

Elizabeth Pender, account executive with Phil Dean Assoc., New York promotion and pr firm, elected vp. Miss Pender joined Phil Dean in March 1961. As vp, she will assist in direction of public relations activities for East Coast operations.

Albert W. Rothermel, assistant treasurer of Benton & Bowles, New York, elected treasurer. He succeeds **William Vickery,** who resigned to join Harcourt, Brace & World, book publisher. Mr. Rothermel joined B&B in January 1959.

Dick Taylor and **Lina Hammer** have formed new pr-publicity firm of Taylor-Hammer Inc., 612 N. Michigan, Chicago 11. Phone: 337-6466.

Edward N. Anderson Jr., Philadelphia district sales manager for Maxwell House Div., General Foods Corp., appointed advertising and promotion manager of Birds Eye division.

J. Russell Calvert, sales promotion and marketing specialist formerly with Heintz & Co., Los Angeles, joins Enyart & Rose, that city, as account executive and member of plans board.


Mr. Putnam

William B. D. Putnam, account manager at Fletcher Richards, Calkins & Holden, New York, elected vp. Prior to joining FRC&H in 1951, Mr. Putnam served as copywriter for Wendell P. Colton Co., New York advertising agency. He was assistant advertising director of American Airlines from 1946 to 1948.

John T. Gerhard, formerly with advertising department of Swift & Co., and **L. E. Wheelan,** Encyclopaedia Britannica Films Inc. and Erwin Wasey, Ruthrauff & Ryan, join George H. Hartman Co., Chicago advertising agency, as account executives.

William D. Gargan, account executive with Kenyon & Eckhardt, Los Angeles, named manager of that office.

T. Jack Csaky, media director and account executive with Advertising Assoc., Richmond, Va., appointed media department manager for Richmond office of Liller, Neal, Battle & Lindsey, Atlanta-based advertising agency.

Sharon Vedborg, former media director of Beckman, Koblitz Inc., Los Angeles, joins Nides-Cini Adv., that city, in similar capacity, replacing **Florie Field,** who resigned.

Eugene Mahany, formerly with Kroger Co. for 14 years, joins Needham, Louis & Brorby, Chicago, as supervisor in merchandising department.

Frances Shaw, copy supervisor at North Adv., named associate creative director of agency's New York office.

VFW cites McAndrew


Mr. McAndrew

William R. McAndrew, executive vp of NBC News, will receive Veterans of Foreign Wars "Commander - in - Chief's Gold Medal Award and Citation" at VFW's annual congressional dinner April 2 at Sheraton Park Hotel in Washington, D. C.

Mr. McAndrew was chosen for his "outstanding accomplishments in the field of news and informational programming . . . as exemplified by such series as *Profile of Communism* and special program, 'The Tunnel.'"

Tony Wells, former production manager for tv division of Wilding Studios, Chicago, joins McCann-Erickson, that city, as tv producer.

C. James Proud appointed regional staff vp for Freedoms Foundation at Valley Forge. Mr. Proud is former president of Advertising Federation of America, serving in that capacity from 1957 to 1962. He joined staff of AFA in 1947. In new position Mr. Proud will be responsible for coordination of Freedoms Foundation's operations in New York City area.

THE MEDIA


Mr. Cooney

Lloyd E. Cooney, station manager of KSL-TV Salt Lake City, elected vp and general manager. Mr. Cooney joined KSL-TV as account executive in 1954 after serving as public relations director of Blue Cross-Blue Shield. He was named local sales manager in 1959 and appointed station manager in 1961.

Edward G. Sheridan Jr., executive vp and general manager of WAVY-AM-FM Portsmouth (Norfolk), Va., since 1957, named general manager of KBOX-AM-FM Dallas, Tex.



At last...

A FILM LEADER YOU DON'T SCRAPE!



by Starex

Made **expressly** for splicing . . . in a full range of colors that let you **color-code any film** to your own system. In all sizes from 8mm to 90mm, perforated and unperforated. Full inventory of fresh stock at all times.

Write for full details and prices

STAREX, INC.
251 West 42nd Street, New York 36, N. Y.

do you have a PRESTIGE STATION?
SEE PAGE 109



What compact can do everything a console recorder can? **AMPEX PR-10**

The Ampex PR-10 gives you all the performance of a console recorder. Even remote control. And it's all wrapped up in a suitcase-sized package. It's versatile enough to be used on any broadcast assignment: news, sports, spots, delayed broadcast, special events, client playback, political, auditions, dance band remotes, dubbing, tape editing, stereo tape playback (2 and 4-track), and those many special jobs. The PR-10 features positive pushbutton controls; record-safe switch; and separate erase, record and playback heads. And there's room for an optional 4-track stereo or additional playback head. There's also a new eddy current clutch system to give you fast, gentle starts and lower braking tension. What's more, electrical alignment controls are accessible through the front panel. And above all, the PR-10 will give you a long life of reliable performance. It carries Ampex "Four Star" one-year warranty. For data write the only company with recorders, tapes, memory devices for every application: Ampex Corp., 934 Charter St., Redwood City, Calif. Term financing, leasing. Worldwide sales, service. AMPEX



See the PR-10 at NAB.

Sidney A. Mandel, program director of KFMU (FM) Los Angeles, named general manager, succeeding **Joseph F. Parsons. Dennis King Jr.,** is new KFMU sales manager and **William G. Pottle** is chief engineer. KFMU is an all-classical music fm station owned by International Good Music.

Duane L. Watts, general manager of KHAS-TV Hastings, Neb., elected to board of directors of Nebraska Television Corp., owner-operator of station.

Louis E. Smith, member of sales department of WOAI-TV San Antonio, Tex., since 1949, appointed sales manager of KITE Terrell Hills, Tex.


Mr. Evans

Paul H. Evans, Radio Service Corp. executive (KSL - AM - FM-TV Salt Lake City), named director of divisional operations of church-owned (Mormon) International Educational Broadcasting Corp., Sherman Oaks, Calif., which provides regular programs in two languages for shortwave broadcasting over WRUL Scituate (Boston), Mass. **Ron Todd** appointed coordinator of programming, and **Richard Welch,** producer and technical coordinator of division. Mr. Evans, who joined KSL in 1946, has served for past two years as director of special affairs for Radio Service Corp. He will continue in this capacity. Mr. Todd is former manager of Brigham Young University's campus radio station, KBYU-FM Provo, Utah, and Mr. Welch has been member of KSL sales staff since 1954.

LeRoy Rizor, account executive with Metro Radio Sales, Philadelphia, named manager of rep firm's St. Louis office. Prior to joining MRS early last year, Mr. Rizor was sales executive with WMBD-TV Peoria, Ill.

Jack B. Weiner, public relations director of Television Bureau of Advertising, New York, resigns. Mr. Weiner has not disclosed his future plans.

EIA medal recipient


Mr. Davis

L. Berkley Davis, vp of General Electric Co. and former president of Electronic Industries Assn., has been named to receive the EIA Medal of Honor. Presentation of the medal, "for distinguished service contributing to the advance of the electronics industry," will be made at EIA annual convention in Chicago June 19.

Ron Sherwood, general manager of WYNS Lehighton, Pa., named sales manager of WEEZ Chester, Pa. **Howard Gesner** named WEEZ copy director.

Dr. Frank Stanton, CBS president, elected to board of directors of Stanford Research Institute, independent organization performing scientific research on contract basis for industry and government.


Mr. Piano

Claude Piano, former radio-tv account executive with The Meeker Co., New York, joins Vic Piano Assoc., that city, as executive vp. Mr. Piano has also served as supervisor salesman for Rubin H. Donnelly, Boston, and chain store contact salesman for Campbell Soup Co.

Frank Kelley, Robert Teague, Robert McCarthy and **Geoffrey Pond,** reporters from three New York dailies (*Times, Herald-Tribune,* and *Daily News*), join staff of NBC News. Mr. Kelley, 29-year veteran of *Tribune,* served most recently as assistant foreign editor. Mr. Teague, sportswriter for *Times* for past seven years, is former reporter for *Milwaukee Journal.* Mr. McCarthy has been general assignment reporter for *News* for 14 years. Mr. Pond was general assignment reporter on *Times* for past eight years.

Tom Papich, general manager of KRNO San Bernadino, resigns to become station manager of KBIG Avalon (Catalina Island), Calif. Mr. Papich has served as general manager of KITO San Bernadino and sales and station manager of KFOX Long Island, Calif.

Sherman Adler, formerly of ABC-TV network sales department, joins NBC-TV as account executive for special program sales.


Mr. Louther

Paul C. Louther, senior vp of Veterans Broadcasting Co. (WROC-AM-FM-TV Rochester, N. Y., and KTVE [TV] El Dorado, Ark.), assumes added duties as general manager of WROC-AM-FM, effective today (April 1). He replaces **James Schoonover,** who has been named manager of WGR-AM-FM Buffalo, N. Y. For past two years, Mr. Louther has been supervising Veterans application for new ch. 9 in Syracuse. He formerly managed WVET (now WROC) for Veterans, and has been associated with organization since its founding in 1947.

Paul Kelley Jr., sales manager of WTAO Cambridge, Mass., joins WHDH-AM-FM-TV Boston as account executive.

Richard Kutzleb, night news editor in New York for NBC News, named managing editor of news for WNBC-AM-FM New York.


Mrs. Stephens

Lynn Stephens, radio and advertising executive from Louisville, Ky., appointed general manager of WCCF Punta Gorda, Fla.

James Rogers, media buyer on Helene Curtis account at Edward H. Weiss & Co., joins Chicago tv sales staff of George P. Hollingbery Co., national radio-tv sales representative. **Stanley Moger,** with rep firm's Chicago sales staff, transfers to New York tv sales staff.

Chuck Heiser, director of merchandising for CBS-owned WCAU-AM-FM Philadelphia, promoted to national sales

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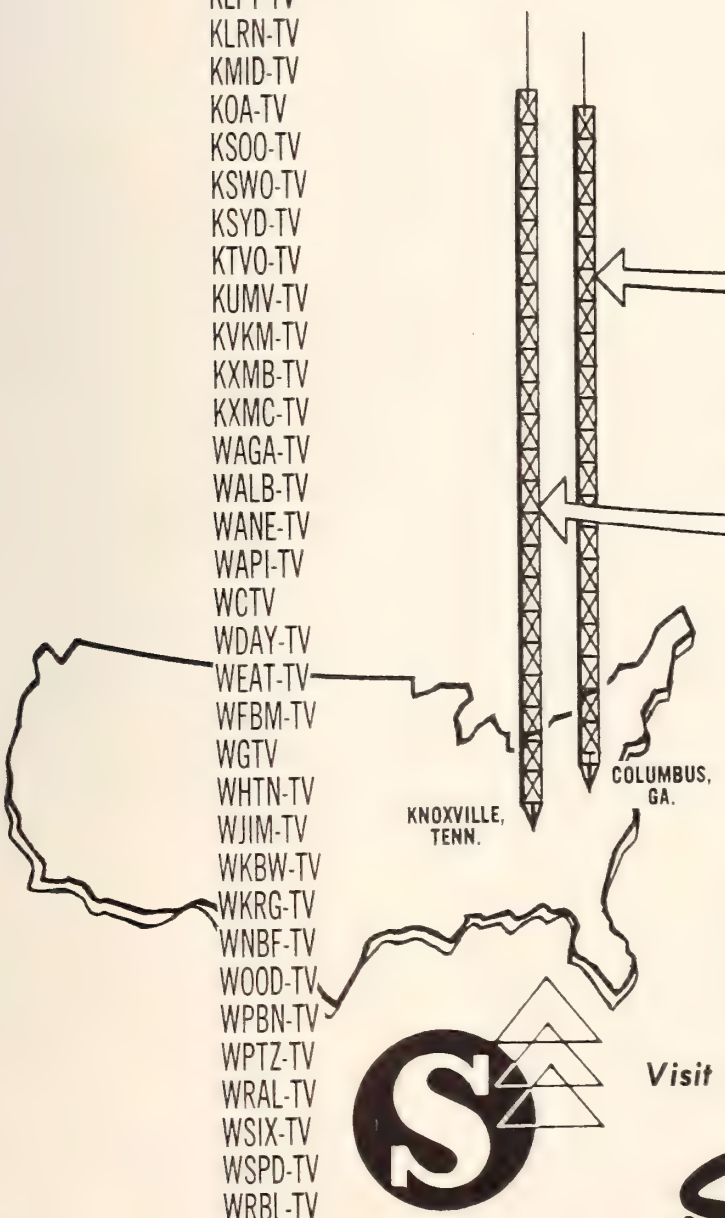
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More on page 60

BROADCAST MUSIC, INC.
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representative, replacing **Bob Bochroch,** who joins CBS Spot Sales in Chicago.

Robert E. Van Cleave named sales service assistant at CKLW-TV Windsor-Detroit. He formerly was general manager of Helicopter Airways Inc. and before that was manager of W. J. Scripps Assoc., radio-tv consulting firm.

Paul LaGasse and **James S. Morgan** join radio and tv sales staffs, respectively, of WWJ-AM-FM-TV Detroit.


Mr. Smolin

Jay H. Smolin, director of advertising, promotion and publicity for United Artists Assoc., named manager of advertising and promotion for WNBC-TV New York. Mr. Smolin rejoins NBC after seven-year absence, having been director of advertising and promotion for NBC film division, and previous to that assignment, advertising and promotion manager for NBC-owned stations in New York.

Don McInerney, assistant sales traffic manager for CBS-owned WBBM-TV Chicago, named director of continuity. **Judy Corrigan,** nightclub comedienne-writer, joins creative writing staff of WBBM. **Ben Orloff,** personnel director for CBS divisions in Chicago, named to personnel post at new plant of Columbia Records division at Santa Marie, Calif., effective April 29.

Harold D. Gorsuch, chief engineer of WOSU-TV (educational ch. 34) Columbus, Ohio, named director of engineering and technical services for WHYY-TV (educational ch. 35) Philadelphia and proposed WUHY-TV (educational ch. 12) and WUHY-FM Glassboro, N. J.


Mr. Wilson

Kent E. Wilson, member of production department of KERO-TV Bakersfield, Calif., appointed to newly created post of director of operations. **Roderick E. O'Harra,** senior account executive for past 10 years, named KERO-TV's local sales manager. Prior to joining KERO-TV, Mr. Wilson was production manager of KBAK-TV Bakersfield.

Jerome G. Lansner, commercial and program editor in broadcast standards department of NBC, and **An-Shih Cheng,** advertising claim evaluator with National Better Business Bureau, named senior editors in New York office of NAB's code authority. Mr. Lansner fills new position, effective today (April 1); Miss Cheng replaces **Maria E. Michal,** effective May 1.

Etv officials elected

The New Jersey Educational Television Corp. announced the election of three officers last week and the addition of two trustees.

Edward Lenihan was elected first vp and **Stewart A. Schoder,** second vp. **David L. Keenan** was named treasurer. New members of the board of trustees are **William Wood** and **Dr. Irving Smith. Orville Sather** continues as president of the organization.

The N. J. ETV Corp. is attempting to establish a statewide four-station educational television network in New Jersey.

Walter R. Carle has returned to Hollywood and has opened offices at 5920 Hollywood Blvd., Los Angeles 28, as director of national sales and pr for KTRG-AM-TV Honolulu. Telephone is Hollywood 6-6595. Earlier story (BROADCASTING, March 11) mistakenly reported Mr. Carle had returned to Hawaii.


Mr. Brooks

Joseph Brooks, director of publicity and local advertising for WIP-AM-FM Philadelphia, named promotion director. In his new position, Mr. Brooks will serve as overall director of WIP's sales and audience promotion, publicity, advertising and public relations. **Bob Steinhilber,** member of WIP sales staff, joins WRCV, that city, as account executive.

George Gilbreath, account executive at KHJ-TV Los Angeles and former sales manager of KDAY Santa Monica, Calif., appointed local sales manager of KFWB Los Angeles.

INTERNATIONAL

Jack Kennedy, CFRB-FM Toronto and director of fm sales for Standard Broadcast Sales Ltd., Toronto station representative firm, elected first Canadian director of National Assn. of FM Broadcasters.

C. J. McCartney appointed manager of Winnipeg office of Stovin-Byles Ltd., Toronto station representative firm.

Cam Logan, manager of time buying

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Sound Control with Sony



Sony CR-4 Wireless Microphone—The perfect transistorized microphone and pocket-size transmitter for active singer/dancers and TV performers to give complete freedom from entangling cables and obstructing mike stands. Mike and transmitter together weigh only 13½ ounces. *Complete with transmitter, receiver and carrying case:* $250.

Sony EM-1 Newscaster Portable—A full track, all transistorized portable recorder designed for rugged service and dependable performance in remote locations. Meeting NARTB specifications, the EM-1 is ideal for on-the-spot interviews and sound recording. • Governor controlled, constant speed spring wound motor • Rewind while recording • 13¼ pound weight. *Complete with microphone and accessories:* $495.

Sony MX-777 Stereo Mixer—A six channel all transistorized self powered stereo/monophonic mixer featuring: 4 balanced microphone inputs, 2 balanced hi-level inputs and 2 balanced recorder outputs. Other features include individual level controls and channel 1 or 2 selector switches, cannon XL receptacles and switch for bridging of center staging solo mike. *Complete with carrying case:* $175.

Sony C-37A Condenser Microphone—Remarkably smooth and uncolored natural response through the full range of recorded frequencies has earned the C-37A the title of "world's most perfect microphone." • Adjustable for omni-directional or uni-directional • Frequency response ±2 db 20-18,000 cps • Signal to noise—more than 55 db for signal of 1 micro-bar at 1000 cps. *Complete with CP-3 Power Supply, carrying case and 30 feet of cable:* $295.

Sony C-17B Condenser Microphone—A miniaturized, uni-directional companion to the famous Sony C-37A Microphone. With outstanding background isolation characteristics, the uni-directional cardioid pattern is ideal for TV, night club and solo voice stereo recording application. The slim 11/16" diameter size minimizes visual problems. *Complete with CP-3 Power Supply, carrying case and 30 feet of cable:* $350.

Sony CP-3 Power Supply—For the C-37A and the C-17B microphones, the CP-3 features: Switch for 3 positions of low frequency attenuation; special high cut filter switch for all frequencies above 10,000 cps.

For more complete specifications and name of nearest dealer, write Superscope, Inc., Dept. 3 , Sun Valley, California.

In New York, visit the Sony Fifth Avenue Salon, 585 Fifth Avenue.

All Sony Sterecorders are Multiplex Ready!

SUPERSCOPE The Tapeway to Stereo

at Cockfield, Brown & Co. Ltd., Toronto advertising agency, has formed Noront Time Sales Co., station representative firm at 12 Shuter St., Toronto.


Mr. Rugheimer

Gunnar Rugheimer appointed program controller of Telefis Eireann, the Irish tv network, effective June 1. Since 1959 Mr. Rugheimer has been vp of Music Corp. of America International, in charge of all MCA tv operations in Europe, the Mid East and Africa. Before joining MCA he was program director in Toronto of CBC television.

William Weston, network film program officer of Canadian Broadcasting Corp., Toronto, named manager of tv program film, succeeding **O. C. Wilson,** who becomes consultant.

GOVERNMENT

Bernard Fensterwald Jr., former staff director of Senate Antitrust and Monopoly Subcommittee and chief counsel of Subcommittee on Constitutional Amendments, named chief counsel of Subcommittee on Administrative Practice and Procedure, unit which drafts legislation effecting regulatory agencies.

PROGRAMMING

Jerry Liddiard, formerly producer's representative, joins Embassy Pictures Corp., Los Angeles, as West Coast tv sales manager.

Curtis Palmer, senior vp of City National Bank of Beverly Hills (Calif)., elected to board of directors of Desilu Productions Inc. Other board members are **Lucille Ball,** Desilu president; **Edwin E. Holly, Arthur Manella, W. Argyle Nelson Sr.,** and **Milton A. Rudin.** One more director is needed to bring board up to its full membership of seven.

Marquette: ACE winner

Desmond Marquette won the best editing achievement award in the television category for his editing of "The Court Martial of Capt. Wycliff," an episode of *The Dick Powell Theatre* series, at 13th annual American Cinema Editors awards dinner March 23 in Los Angeles.

Runners-up, receiving plaques at the dinner, were **Samuel Waxman,** for "A Purple Heart for Gruber" (*McHale's Navy*); **William Mace,** "Escape to Nowhere" (*Combat*); **Joseph Dervin,** "Of Roses and Nightingales and Other Lovely Things" (*Eleventh Hour*); and **D. B. Greene,** "The Beavers and the Otters" (*It's a Man's World*).

American Cinema Editors is the honorary society of Hollywood's top television film and motion picture editors.

Dick Colbert, former sales representative of United Artists Television, joins Four Star Distribution Corp., San Francisco, in similar post.

Ted Swift appointed account executive for northeast sales territory of Independent Television Corp., New York. Mr. Swift formerly served with United Artists, Screen Gems and WBZ Boston in sales and executive capacities. In his new position, he will have his headquarters in Boston.

Joe Landis, former producer of Ernie Kovac ABC-TV show in 1960 and producer-director of *About Faces* for Ralph Edwards and Ben Alexander, named producer of Don Fedderson Productions' *Who Do You Trust?*, ABC-TV daily comedy interview program telecast from New York. Mr. Landis begins his new assignment April 8, replacing **Art Stark,** who resigned to accept producership of Johnny Carson's *Tonight* show on NBC-TV, also starting April 8.


Mr. Roberts

Joseph W. Roberts, vp in charge of marketing for Muzak Corp., New York, named executive vp. Prior to joining Muzak in 1956, Mr. Roberts served with Revlon in charge of marketing and new product introduction. He fills newly created position at Muzak.

Brooks Clift, commercials producer at Albert Frank-Guenther Law, New York, joins MGM Telestudios, that city, in similar capacity. Prior to joining AF-GL, Mr. Clift was director of *Home* show on NBC-TV.

K. T. Stevens has been signed by Selmur Productions as feminine lead opposite John Beradino in *General Hospital,* new live daytime series starting on ABC-TV today (April 1). **James Young** directs and co-produces with **Gene Banks** for executive producer **Selig Seligman.**


Mr. Rifkin

Monroe M. Rifkin, vp and assistant to president of TelePrompTer Corp., appointed executive vp of Systems Management Co. (catv operators), Denver. In addition to other executive duties, Mr. Rifkin will head Capital Assistance Corp., newly formed SMC division which will arrange financing for catv operators requiring capital for growth and expansion.

Don Quinn, veteran radio-tv writer, named story consultant for new tv series starring **Bea Benaderet** which Filmways Tv Productions is producing for CBS-TV to air starting this fall. **Paul Hennig,** creator-writer of new series, a spin-off from his *Beverly Hillbillies,* and **Dick Wesson,** producer, will work closely with Mr. Quinn, who was head writer of radio's *Fibber McGee & Molly* for 17 years and creator-writer of *Halls of Ivy* on both radio and television.

Armond Lebowitz, former supervising editor at V. P. I. Productions, New York, joins Rose-Magwood Productions, that city, as head of editorial department.

Buzz Blair has been signed to produce new daytime dramatic series, *For-*

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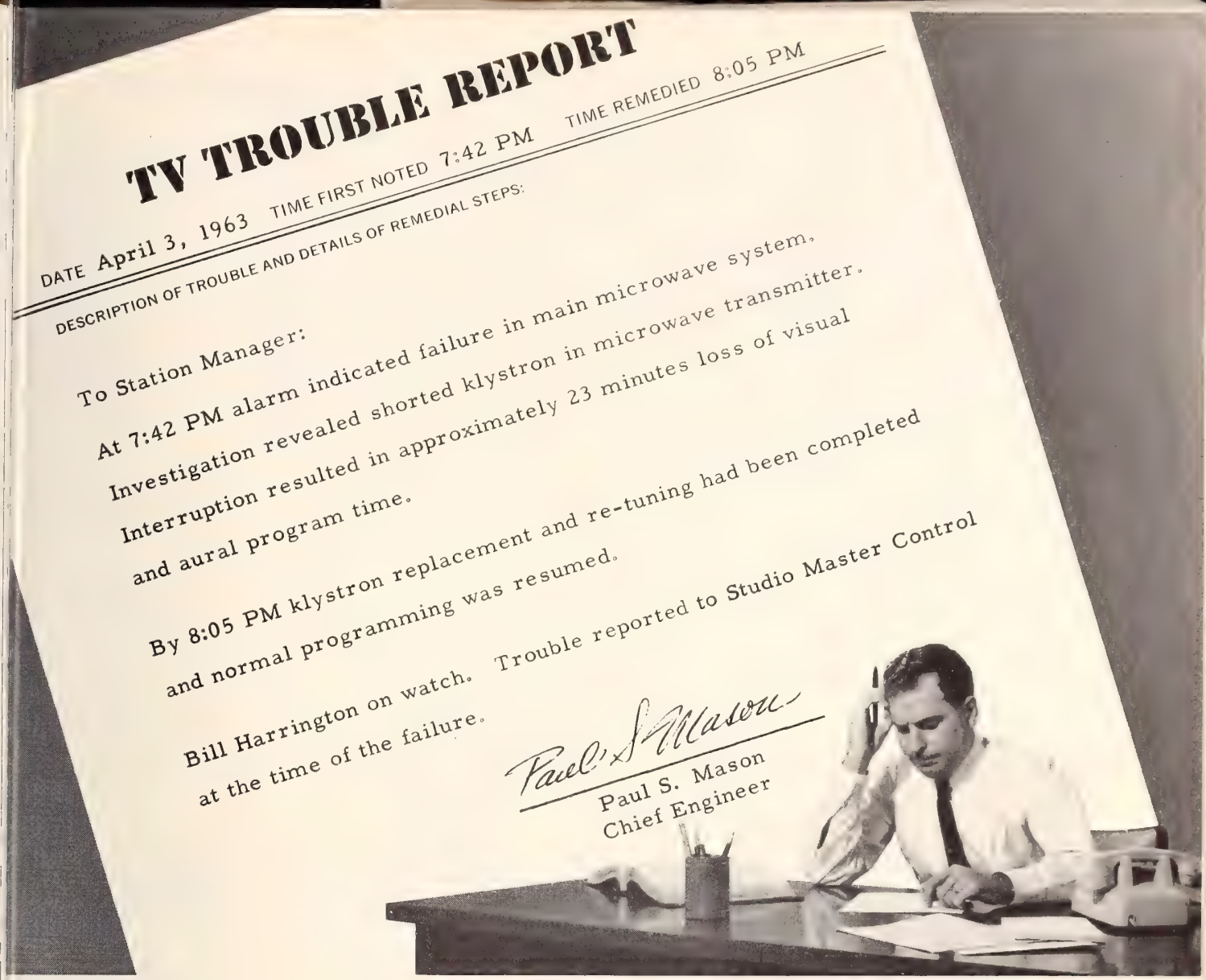
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The proven, on-site reliability of Raytheon Relay Systems at more than 1000 installations throughout the world has resulted in increased demand from Broadcasters, Common Carriers, Government Agencies and the Military. Result: The advantages of quantity production and reduced manufacturing costs are passed on to you in increased savings and lower capital investment.

These benefits, plus Raytheon's low interest, long term financing — worked out especially for stations with limited capital — are key reasons for planning your Intercity Relay, STL or Remote Pickup now.

For more information about how you can eliminate lost air time, end after-hours maintenance, and improve profits with a new Raytheon Dual Link STL, just attach the filled-in coupon to your company letterhead and mail.

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ever and A Day, by **Peer Oppenheimer,** executive producer, who also signed **Ric Vollaerts** to write first segment. Series is being produced by Mr. Oppenheimer in association with International Video Tape.

Gene Reynolds and **Edmund Hartmann,** director and producer of *My Three Sons,* produced by Don Fedderson Productions for broadcast on ABC-TV, have been signed to continue in those capacities for the 1963-64 season, series' fourth year on the air.

Irwin Kostal, musical director of *The Garry Moore Show,* is taking eight-month leave of absence from CBS-TV network series to work on Walt Disney motion picture, "Mary Poppins," and two Broadway musicals, not yet titled. **Harry Zimmerman** will replace Mr. Kostal for duration of his absence.

Joe McKnight, correspondent with Birmingham, Ala., bureau of Associated Press, joins Wichita, Kan., bureau in similar capacity.

EQUIPMENT & ENGINEERING



Mr. Platt

Robert H. Platt, treasurer and finance manager of General Electric Credit Corp., joins The Magnavox Co., New York, today (April 1) as vp for finance, replacing **John Sturgeon,** who has retired. Mr. Platt joined GE in 1941.

G. P. Wilkinson, manager of international division of ITA Electronics Corp., Lansdowne, Pa., named executive assistant to president, in charge of broadcast and international sales. Prior to joining ITA in August 1962, Mr. Wilkinson was general manager of engineering products for RCA de Venezuela.

R. E. Ward, sales manager of distributor sales for Shure Bros., Evanston, Ill., manufacturer of microphones, high fidelity and electronic components, promoted to manager of newly created marketing services department. **C. L. McCabe,** sales manager of manufacturer sales, replaces Mr. Ward in new position of sales manager of manufacturer and distributor sales.

Ralph Jones, Chicago news bureau chief of Fairchild Publications for 12 years, joins Motorola Inc. as public relations manager for consumer products, succeeding **Dude Hubka,** who resigned. **Rudolph E. Carlson Jr.,** formerly assistant product planning manager at Motorola, joins Sylvania Home & Commercial Electronics Corp., New York, as product planning manager.

George R. Simkowski, former national sales manager of Webcor Inc., Chicago electronics manufacturer, appointed assistant to director of market development for Norge Div. of Borg-Warner Corp., Chicago.

Walter A. Clements, vp of Littlefuse Inc., elected president of Assn. of Electronic Parts & Equipment Manufacturers, Chicago.



Mr. Anderson

Earl I. Anderson, chief engineer of RCA Victor home instruments division of RCA Sales Corp., New York, appointed operations manager. In his new post, Mr. Anderson will be responsible for manufacturing, materials and engineering departments of division. **Loren R. Kirkwood,** manager of tv product engineering, succeeds Mr. Anderson.

Arnold R. Forbes, member of tv business planning and research department at General Electric, Syracuse, N. Y., named manager-product planning and market research for department.

Lawrence P. Riddle, former eastern pr manager of Burroughs Corp., New York, joins Sylvania Electric Products, that city, as project manager in public relations department.

ALLIED FIELDS

Robert J. Fuhrman, former merchandising manager of Chesebrough-Pond's cosmetic division, New York, joins Alpha Co., management consultants, that city, as managing partner. Prior to joining C-P in 1960, Mr. Fuhrman served as brand manager on Procter & Gamble's Crest toothpaste.

Grover C. Cooper has become partner of Washington communications



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TEKTRONIX WAVEFORM MONITORS
...*NOW* with illuminated "zero-parallax" graticules—for greater accuracy



In a rack or console, this Tektronix Waveform Monitor *adapts* easily to control applications. For example, in addition to conventional two LINE and two FIELD displays, you can choose from three calibrated time-base rates—at 0.125 H/CM, at 0.025 H/CM with 5X Magnifier, and at 0.005 H/CM with 25X Magnifier—which eliminates the need for time markers.

You can use the dual inputs differentially.

And you can observe bright displays accurately and dependably over a full 7-centimeter by 10-centimeter viewing area.

Adaptable and versatile, this Waveform Monitor features: amplitude linearity within 1% over full 7-cm of vertical deflection • sensitivity from 0.25 volt minimum to 1.6 volts maximum for 140 IRE units • response flat within 1% from 60 cps to 5 Mc or new IRE rolloff • internal calibrator for 1.0 and 1.4 volt peak-to-peak signals • backporch dc restoration, *with no color-burst distortion.*

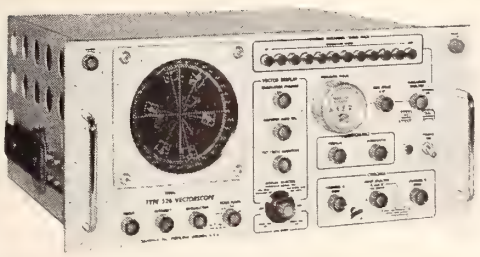
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The Vectorscope enables quick and accurate relative phase and amplitude measurements (of chrominance information in the N.T.S.C. Color Signal). Dual inputs facilitate equipment matching. Also, in addition to vector display, the Vectorscope can present the chroma signal demodulated along any phase-angle axis with respect to time.

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law firm of Fisher, Wayland, Duvall & Southmayd. Mr. Cooper joined firm four years ago after serving as law clerk to Judge Edward A. Beard, District of Columbia Municipal Court. He was graduated from George Washington U. Law School in 1957.

DEATHS

Gerald Harrison, 63, president of WMAS Inc. (WMAS-AM-FM Springfield, Mass.) and Merrimac Broadcasting Co. (WLLS-AM-FM Lowell, Mass), died March 27 in Boston. Mr. Harrison joined WMAS and Merrimac Broadcasting in 1944 as vp after 14 years with Yankee network. He became president of two stations in 1947.

Paul J. Perreault, 50, president and treasurer of WRIB Providence, R. I., died March 21 after short illness. Mr. Perreault was active in radio for over 20 years, having previously served as president and treasurer of WTYM East Longmeadow, Mass., and WSKI Montpelier, Vt.

Peter Pendleton Eckersley, 71, first BBC chief engineer for six years from 1923, died March 18 at his home near London. In 1922 Mr. Eckersley started 2MT, first regular radio station in Britain. After leaving BBC he became consultant to various governments and companies. In 1932 he drew up plan for national radio network in Australia. Mr. Eckersley was one of first advocates of relaying broadcasts by wire.

Kermit L. Sueker, 57, chief engineer of WCCO-AM-FM Minneapolis, died March 25 at his home in suburban Minnetonka Village. Nationally known for his radio engineering developments, Mr. Sueker joined WCCO as technician in 1941, became supervisor in 1951, and was named chief engineer in 1954.

Alec Templeton, 52, blind concert pianist and humorist who at one time performed for NBC Radio, died March 28 in Greenwich, Conn. He had been ill for several months.

Dorothy Culbertson Marvin, former manager of educational programs and special projects for NBC public affairs department, died March 21 of brain hemorrhage. Mrs. Marvin was executive producer of NBC-TV's *Continental Classroom*.

Robert Wolfe, disc jockey and program director of KBER San Antonio, Tex., died March 20 at Methodist Hospital in Houston after extensive heart surgery. Mr. Wolfe joined KBER in October 1961.

Anna Deere Wiman, 40, American dancer and stage and tv producer, died March 22 after a fall at her Southampton, Bermuda, home.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING March 21 through March 27 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv stations

APPLICATIONS

***Terre Haute, Ind.—Indiana State College Board.** Uhf ch. 57 (728-734 mc); ERP 520 kw vis., 312 kw aur. Ant. height above average terrain 523.9 ft., above ground 515 ft. P. O. address c/o Edwin P. Adkins, 217 N. 6th St., Terre Haute. Estimated construction cost $311,297; first year operating cost $75,000. Studio and trans. locations both Terre Haute. Geographic coordinates 39° 27′ 57″ N. Lat., 87° 24′ 13″ W. Long. Type trans. RCA TTU-25B, type ant. RCA TFU-27J. Legal counsel James E. Sullivan, consulting engineer Paul Dean Ford, both Terre Haute. Principals: **college board.** Applicant owns *WVIS (FM) Terre Haute. Ann. March 25.

Boston, Mass.—Charles River Civic Tv Inc. Vhf ch. 5 (76-82 mc); ERP 100 kw vis., 50 kw aur. Ant. height above average terrain 988 ft., above ground 1199 ft. P. O. address c/o Theodore Jones, 294 Washington St., Ninth Floor, Boston 8. Estimated construction cost $1,975,000; first year operating cost $2,700,000; revenue $5,000,000. Studio location to be determined, trans. location Needham, Mass. Geographic coordinates 42° 18′ 37″ N. Lat., 71° 14′ 14″ W. Long. Type trans. RCA TT-25CL, type ant. RCA TFS-14-5. Legal counsel Arent, Fox, Kintner, Plotkin & Kahn, consulting engineer George C. Davis, both Washington, D. C. **Theodore Jones** is president of 16 trustee organization (no stock issued). Mr. Jones is 50.06% owner of WCRB-AM-FM Waltham, Mass. Ann. March 27.

Boston, Mass.—Integrated Communications Systems Inc. of Mass. Uhf ch. 44 (650-656 mc); ERP 512.9 kw vis., 256.45 kw aur. Ant. height above average terrain 523.9 ft., above ground 444 ft. P. O. address c/o Lenard S. Sait, 39 W. 55th St., New York 19, N. Y. Estimated construction cost $475,608; first year operating cost $150,000; revenue $150,000. Studio and trans. locations both Boston. Geographic coordinates 42° 16′ 08″ N. Lat., 71° 09′ 06″ W. Long. Type trans. RCA TTU-25B, type ant. RCA TFU-27J. Legal counsel Fisher, Sharlitt, Hydeman & Gelband, consulting engineer Silliman, Moffet & Kowalski, both Washington, D. C. Principals: **Lenard S. Sait** (6.4% individually) and others, d/b as **Integrated Communications Systems Inc.** (73.5% and in which Mr. Sait is 84% stockholder), and others. Applicant is sales and advertising company. Ann. March 25.

Boston, Mass.—United Artists Bcstg. Inc. Uhf ch. 44 (650-656 mc); ERP 554 kw vis., 277 kw aur. Ant. height above average terrain 310 ft., above ground 604 ft. Estimated construction cost $495,000; first year operating cost $250,000; revenue $250,000. Studio location Boston, trans. location Medford, Mass. Geographic coordinates 42° 25′ 49″ N. Lat., 71° 05′ 21″ W. Long. Type trans. RCA TTU-25B, type ant. RCA TFU-27J. Also see applications in Cleveland, Ohio, and Houston, Tex. Ann. March 27.

Cleveland, Ohio—United Artists Bcstg. Inc. Uhf ch. 65 (776-782 mc); ERP 568 kw vis., 284 kw aur. Ant. height above average terrain 610.2 ft., above ground 738.9 ft. Estimated construction cost $495,000; first year operating cost $250,000; revenue $250,000. Studio and trans. locations both Cleveland. Geographic coordinates 41° 29′ 50″ N. Lat., 81° 41′ 33.5″ W. Long. Type trans. RCA TTU-25B, type ant. RCA TFU-27D. Legal counsel Arent, Fox, Kintner, Plotkin & Kahn, consulting engineer Kear & Kennedy, both Washington, D. C. Also see applications in Boston, Mass., and Houston, Tex. Ann. March 27.

Houston, Tex.—United Artists Bcstg. Inc. Uhf ch. 23 (524-530 mc); ERP 255 kw vis., 127.4 kw aur. Ant. height above average terrain 501 ft., above ground 513 ft. P. O. address c/o Seward I. Benjamin, 729 7th Ave., New York, N. Y. Estimated construction cost $515,000; first year operating cost $250,000; revenue $250,000. Studio and trans. locations both Houston. Geographic coordinates 29° 46′ 54″ N. Lat., 95° 24 53″ W. Long. Type trans. GE TT-25-A, type ant. GE TY-25-B. Legal counsel Arent, Fox, Kintner, Plotkin & Kahn, Washington, D. C.; consulting engineers A. Earl Cullum Jr., Dallas, Tex. Applicant is subsidiary of **United Artists Corp.** Ann. March 26.

Existing tv stations

ACTIONS BY FCC

WNAC-TV Boston, Mass.—Granted cp to change trans. location, type of trans., ant. system and make other equipment changes, and increase ant. height from 480 ft. to 1,000 ft.; engineering condition and without prejudice to such action as commission may deem appropriate either as result of pending hearing on NBC-RKO transfers and related applications in Docs. 13085 et al., or as result of consideration of pending application for renewal of license. Comr. Ford abstained from voting. Action March 27.

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Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

KTVI (TV) St. Louis, Mo.—Granted renewal of license; subject to outcome of appeals pending in 220 Tv v. USA, *et al.*, case no. 17356 and Sangamon Valley Tv Corp. v. USA, *et al.*, case no. 17380, in U. S. Court of Appeals for District of Columbia. Action March 27.

New am stations

ACTIONS BY FCC

Greensburg, Ind.—Tree Bcstg. Co. Granted cp for new am on 1330 kc, 500 w. Condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. P. O. address c/o Oris Gowen and Howard Edwards, Box 443, Somerset, Ky. Estimated construction cost $17,315; first year operating cost $29,000; revenue $35,000. Principals: **Oris Gowen** and **Howard Edwards** (each 50%). Mr. Gowen is part owner of WTLO Somerset, Ky.; Mr. Edwards is comm. mgr. of WTLO. Action March 27.

Liberty, Ky.—Patrick Henry Bcstg. Co. Granted cp for new am on 1560 kc, 250 w. Condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. P. O. address Lebanon, Ky. Estimated construction cost $7,210; first year operating cost $21,900; revenue $29,850. **James T. Whitlock**, sole owner, is employe of WLBN Lebanon, Ky. Chmn. Minow and Comr. Bartley dissented. Action March 27.

APPLICATION

Immokalee, Fla.—Carl R. Buckner. 1490 kc, 250 w. P. O. address 910 Central Dr., Naples, Fla. Estimated construction cost $5,450; first year operating cost $20,868; revenue $30,505. Mr. Buckner, sole owner, is employe of WNOG Naples, Fla. Ann. March 27.

Existing am stations

ACTIONS BY FCC

WMOP Ocala, Fla.—Granted increased power on 900 kc, D, from 1 kw to 5 kw; remote control permitted; condition. Action March 27.

WBT Charlotte, N. C.—Granted cp to make changes in DA pattern. (Is licensed on 1110 kc, 50 kw, unl., DA-N.) Action March 27.

Existing fm station

APPLICATION

WBMI (FM) Meriden, Conn.—Mod. of license to change station location from Meriden to Hartford-Meriden, Conn. Ann. March 21.

Ownership changes

ACTIONS BY FCC

KXOA-AM-FM Sacramento, Calif., WTVW (TV) Evansville, Ind., and KNOX-TV Grand Forks, KXGO-TV Fargo & KCND-TV Pembina, all North Dakota—Granted transfer of positive control of licensee corporation, **Producers Inc.**, from **Ferris E. Traylor** (12.8%) and **Merchants' National Bank & Trust Co.** (37.2%) of Indianapolis, Ind., to Polaris Corp. (100% after transfer, 50% before), large corporation with no majority stockholder. Consideration is transfer of stock, giving Mr. Traylor (5.2%) and Merchants' Bank (15.9%) interests in Polaris. Action March 22.

WRIZ Coral Gables, Fla.—Granted acquisition of positive control of permittee corporation, **Sioux Bcstg. Corp.**, by **Kenneth L. Wood** by purchase of stock in **Dominion Enterprises Investment Corp.** (70% owner of Sioux); Mr. Wood (49.7% before transfer, 50.3% after) will get stock from his wife, **Jean M. Wood** (1.3% before 0.7% after). No financial consideration involved. Action March 22.

WMFP (FM) Ft. Lauderdale, Fla.—Granted assignment of license from **Ruth Marjorie Crawford**, executrix of estate of Percy B. Crawford (100%), deceased, to **A. Harold Anderson** and **Paul W. Brandel** (each 50%), tr as **Anderson-Brandel Inc.** Consideration $46,000. Action March 22.

WMBR Jacksonville, Fla.—Granted assignment of license from **WMBR Inc.**, wholly owned by **WWDC Inc.** (**Ruth K. Strouse** and **Leslie & Richard Katz**, each 31% plus), to **Smithco Bcstg. Inc.**, subsidiary of **Atlantic Coast Bcstg. Corp. of Charleston** (see WTMA-AM-FM Charleston, S. C., grant below). Consideration $400,000. Action March 27.

KAVE-AM-TV Carlsbad, N. M.—Granted transfer of control of license corporation, **Voice of the Caverns Inc.**, from **Edward P. Talbott** (50.5%), deceased, to his widow, **Lucille R. Talbott** (50.5%). No financial consideration involved. Action March 25.

KSRC Socorro, N. M.—Granted transfer of control of licensee corporation, **Socorro Bcstg. Co.**, from **C. E. Franklin** (137 ½ shares of 150 issued) to **Walter C. Shrode** (137 ½ shares). Consideration $32,891. Action March 27.

WTMA-AM-FM Charleston, S. C.—Granted acquisition of positive control of licensee corporation, **Atlantic Coast Bcstg. Corp. of Charleston**, from **George H. Clinton** and **Dorothy H. Marks** (each 30%) by **Charles E. Smith** (100%, formerly 40%). Consideration $142,250. Also see WMBR Jacksonville, Fla., grant above. Action March 27.

APPLICATIONS

WCCB-TV Montgomery, Ala.—Seeks assignment of cp from **Harold E. Anderson** 30% plus) and others, d/b as **First Alabama Corp.**, to **Robert J. Thomas**, receiver. Ann. March 21.

WVOB Bel Air, Md.—Seeks assignment of cp from **Lee L. Case, John D. Worthington, Arthur A. Snowberger, George W. Truelove, Samuel Miller** and **LeRoy Stokes** (each 16 2/3%), d/b as **Bel Air Bcstg. Co.**, to same persons in same percentages tr as **Bel Air Bcstg. Inc.** No financial consideration involved. Ann. March 27.

WCTR Chestertown, Md.—Seeks assignment of cp from **Russell H. Morgan** (100%) to **Russell H.** and **Kathryn V. Morgan** (100% as joint tenants), tr/as **WCTR Inc.** No financial consideration involved. Ann. March 26.

KOQT Bellingham, Wash.—Seeks assignment of cp from **A. V. Bamford** (100%) to Mr. Bamford (100%), tr/as **Topdial Inc.** No financial consideration involved. Ann. March 25.

WBOY-AM-TV Clarksburg, W. Va.—Seeks assignment of licenses from **Berkman** family (40.75%) and others, d/b as **Rust Craft Bcstg. Co.**, to **Marion R. Ascoli** (80%) and others, tr as **Northern West Virginia Radio Bcstg. Co.** (am) and **Northern West Virgina Tv Bcstg. Co.** (tv); proposed assignees

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, March 27

	ON AIR Lic.	ON AIR Cps.	CPS Not on air	TOTAL APPLICATIONS for new stations
AM	3,773	51	129	462
FM	1,075	18	121	187
TV	515	54	83	110

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, March 27

	VHF	UHF	TOTAL TV
Commercial	486	93	579
Non-commercial	47	21	68

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Feb. 28

	AM	FM	TV
Licensed (all on air)	3,760	1,066	515
Cps on air (new stations)	63	26	64
Cps not on air (new stations)	115	122	79
Total authorized stations	3,938	1,214	658
Applications for new stations (not in hearing)	277	173	54
Applications for new stations (in hearing)	198	13	50
Total applications for new stations	475	186	104
Applications for major changes (not in hearing)	315	109	43
Applications for major changes (in hearing)	55	3	8
Total applications for major changes	370	112	51
Licenses deleted	2	0	0
Cps deleted	1	1	1

[1]Includes 3 stations operating on unreserved channels.

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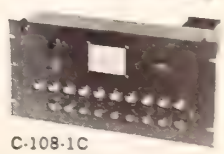
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C-108-1C

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are subsidiaries of **Fortnightly Corp.** Consideration $950,000. Fortnightly owns catv systems in Clarksburg and Fairmont, both West Virginia, and *Reporter* magazine.

Hearing cases

STAFF INSTRUCTION

■ Commission instructed staff to prepare final report and order establishing schedule of fees in connection with filing of various applications for commission authorizations. Action March 27.

INITIAL DECISIONS

■ Hearing Examiner David I. Kraushaar issued initial decision looking toward granting application of Paul Dean Ford for new am on 800 kc, 250 w, D, in Casey, Ill.; condition. Action March 26.

■ Hearing Examiner H. Gifford Irion issued initial decision looking toward granting application of New Madrid County Bcstg. Co. to increase power of KMIS Portageville, Mo., on 1050 kc, D, from 250 w to 1 kw, non-DA; conditions and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action March 25.

DESIGNATED FOR HEARING

WOMA TYPA Bcstg. Co., Mount Airy, N. C.—Designated for hearing application for new am on 1240 kc, 250 w, unl.; made WKOY Bluefield, W. Va., party to proceeding. Action March 27.

■ By memorandum opinion & order, commission (1) designated for hearing application of Fine Music Bcstrs. for additional time to construct KFIN (FM) Seattle, Wash., on issues to determine whether permittee has been diligent in proceeding with construction (first authorized Dec. 7, 1960) and whether reasons advanced in support of application for extension of time constitute showing failure to complete construction resulted from causes beyond permittee's control or other matters sufficient to warrant further extension; (2) withheld further action on Fine Music's application to change type of ant. until decision on application for additional time to construct; and (3) granted petition by Bremerton Bcstg. Co. (KBRO), Bremerton, Wash., to extent of designating KFIN extension application for hearing. Portion of Bremerton petition requesting KFIN's frequency (106.9 mc) be assigned to city of Bremerton will be considered prior to final action in fm rulemaking in Doc. 14185 if, in meantime, channel becomes available or reassignment. Action March 27.

■ By order, commission (1) designated for hearing applications of Charles W. Stone for renewal of license of KCHY Cheyenne, Wyo., and Charles W. Stone and Josephine R. Stone, joint tenants, d/b as Fort Bragg Bcstg. Co., for renewal of license of KDAC Fort Bragg, Calif., (2) consolidated renewal applications in present consolidated hearing on applications for change of facilities of KCHY and Denver Area Bcstrs. (KDAB), Arvada, Colo., and William S. Cook for new station in Colorado Springs, Colo., in Docs. 14815-7, and (3) adopted new issues to include determination as to whether, during period between Sept. 5 and Dec. 15, 1962, Stone operated station KCHY without having employed on fulltime basis first-class radio-telephone operator in violation of Sec. 3.93(c) of rules, whether he misrepresented facts to commission with respect to employment of first-class radio-telephone operator, and whether he possesses requisite qualifications to be licensee of commission. Comrs. Hyde and Ford not participating. Action March 27.

OTHER ACTIONS

■ By order, commission granted petition by Broadcast Bureau and extended time to April 19 to file exceptions to initial decision in consolidated proceeding involving nine applications of Sanford A. Schafitz with respect to WWIZ Lorain, Ohio, and WFAR Farrell, Pa.; and WXTV (TV) Youngstown, Ohio. Action March 27.

■ By order, commission granted petition by Broadcast Bureau and extended time to April 1 to respond to petition by Norristown Bcstg. Inc. for WNAR Norristown, Pa., on 1110 kc, D, from 500 w to 50 kw, DA. Action March 27.

■ By order, commission scheduled oral argument for April 25 in proceeding on revocation of license of KWK Radio Inc. for KWK St. Louis, Mo. Action March 27.

■ By order, commission (1) denied application by Carol Music Inc. for review of Review Board's denial of previous petition for review of hearing examiner's order which provided for further hearing in proceeding on revocation of license and SCA for WCLM (FM) Chicago, Ill., and (2) dismissed as moot Carol's petition for stay of examiner's order. Action March 27.

■ By letter, commission denied request by Charles W. Dowdy for STA and returned application to change facilities of WROA Gulfport, Miss., from 1390 kc, 1 kw-D, to 1400 kc, 1 kw-LS, 250 w-N. Comrs. Hyde and Ford dissented. Action March 27.

■ By letter, commission denied petition by Martin R. Karig for "equitable relief" seeking interim authority to operate WIZR Johnstown, N. Y., pending outcome of revocation proceedings in Docs. 14617 *et al;* also advised Karig further action on applications for authority to change type trans. and additional time to complete construction will be withheld pending outcome of hearing proceedings. Comr. Hyde dissented; Comr. Ford not participating. Action March 27.

■ By order, commission granted petition by NAB to extent of staying from April 8 to May 10 effective date of Feb. 25 report & order in Doc. 14661 which amended part 3 of broadcast rules to extend permissive use of automatic devices to station operating and maintenance logs and which consolidated all logging requirements under single sections of rules. Commission felt effective date should be deferred in view of nature of rule changes involved and questions which may arise pertaining thereto, and in view of importance of orderly transition to procedures under new rules. NAB had requested 60-day stay. Action March 27.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Review Board, by members Berkemeyer (chairman), Nelson and Pincock, adopted decision granting application of WFYC Inc. to increase power of WFYC Alma, Mich., from 1 kw to 5 kw, with DA, continued operation on 1280 kc, D; condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Oct. 4, 1962, initial decision looked toward action. Action March 26.

■ By memorandum opinion & order in proceeding on applications of Garo W. Ray and Connecticut Coast Bcstg. Co. for new daytime am stations in Seymour and Bridgeport, both Connecticut, respectively, in Docs. 14829-30, denied petition by Connecticut Coast to enlarge issues to include character qualifications issue with respect to applicant Ray. Board Chmn. Berkemeyer dissented; Board Member Nelson not participating. Action March 26.

■ By memorandum opinion & order in proceeding on application of Rockdale Bcstrs. for new am in Rockdale, Tex., (1) denied petition by Broadcast Bureau to enlarge issues, (2) dismissed Rockdale's supplemental opposition and Bureau's reply, and (3) on Board's own motion, enlarged issues to determine what efforts have been made by Rockdale to ascertain program needs and interests of area application proposes to serve and manner in which it proposes to meet such needs and interests. Board Member Nelson concurring. Action March 25.

■ By memorandum opinion & order in proceeding on application of Warsaw-Mount Olive Bcstg. Co. for new am in Warsaw, N. C., denied petition by Wendell-Zebulon Radio Co. (WETC), Wendell-Zebulon, N. C., for leave to intervene and dismissed petition for enlargement of issues. Board Member Nelson not participating. Action March 25.

■ Review Board, by members Berkemeyer (Chairman), Nelson and Pincock, adopted decision denying application of Pioneer States Bcstrs. Inc. for new am on 990 kc, 500 w-D, DA, in West Hartford, Conn. Aug. 22, 1962, initial decision looked toward action. Action March 22.

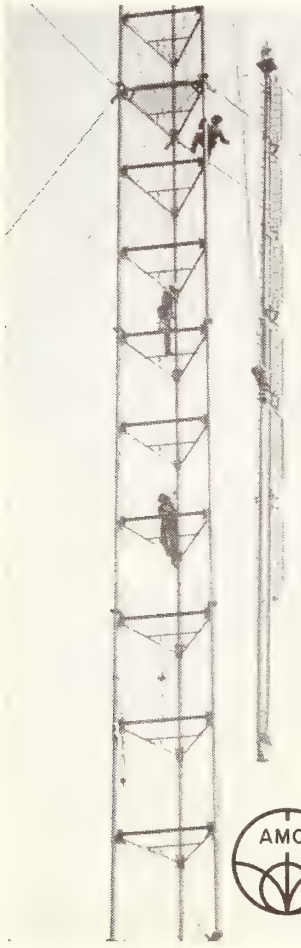
■ Scheduled oral argument for April 23 in proceeding on applications of Hayward F. Spinks and Greenville Bcstg. Co. for new am stations in Hartford and Greenville, Ky., respectively. Action March 22.

ACTIONS ON MOTIONS

■ Commission granted request by State of Kansas Committee on Education of Legislative Council and extended from March 22 to April 22 time to file oppositions to petition by Tulsa Bcstg. Co. (KTUL-TV), Tulsa, Okla., for reconsideration of Nov. 8, 1962, report & order in Doc. 13860 which assigned educational ch. *8 to Hutchinson, Kan. Action March 19.

By Chief Hearing Examiner James D. Cunningham

■ Designated Examiner Arthur A. Glad-



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stone to preside at hearing on applications of Marshall Bcstg. Co. and Wright Bcstg. Co. for new am stations in Marshall and East Lansing, both Michigan, respectively; scheduled prehearing conference for 9 a.m., April 15 and hearing for June 20. Action March 25.

■ Designated Examiner Thomas H. Donahue to preside at hearing on am application of Beardstown Bcstg. Inc. (WRMS), Beardstown, Ill.; scheduled prehearing conference for 9 a.m., April 19 and hearing for May 22. Action March 25.

■ Granted petition by Tedesco Inc. to extent of dismissing, but with prejudice, application to increase daytime power of KWKY Des Moines, Iowa, on 1150 kc, DA-2, from 1 kw to 5 kw, continued nighttime operation with 1 kw, and retained in hearing status remaining am applications of Pekin Bcstg. Co. (WSIV), Pekin, Ill., and Des Moines County Bcstg. Co., Burlington, Iowa. Action March 21.

By Hearing Examiner Charles J. Frederick

■ Granted petition by Semo Bcstg. Corp. and continued March 25 hearing to May 27 in proceeding on application and that of Brownsville Bcstg. Co. for new am stations in Sikeston, Mo., and Brownsville, Tenn., respectively. Action March 20.

By Hearing Examiner Walther W. Guenther

■ Approved procedural ground rules established at March 20 prehearing conference, and continued April 24 hearing to June 5 in proceeding on am applications of Abacoa Radio Corp. (WWWW, now WRAI), Rio Piedras (San Juan), and Mid-Ocean Bcstg. Corp., San Juan, both Puerto Rico. Action March 20.

Hearing Examiner Isadore A. Honig

■ Pursuant to agreement of parties at March 19 hearing conference in proceeding on application of Higson-Frank Radio Enterprises for new am in Houston, Tex., scheduled further hearing following remand for May 1. Action March 19.

By Hearing Examiner H. Gifford Irion

■ Granted motion by Civic Tv Inc. and continued April 22 hearing to May 15 in proceeding on application and that of Miami, Fla., tv ch. 10 proceeding in Docs. 14775 *et al.* Action March 22.

By Hearing Examiner Jay A. Kyle

■ Granted petition by Radio Elizabeth Inc. and extended from March 18 to April 1 time for exchange of engineering exhibits, and continued April 15 hearing to May 6 in proceeding on application, Jupiter Assoc. Inc., Somerset County Bcstg. Co. for new am stations in Elizabeth, Matawan and Somerville, all New Jersey, respectively. Action March 22.

By Hearing Examiner Forest L. McClenning

■ In consolidated am proceeding on applications of Eastern Bcstg. System Inc., Brookfield, Conn., *et al*, in Docs. 14166, *et al.*, denied motion by Broadcast Bureau to continue hearing and taking of depositions; by separate order, granted motion by Broadcast Bureau opposing taking of depositions insofar as witnesses Herbert L. Cohen and John T. Fitzpatrick are noted in notice to take depositions filed by applicant Fairfield Bcstg. Co., Easton, Conn., and depositions of witnesses shall not be taken. Action March 22.

By Hearing Examiner Chester F. Naumowicz Jr.

■ By order, formalized certain agreements reached and rulings made at March 22 prehearing conference in proceeding on application of Southwestern Bcstg. Co. of Miss. for new am in Port Gibson, Miss.; held in default respondents Rebel Bcstg. Co. of Miss. (WRBC), Jackson, and Tung Bcstg. Co. (WRJW), Picayune, for failure to file written appearances within time provided by order of designation and for failure to appear at prehearing conference; scheduled certain procedural dates, and continued April 22 hearing to May 27. Action March 22.

■ Upon request by Tedesco Inc. continued March 22 hearing to March 26 in proceeding on application and that of Edina Corp. for new am stations in Bloomington and Edina, both Minnesota, respectively. Action March 22.

■ Upon request by Broadcast Bureau, continued certain procedural dates, and continued April 17 hearing to May 27 in proceeding on am application of Southwestern Bcstg. Co. of Miss. (WAPF), McComb, Miss. Action March 22.

■ Upon request by Broadcast Bureau extended from March 21 to March 28 date to file briefs, and continued April 22 hearing pending further order of hearing examiner in proceeding on am application of Golden Triangle Bcstg. Inc. (WEEP), Mt. Oliver, Pa. Action March 20.

■ Continued April 16 prehearing conference to April 22 in proceeding on application of K-FIV Inc. (KFIV), Modesto, Calif. Action March 20.

■ Pursuant to certain rulings made at March 19 prehearing conference in proceeding on application of John Self for new am in Winfield, Ala., scheduled further prehearing conference for March 28. Action March 19.

By Hearing Examiner Herbert Sharfman

■ Granted request by Broadcast Bureau and continued April 11 hearing to April 18 in revocation proceeding against Martin R. Karig (WIZR), Johnstown, N. Y., and related applications in Docs. 14617, *et al.* Action March 25.

■ Granted request by La Fiesta Bcstg. Co. and extended from March 25 to April 1 time to file reply findings in proceeding on application and Mid-Cities Bcstg. Corp. for new am stations in Lubbock, Tex. Action March 22.

■ Continued March 20 further conference to March 21 in consolidated am proceeding on applications of Coastal Bcstrs. Inc., Herndon, Va., *et al.* Action March 20.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by Valparaiso Bcstg. Co. for leave to amend application for new am in Valparaiso, Ind., to reflect correction of inadvertent mathematical error in program schedule analysis; application is consolidated for hearing in Docs. 14806-7. Action March 25.

BROADCAST ACTIONS

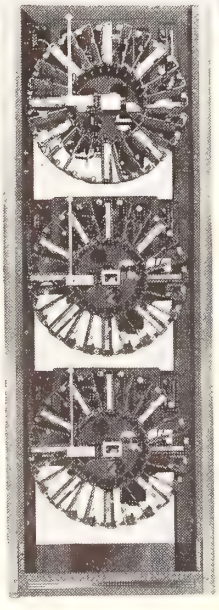
by Broadcast Bureau
Actions of March 26

■ Granted renewal of licenses, including aux., for following stations: WACE Chicopee, Mass.; WNLK Norwalk, Conn.; WADS Ansonia, Conn.; WRDO Augusta, Me.; WALE Fall River, Mass.; WRKD Rockland, Me.; WATR-AM-FM Waterbury, Conn.;

SEE THE MaCarTa '63 EQUIPMENT LINE— BOOTH 42W

JUST ANNOUNCED BY A GIANT DIRECT MAIL PROGRAM TO ALL RADIO STATIONS IN THE U. S.

NEW

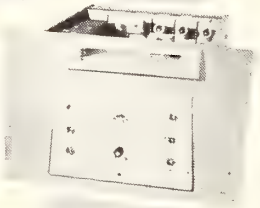


RANDOM SELECTOR FOR THE FAMOUS MaCarTa CAROUSEL

This amazingly low priced unit (only $150 per Carousel) allows the D.J. to select any one of 24 cartridges in Carousel unit—with just the flick of a switch.

NEW! MaCarTa Record Center

One unit both records and plays back tapes. Monitor Head also available. Compact, economical!



NEW! DUAL TRACK RECORDER AND PLAYBACK (Stereo)

MaCarTa Standard of the Broadcast Industry

In addition to the new products mentioned above, be sure to see the complete line of single and double cue recorders and playbacks; the new, low cost Rota-Rak cartridge storage units; tape meters; and others in the complete line of equipment sold by MaCarta and manufactured by the pioneer in the tape cartridge devise field.

MaCarTa
Ma Car Ta, Inc., 709 RAILROAD AVENUE
Tel. 274-3869 (515) WEST DES MOINES, IOWA

THE NATIONAL MARKETING ORGANIZATION FOR MOULIC SPECIALTIES, BLOOMINGTON, ILLINOIS — PIONEERS OF MAGNETIC CARTRIDGE TAPE DEVICES.

WRYM New Britain, Conn.; WBBX Portsmouth; WSMN Nashua; WBRL Berlin, all New Hampshire; WSRO Marlborough, Mass.; WBZ-AM-FM Boston, Mass.; WTOR Torrington, Conn.; WCFR Springfield, Vt.; WTSL Hanover, N. H.; WCNL Newport, N. H.; WTSV Claremont, N. H.; WDEE Hamden, Conn.; WWON-AM-FM Woonsocket, R. I.; WEEI-AM-FM Boston, Mass.; WWSR St. Albans, Vt.; WEIM Fitchburg; WCRB-FM Waltham; WGAW Gardner, all Massachusetts; WMTW-FM Mt. Washington, N. H.; WGIR Manchester, N. H.; WXHR (FM) Boston; WHAV-AM-FM Haverhill; *WGBH-FM Boston; WHDH Boston, all Massachusetts; WABI-TV Bangor, Me.; WHEB Portsmouth, N. H.; WBZ-TV Boston, Mass.; WILI Willimantic, Conn.; WCAX-TV Burlington, Vt.; WKTQ South Paris, Me.; WHNB-TV New Britain, Conn.; WKVT Brattleboro, Vt.; WPRO-TV Providence, R. I.; WLAD Danbury, Conn.; WRLP (TV) Greenfield; WLLH-AM-FM Lowell; WWOR-TV Worcester, all Massachusetts; WLNH Laconia, N. H.; WMTW-TV Poland Spring, Me.

WGMZ (FM) Flint, Mich.—Granted license; redescribe trans. location.

WSVS Crewe, Va.—Granted license covering use of old main trans. as aux. trans. at main trans. location; remote control permitted.

KNOE Monroe, La.—Granted license covering installation of new trans. for aux. purposes only.

WFRB Frostburg, Md.—Granted license covering change in frequency, increase in power, change type ant., ground system and transmitting equipment (specify type trans.).

WCLT Newark, Ohio—Granted license covering installation of new trans.

WHIR Danville, Ky.—Granted license covering use of old main trans. as aux. trans. at main trans. location.

KAWA Waco-Marlin, Tex.—Granted cp to install old main trans. as aux. trans. at main trans. location; specify studio location same as trans.

KMPX (FM) San Francisco, Calif.—Granted mod. of cp to decrease ant. height to 1,120 ft., change type trans. and make changes in ant. system; remote control permitted.

WAJM (FM) Montgomery, Ala.—Granted request and cancelled license; delete call letters.

WHHM Memphis, Tenn.—Granted extension of authority to remain silent for period ending June 15.

■ Granted licenses covering increase in power and installation of new trans. for following stations: WFMW Madisonville, Ky.; WDOW Dowagiac, Mich.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WEKY Richmond, Ky.; KERV Kerrville, Tex.; WINN Louisville, Ky.

■ Following stations were granted extensions of completion dates as shown: KMPX (FM) San Francisco, Calif., to Sept. 1; WKBT (TV) La Crosse, Wis., to Sept. 26; KVAL-TV (main trans. and ant.) Eugene, Ore., to Sept. 26; WVUE (TV) New Orleans, La., to Sept. 26; KJSB (FM) Houston, Tex., to June 30.

Actions of March 25

KQOT Yakima, Wash.—Granted license.

KFMB San Diego, Calif.—Granted license covering installation of aux. trans. at present trans. site.

■ Granted licenses covering increase in daytime power for following stations: KGEE Bakersfield, Calif.; WCEM Cambridge, Md.; WHBY Appleton, Wis., and installation of new trans.; KWOR Worland, Wyo., and installation of new trans.

■ Granted licenses covering installation of new trans. for following stations: KWRE Warrenton, Mo.; KMCD Fairfield, Iowa.

■ Granted cps to replace expired permits for following new vhf tv translator stations: K06CK, Crystal River Tv Assn., Redstone and Upper Crystal River Valley, Colo.; K12CT, Sevier County, Koosharem, Utah; K08AY, K10BD, K12BA, Upper Methow Valley T. V. Assn., Winthrop-Twisp, Wash.

Actions of March 22

WBZ-FM Boston, Mass.—Granted SCA on sub-carrier frequency of 67 kc.

WLSM Louisville, Miss.—Granted increased power on 1270 kc, D, from 1 kw to 5 kw, and installation of new trans.; conditions.

WDJK (FM) Smyrna, Ga.—Granted mod. of cp to change type trans. and type ant., increase ERP to 100 kw, and decrease ant. height to 200 ft.; remote control permitted.

WHIH Portsmouth, Va.—Granted licenses covering increase in daytime power and installation of two new trans. for day and night; and use of main daytime trans. as aux. trans. nighttime and main nighttime trans. as aux. trans. daytime; remote control permitted.

KTYM-FM Inglewood, Calif.—Granted license covering use of old main trans. as aux. trans.; remote control permitted.

WDAS Philadelphia, Pa.—Granted license covering change in daytime DA pattern.

WBAL Baltimore, Md.—Granted license covering installation of aux. trans.

WLBK-FM DeKalb, Ill.—Granted license covering change in frequency and installation of new ant.

KTYM-FM Inglewood, Calif.—Granted license covering changes in ant. system and installation of new trans.

WEXL Royal Oak, Mich.—Granted cp to install new alternate main trans. at main trans. location.

■ Granted licenses for following: WBOL Bolivar, Tenn.; KNUI Makawao, Hawaii; KANI Wharton, Tex.; KFLI Mountain Home, Idaho, and specify studio location same as trans. location; KTQM-FM Clovis, N. W.; WLBK-FM DeKalb, Ill.; KNCO-FM Garden City, Kan.

Actions of March 20

KASO Minden, La.—Granted increased daytime power on 1240 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, change in studio location, installation of new trans. and changes in ground system; remote control permitted; conditions.

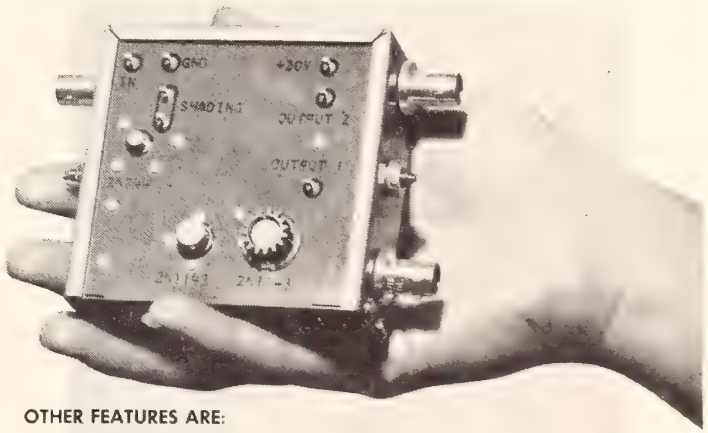
KOCA Kilgore, Tex.—Granted increased daytime power on 1240 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; remote control permitted; conditions.

■ Following stations were granted extensions of completion dates as shown: WRSJ-FM Bayamon, P. R., to Sept. 30; WROW-

Continued on page 151

NEW!

MODEL TCA3
CAMERA AMPLIFIER



Model TCA3 is a compact, completely transistorized camera amplifier that replaces vacuum tube preamplifiers now used in all image orthicon cameras. The TCA3 quickly mounts within available space in camera . . . vacuum tube amplifier need not be permanently disabled.

Operating voltage is obtained from 285-volt source within camera and is regulated within the TCA3. A built-in protective device protects unit if high-voltage blocking capacitor at the image orthicon anode short circuits. Signal connectors are BNC type, as well as solder-terminals. Dimensions: 3¼ x 3¼ x 1¼ inches.

The TCA3 has been fully on-the-air tested for over a year. It is factory guaranteed to give years of completely trouble-free service and is priced below all present vacuum tube models.

Your inquiries for additional information will receive our prompt attention.

OTHER FEATURES ARE:

- STREAKING CONTROL
- HIGH FREQUENCY PEAKING CONTROL
- 600 LINE DEFINITION
- NON MICROPHONIC NO HUM
- PROVISION FOR HORIZONTAL SHADING THRU PRESENT CAMERA SHADING CONTROL
- SIGNAL-TO-NOISE BETTER THAN VACUUM TUBE AMPLIFIERS
- GAIN AND FREQUENCY RESPONSE EQUAL TO PRESENT VACUUM TUBE MODELS
- SECOND OUTPUT TO FEED CAMERA VIEW-FINDER
- OUTPUTS TERMINATED TO MATCH 51 OHM CAMERA CABLE WITH 0.8 VOLTS PEAK-TO PEAK INTO CABLE AND 0.8 VOLTS PEAK-TO-PEAK INTO VIEW-FINDER FROM 51 OHM SOURCE

NOTE: SEE THE TCA3 AT BOOTH 3E AT THE NAB CONVENTION

INTERNATIONAL NUCLEAR CORPORATION

608 NORRIS AVE. • NASHVILLE 4, TENNESSEE

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) *(FINAL DEADLINE—Monday preceding publication date.)*

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE, WANTED TO BUY STATIONS* and *EMPLOYMENT AGENCIES advertising requires display space.*
- All other classifications 20 per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Southern California, immediate opening for solid salesman, capable of management, with top station multiple chain. Good starting salary. Box E-54, BROADCASTING.

Manager-upper midwest-major market. Has outgrown one man management. Original owners-hip. Permanent position with progressive station in fine area. Heavy successful sales a must. Complete details in confidence to Box E-59, BROADCASTING.

Wanted husband and wife managerial team to operate small market Florida station major incentive working option to buy. Box E-60, BROADCASTING.

Management trainee: Top notch salesman ready to move with growing organization. Contact one of America's highest rated stations. WROV, Roanoke, Virginia.

General manager now for am daytimer and fm, Highland Park, Illinois, opening soon. Must have managership experience. Prefer Chicagoan. Write fully or telephone from convention. Eli Fink, 135 South LaSalle, Chicago.

Sales

Combo, first class, announcer with considerable sales experience for sales manager position. Country western, 1000 watter, northwest summer and winter resort area. Send tape, picture, reference. Unlimited opportunity for right person. Box E-62, BROADCASTING.

Man to manage Waterloo office of KCFI, good music station, Cedar Falls, Iowa. Send details to W. C. Porsow or see at NAB, Allerton, Hotel.

Radio salesmen. Must have proven background in radio sales. Drawing account against 15% commission, other benefits. Excellent opportunity. Give complete details. L. T. Bishop, WMRT, P. O. Box 239, Lansing, Michigan.

Broadcast Employment Service, openings for all sales and management personnel. Move ahead—write now. 4825 10th Ave. So. Minneapolis 17, Minnesota.

Announcers

Aggressive 500 watt west Texas radio station always interested in able and ambitious announcers and newscasters. First class ticket required for newsmen. Interested? Write Box C-9, BROADCASTING.

Attention top announcers! Make commercials for agency at your station! We furnish copy, pay top talent. Send audition tape your best work immediately. Box C-250, BROADCASTING.

5000 watt Connecticut market needs live d.j. Top 100 format. Send resume and tape immediately to Box C-255, BROADCASTING.

Wanted soon 3 1st phone announcers top station. 30 miles from Philadelphia. Experienced only. Box C-262, BROADCASTING.

Illinois kilowatt good music station emphasizing quality production seeks versatile announcer for deejay work plus news gathering and writing. Excellent starting salary many fringe benefits for mature man with proved ability. Personal interview required. List age, education, family status, detailed experience, telephone number. Box C-296, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Bright happy sounding fast paced drive timed dj and/or production director wanted by midwest major market top modern station. Excellent opportunity for right man. Send tape, photo, and resume. Box C-301, BROADCASTING.

Fulltime well established eastern station needs good experienced announcer. Good pay, good opportunity for play by play. Rush tape to Box C-302, BROADCASTING.

Announcer with 1st class ticket for evening announcing on 5 kw station within 100 miles of Chicago. Box C-322, BROADCASTING.

Adult radio announcer, midwest. Must be thoroughly experienced, versatile and good board operator. We will consider personalities as well as conservative basic announcer types. Above average salary and benefits. Send your best tape, photograph, complete details to Box E-39, BROADCASTING.

Need morning personality with good voice. Salary is open. Top-flight, medium market modern radio operation in Pennsylvania. Send resume and tape to Box E-25, BROADCASTING.

If you have over two years commercial announcing experience, mature voice, are creative and have desire to advance middle road 5 kw within 50 miles New York City needs morning man with promotion potential. Car essential. Will wait for right man. Send tape, resume, photo, and salary desired. Box E-47, BROADCASTING.

Negro staff announcer for major Eastern top 10 am-fm-tv station. Send audio or video tape, picture and resume to E-55, BROADCASTING.

Leading California major market station needs young, experienced personality with lots of ideas. Send tape (7½) and complete resume. Box E-58, BROADCASTING.

Morning man to start April 15th. Must be able to wake up big audience with mature though humorous personality. Adult station with pop music format and full commercial load. Age 25-35. Send tape and complete resume including salary requirements. Part time sales to add income if desired. Your references will be checked thoroughly. Write Redd Gardner, GM, KCRG, Cedar Rapids, Iowa.

Wanted mature experienced announcer-salesman. Personal interview required. KGRL, Bend, Oregon.

Announcer: First phone announcer, top salary for right man, plenty of room at top, excellent conditions, new equipment, Collins Cartridge, mobile units, many extra benefits, good music format, no maintenance, contact: James F. Jae, Jr., Manager KHMO Radio, Hannibal, Missouri, AC 1-3451.

Have immediate opening for 1st phone announcer. No maintenance required. Excellent opportunity for advancement in a young growing chain. Must be able to run bright type board operation. WAAY Radio is 5000 kw. No. 1 station in the country's second fastest growing market. Send resume, tape, etc., to: Henry Beam, Box 986, Huntsville, Alabama.

Announcer first phone, experienced classical music, established am/fm (fm stereo); pleasant conditions, fringe benefits. Send tape, resume; WCRB, Boston 54, Mass.

Help Wanted—(Cont'd)

Announcers

Southern California resort area station has opening for mature, aggressive d.j. with 1st phone. Permanent with good future. Call Manager, Lyle Richardson, KUDE Oceanside, California, 714-722-8294.

Good music and news station, CBS affiliate, wants experienced afternoon personality. Air mail tape, background, references, picture, complete details to Carol Haliberg, WDBO, Orlando, Florida.

Announcer-newsman with emphasis on news. A good opportunity for the right man. Forward tape, resume and photo to WFRA, Franklin, Pennsylvania.

Wanted 5 experienced announcers immediately. If no experience do not apply. Present announcers moving up to our tv station. Give all details, first letter No collect calls please. Nathon Frank, Station WHNC, Henderson, North Carolina.

Wanted-talented young announcer, with first phone if possible for daytime station increasing to 5 kw. Send tape and resume to WHOF, Canton, Ohio.

WIRK, West Palm Beach, Florida needs a professional for top rated format afternoon show. Must be strong on commercial production. Send actual aircheck of dj, news, production, plus resume.

Bright experienced announcer needed immediately. First ticket. Directional daytimer salary open. Send resume and tape to Larry McCabe, WMRI, Marion, Indiana.

Wanted, experienced staff announcer for thousand watt daytimer on 540 kc. Variety format station, pop music, country and gospel. Could use either, country and gospel or pop music announcer. Must have had professional experience. Send tape, and resume to General Manager, WRIC Radio, Richlands, Virginia. No collect telephone calls accepted.

Need Help? 1000 super dooper hooper scooper one liners. (Pulse too). $15. Free Sample. Lyn Publications, 2221 Steiner, San Francisco.

D.J.'s sharpen your show with clever, intelligent record intros by excelent writers. 300 interchangable intros for girl, boy, group, vocals and instrumentals. $3.95. Broadcast Intros, 975 North 35th, Milwaukee 8, Wisconsin.

Chief engineer. Fort Lauderdale's top am-fm. Permanent with excellent educational connections possible. $7,500 basic annual. Must be competent administrator with practical fm experience. Contact W. A. Roberts at NAB Chicago. Can also use 1st class ticket production expert.

Broadcast Employment Service has choice latest AM or TV openings. Confidential professional placement. 4825 10th Ave. So. Minneapolis, 17, Minnesota.

Technical

Needed a production minded staff engineer with some broadcast experience. First class ticket required. An outstanding opportunity for a young man who wants a position in a prestige operation located in suburban New York City area. Box C-111, BROADCASTING.

Iowa, announcer-chief engineer. Send tape, resume. $110. Box C-285, BROADCASTING. CASTING.

Southwest independent-immediate need for 1st class engineer. State salary required and earliest available date. Box C-252, BROADCASTING.

Help Wanted—(Cont'd)

Technical

1st class ticket holder wanted to head up engineering department for established but expanding big town Illinois operation, not in Chicago. Must be able to maintain transmitter and studio equipment. Practical experience with supervisory ability preferred. Fine opportunity with growing station, high class facilities permanent position, top salary for top man. Write Box C-300, BROADCASTING, with details of training experience references, availability for interview.

If you are a competent engineer with experience and a real love for the challenge of good cp, an above average east-coast chain would like to hear from you immediately. Send resume and salary requirements to Box C-327, BROADCASTING.

Florida daytimer needs announcer with first phone. Position now open. Send resume, tape, snapshot, salary requirements, etc., at once. Will take young man with good voice and train him if he is intelligent and knows how to read. Make application in writing to WFTW, P. O. Box 10, Fort Walton Beach, Florida.

WIRK, West Palm Beach, Florida needs permanent chief engineer with directional experience. Send resume and references.

Engineer with first phone license for 5 kw fulltime number one regional station. Send resume to D. E. Reifsteck, Chief Engineer, WIRL, 121 Northeast Jefferson, Peoria, Ill.

First class engineer for fulltimer, should be good on maintenance, able to handle recorders, and background music system announcing or sales experience desirable but not necessary, contact Joe Carson, WOKK, Meridian, Mississippi.

Vacation relief positions available immediately. First phone required. Please forward resume and references to Mr. A. H. Jackson, Supervisor, Engineering Department, WTIC-AM-FM-TV, 3 Constitution Plaza, Hartford 15, Connecticut. Tel.: 525-0801.

Engineer-announcer for all new 5000 watt WTIK, Durham, North Carolina. Opening May 15, approx. Send tape, resume, photo to P. O. Box 1571, Durham.

Broadcast Employment Service, professional placement. Let us move you up. Confidential. Write! 4825 10th Ave. So. Minneapolis 17, Minnesota.

Production—Programming, Others

Newsman for major market. Negro programmed station. Send tape, photo, resume to Box C-83, BROADCASTING.

P.D. personality wanted by deep south, high rated, net affiliate. Ability to handle topical humor very desirable. Strong supervisory ability and idea generation important. Perhaps you are a top 40 pd seeking to "go straight." You could be our man. Or you may be a successful net pd in a market above the top 100 who is looking for a larger market. Excellent working conditions. Prestige organization. Send tape, resume, salary required, to Box C-292, BROADCASTING.

Newsman for local news coverage. Journalism or news background preferred. Located southwestern New York state. Box C-303, BROADCASTING.

Copy writer . . . wonderful opportunity for ambitious, reliable, experienced man (you will have a part time assistant). Rush all details, experiences, references, salary desired, etc. to Box C-325, BROADCASTING.

Traffic clerk radio. Send resume, photo, salary expected. Box C-331, BROADCASTING.

Announcer (Girls wanted) Can you run a control board, read news, write copy? Openings now in New Hampshire. Send resume, photo. Box E-26, BROADCASTING.

Needed immediately continuity director male or female and addition to staff of newsmen with experience as deejay. WWCA, Gary, Indiana.

Help Wanted—(Cont'd)

Production—Programming, Others

Negro production personnel for program department. Tv training program on eastern network affiliate. Send picture and resume. Box E-56, BROADCASTING.

RADIO

Situations Wanted—Management

Versatile manager-sales manager for small to medium gulf coast of Florida station. 20 years experience as announcer, staff, sports and news, copywriter, pd and traffic, manager-sales manager. Agency experience to handle national business. Responsible man for absentee owner. Handle variety of jobs as manager. Best trade references. Modest salary with profit sharing arrangements preferred. Box E-15, BROADCASTING.

Mature. Aggressive with know how. Heavy on sales. Excellent background in production, programming and organizing of hard hitting sales staff. Loves a challenge. Learn more. Box E-17, BROADCASTING.

General manager—strong on sales, local and national. Good announcer, play by play, promotions. Desires change. Best references. Have engineer-announcer available. Box E-64, BROADCASTING.

Have a tight budget? Need a triple on personnel? I may have the answer for you. Anyway I would like to talk to you. I have plenty of management, engineering, and sales experience. 15 years actually. A family man, 2 children, civic minded, don't mind work and can handle help. Can furnish good reference from former owners. Prefer southeast. Box E-66, BROADCASTING.

General manager. Creative-top seller with ideas, civic minded. Experienced in all phases. 10 years in radio. Family, with top notch radio sales spouse if required. Presently small market. Would like room for sales expansion. Will consider all openings.

Sales

10 years experience announcer-salesman, pd and play by play. Seeking southeast sports-minded station. Box E-63, BROADCASTING.

Salesman. Believes in hard work, long hours. Southwest preferred. Early thirties, family, excellent references. Richard Edwards, 706 North Fifth Place, Clear Lake, Iowa. 357-4234.

Announcers

Attention west of Mississippi, announcer, dj, experienced, married, competent newscaster, will relocate permanently. Box C-240, BROADCASTING.

Attention south and southwest. Available May 1st. Modern radio jock. Now swinging at hoop #1 in medium market. First phone minimum $135. Box C-333, BROADCASTING.

Exceptional combo man. 7 years announcing-programming; 3 years as chief engineer. Adept at both. A.B. degree, 22 and draft exempt. Want bigger market. Any format. Box C-335, BROADCASTING.

Bright, first phone dj with top production and news ability seeking top rated station. Familyman, now employed 5 years experience. Box C-337, BROADCASTING.

Announcer dj, experienced, swinging tight board. Authoritative news, Canada preferred. Box C-320, BROADCASTING.

Swingin' dj. The show's the thing, morning or nite; let me show you that I am right. Minimum $105.00 Box E-12, BROADCASTING.

Mature announcer-copywriter, handle any board. 15 years experience staff, sports, good music on good deep-south and Florida stations. Excellent on news, compelling voice. Locate any gulf coast or Florida station. Will phone and drive to see you for interview audition my expense. Box E-14, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

For summer. Presently announcing in medium midwest on regional network affiliate. First ticket, some maintenance, can be your vacation time chief. Five years experience, can write, sell. Two years college, 21, single. Box E-20, BROADCASTING.

Experienced d.j. 27, creative, original, dependable. Ready for large market. Box E-24, BROADCASTING.

Experienced top notch country gospel dj. Family man. Presently employed. Box E-30, BROADCASTING.

Announcer, d.j. experienced, family man, want to settle down. Not floater or prima donna. Box E-24, BROADCASTING.

Top 50 kw wake up gimmick personality age 34, over 45% audience. Good commercial man. Versatile, dialectitian. Fifteen years experience. Prefer 50 kw, radio-tv degree. First phone, sober, stable, family Like present employer but need brighter opportunity after seven years. Box E-35, BROADCASTING.

You need a different sound in the morning, set your station apart from the run of the mill, and get a top rating. Sparkling morning humor. Box E-37, BROADCASTING.

Summer replacement. Teacher, first phone. Music expert. Good voice will travel. Some experience. Can sell. Box E-40, BROADCASTING.

Wide awake morning man. Versatile, dependable, willing to follow directions. Box E-41, BROADCASTING.

DJ-announcer; top forty or middleroad; 1½ years experience; currently in greater St. Louis area. Box E-42, BROADCASTING.

Sportscaster. Eleven years experience; baseball, football, basketball. First phone. Experienced all phases, including management. Box E-44, BROADCASTING.

Staff announcer, young, experienced, college degree in radio speech, wants spot offering advancement in medium or major market. No rock. Minimum $100 week. Currently employed. Box E-45, BROADCASTING.

Sportscaster. Eats, drinks, sleeps sports. Experienced play by play, sportswriting. Box E-46, BROADCASTING.

Announcer dj, 1st phone, college authoritative news, commercials, tight board. Like to swing. Interested in sales. Box E-51, BROADCASTING.

D.J. newscaster. Smooth delivery any format, fast board, tight production. Authoritative news. Family man, tape and resume on request. Box E-52, BROADCASTING.

Radio bluff, adv. exec. looking to keep hand in New York, Boston experience. Evening or weekend shift or summer replacement. 50 miles radius New York. Box E-53, BROADCASTING.

Young ambitious announcer willing to relocate anywhere. Single available immediately. Box E-57, BROADCASTING.

Solid, "old school" announcer. Age 32. Family man, thirteen years in broadcasting. First phone. Seeks sane, sober operation in southeast. Present employer best reference. $600 minimum. Box E-67, BROADCASTING.

Florida resident. Adult morning man, extensive knowledge bright listenable music, formerly sold solid, desires challenge sunshine station. 8 years experienced, excellent references, family-veteran. Jerry Anthony, 189 Harvard, Lake Woth 585- 3949.

Negro, announcer—strong on commercials/news. Graduate outstanding broadcast school, 3 years college, married, music background, conscientious will relocate. 5018 10th St. N.E., Washington, D. C. LA 6-7930.

C & W dj available immediately. Will move N.W. to S.W. Reliable family man. Ray Wolfe, 145 Gillette, San Francisco.

Situations Wanted—(Cont'd)

Announcers

14 years top personality. Available immediately. Syl Sergi, Beaver Falls, Pa. TIlden 6-4623.

Technical

Chief engineer. Presently employed by top station in major market with large staff. Experience includes construction, maintenance, and operation of fm and am directional. Policy differences make change desirable. Minimum $200.00 per week. Box E-28, BROADCASTING.

1st class radio telephone, 33 years radio, 10 years chief engineer tv. Married, age 51 good health. Box E-36, BROADCASTING.

Chief engineer announcer 15 years in radio stable, last 13 years spent at 2 stations. Can handle any equipment or board work. Prefer a small town. Family man and civic minded also can handle sales. Prefer southeast. (Fla., Ala., Ga.) Box E-65, BROADCASTING.

Production—Programming, Others

PD or production manager; any format. Strong on air, Prefer midwest. Married vet. Available immediately. $7500 minimum. Box C-243, BROADCASTING.

Newsman, announcer, production, also 1st phone. Experience as chief engineer and program supervisor. My basic interests are news and announcing, any format. Box C-201, BROADCASTING.

Jock at hoop. Number one in medium market available May 1st to program your modern sound in the south or southeast. Minimum $135 first ticket. Box C-332, BROADCASTING.

Creative producer-director, available now for west, southwest. 3 years experience in large market. Award winning, top arb shows have been created. Works hard, and fast. If you are looking for a 40 hour man I'm not for your staff. Complete resume on request. Box C-340, BROADCASTING.

Seeking prestige radio or tv news director? Young political science professor, broadcasting consultant, newspaper supervisor at university. Edited weekly newspapers. Broadcast experience includes interviews, documentaries. Skillful reporter and writer authoritative delivery. Salary secondary to opportunity. Box E-16, BROADCASTING.

Need a reliable girl Friday? Female, age 45. Dependable, 10 years office experience, would like office duty in Chicago area radio station. Radio school graduate. Resume available upon request. Box E-18, BROADCASTING.

News is my beat! Young man, single, draft exempt. Five years experience. Two years as news director. Familiar with all phases of broadcast news. Responsible, enthusiastic. Only in or near large urban area, please! Box E-43, BROADCASTING.

10 years experienced documentary and news photographer. Would like to locate with a station with a strong documentary department. Mohawk 6-1262. Bill Smith, 4329 Vivian, Bellaire, Texas.

TELEVISION

Help Wanted—Announcers

The best children's personality in America works for us. We are now trying to find the second best children's performer for tv. We offer a unique opportunity for an important exposure and earning potential. We are not interested in cowboys, clowns, film jockeys, or space men. We are looking for an important entertainer male or female. If you think you can qualify we'll expect you to prove it with ratings, video tape, or SOF audition. Major eastern market. Box C-330, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Announcer. Authoritative. Young, copywriting and split second boardwork required. Southwest leading net affiliate. Send tape and pic. Box C-299, BROADCASTING.

Sports director for radio play by play big ten football and basketball, two tv sports shows daily. Must be A-1 experienced commercial announcer and have college play by play experience. Include complete experience details and photo in application. Box E-38, BROADCASTING.

Leading mid-west tv operation with NO. 1 rating children's programming is anxious to hear from a qualified children's master of ceremonies. If you have boyish charm, imagination, and are willing to work hard —please forward resume and salary requirements to Box C-168, BROADCASTING.

Announcer—mature and authoritative for live camera and booth work. Send full information; photo and audio tape or SOF to: Ralph Webb, Program Manager, KWTX-TV, Waco, Texas.

Technical

Immediate opening for experienced studio maintenance man with operations background. Good advancement opportunities in a progressive station. Inexperienced technicians need not apply. Contact Howard McClure, Chief Engineer, KYLD TV, 2831 Eye St., Bakersfield, California.

Wanted. Working chief engineer especially strong preventitive maintenance. Must be thoroughly conversant all phases vhf operation. Excellent salary. Ideal climate, finest hunting, fishing, boating, skiing, scenic wonderland. At convention contact Art Mosby. Others call Socs Vratis, 549-4169, Missoula, Montana.

Opening for experienced tv maintenance engineer. Contact O. W. Harrell, WEDU, Tampa 5, Florida.

Three experienced television broadcast technicians needed May 1 to serve as temporary vacation relief. Good opportunity for permanent employment if performance indicates ability and interest. Start at rate $120 per week, regular increase to $172 after three years. Prefer men with electrical engineering training, first or second class with two or more years experience. Preference will be given to applicants experienced in maintenance of color or black and white equipment. Send application, including detailed description of experience, to Mr. O'Hagan, WLW-TV, Cincinnati 2, Ohio.

Vacation relief positions available immediately. First phone required. Please forward resume and references to Mr. A. H. Jackson, Supervisor, Engineering Department, WTIC-AM-FM-TV, 3 Constitution Plaza, Hartford 15, Connecticut. Tel.: 525-0801.

Production—Programming, Others

Attention midwestern director announcer combo men! NBC station in medium size midwestern market needs operations manager to head all tv production. Also to help create good commercials and deliver some on camera. Box E-31, BROADCASTING.

Leading news dept, of southwestern CBS affiliate has opening for experienced news man. We are seeking strong background in reporting and writing with ability to air top show. If you qualify and desire permanent position with good advancement possibilities, send video tape or film with complete resume to KSLA TV, P.O. Box 92, Shreveport, Louisiana.

Wanted, complete staff for North Carolina's newest tv station, opening July 1st. Send all details 1st letter, references and all information. If no station experience do not apply. Nathan Frank, Peidmont TV Stations, Box 1041, Henderson, North Carolina.

TELEVISION

Situations Wanted—Announcers

Mature combination tv news announcer-writer, and Will Rogers philosopher type disc jockey. Mature, firm, kindly, appealing to audience above teen-age tastes. Can cooperate with sales department and engineering department. Have had plenty of executive level sales experience, and first phone since 1935. Active ham. Expert board operator, skilled with 16mm movie camera. Deep in political philosophy, can do editorials and sensitive interviews with political, religious, and business leaders in your community. Minimum salary $1,000 per month, no contract required. Any city out of present mid south location. Prefer east or west coast, or north midwest. No tapes, no film clips, no photos. Personal interviews and auditions only, at my expense. This ad will run for four insertions, one month, but will take first really substantial offer. I will phone you. Box C-154, BROADCASTING.

Metro m.c. for live shows and commercials. Excellent references, for character, reputation and ability. Box C-287, BROADCASTING.

Announcer, 32, 7 years experience, seeks heavy job. Good at interviews, controversy, variety, as well as regular duties. Will go anywhere for good salary. Personal interviews, my expense. Presently employed top prestige station, major market. Box E-13, BROADCASTING.

TV staff announcer. Mature, stable, professional. Seeks move. Box E-50, BROADCASTING.

Technical

Chief engineer, 15 years experience studio &transmitter am-fm-tv installation. Operation, maintenance supervision. Locate west or midwest. Box C-334, BROADCASTING.

Television studio maintenance head desires to relocate. Reason: I want more work, more responsibility and more money. Box E-21, BROADCASTING.

First phone available. Experienced communications, radio and television broadcast transmitter staff engineer. Prefer southern location. Box E-32, BROADCASTING.

Production—Programming, Others

Young man, 27, been in show business 7 years as actor-writer in New York, Hollywood; college education; high I.Q.; wishes to join radio-tv staff of advertising agency, film or television production offices, network, television production and programming staff in metropolitan area, or allied fields with eye toward career potential. Resume and/or tape on request. Will relocate. All replies answered. Box C-339, BROADCASTING.

Program manager. Fourteen years experience in second market. Available immediately. Box E-19, BROADCASTING.

Production assistant. Excellent research. 7 years radio/tv experience. Prefer east or south. Box E-23, BROADCASTING.

News director. Top rated on the air delivery, proven administrative ability, extensive major market experience. Box E-29, BROADCASTING.

Newsman, aggressive, experienced. Nine years professional journalism, 5½ broadcasting (mostly television), 3½ newspaper. Now in major market. Prefer New York, Washington, Miami or Los Angeles. Extensive knowledge film, videotape, documentary. Single, but marriage soon. Box E-48, BROADCASTING.

Small market production manager seeks more challenging and active market as production manager or producer director. 6 years experience. BA. Family. Box E-61, BROADCASTING.

WANTED TO BUY

Equipment

Will buy or trade used tape and disc recording equipment—Ampex, Concertone, Magnecord, Presto, etc. Audio equipment for sale. Boynton Studio, 10 B Pennsylvania, Tuckahoe N. Y.

Moduation monitor, audio oscillator, distortion meter, WE 618 microphone, cartridge playback, remote turntable console unit. State model, condition, and price. WCCW, Traverse City, Michigan.

Wanted: 1600 feet RCA 3 1/8 inch. line; RCA 3-inch IO camera chain. Wm. C. Grove, General Manager, KFBC-TV, Cheyenne, Wyoming.

Wanted—good used 5 kw transmitter for cash. Send all details including age. Box C-273 BROADCASTING.

All equipment between the microphone and the 150 foot tower necessary to build a 250 watt station. Gates transmitter preferred. What do you have? Cash available. Box C-23, BROADCASTING.

For Sale

Equipment

Raytheon RA 5000 5 kw am transmitter. Good condition. $3500. Box C-338, BROADCASTING.

19" Jack Panel Assemblies, 2 rows, 24 each row, type 218 A jacks, like new, $20.00 each postpaid, 5 and 8 row panels also available. Box E-49, BROADCASTING.

3 FMTRU-30D transmitters; 2 receiver strips, type TA 2836, 166.250 mc. Shipped collect. First $275.00 check buys. P. O. Box 188, Charles Town, West Virginia.

RCA BFA-4A antenna and RCA MI-27967-2 fm Harmonic filter. Both units in original crates. If interested negotiations start at 60% of original list price. Contact Harry Hill, Chief Engineer, WFRV, Inc., Green Bay, Wisconsin.

Telephoto lenses, 13 inch. RCA type MI 26590-14, brand new in original cartons, at $250 each. Send purchase order to: Hy Ness Company, 2105 Cruger Avenue, New York 62, New York.

Dumont 50 kw high band television transmitter. In excellent operating condition. Color modified. For additional information write J. E. Gray, Lee Broadcasting Inc., WCU Bldg., Quincy, Illinois.

Buy a complete 250/1000 watt am radio station in one package. Gates transmitter, mod. monitor, frequency monitor, limiter, 2 Gates turn tables and pre. amps. G.E. push button console, 2 Magnecord tape recorders . . . all for $2,500. F.O.B., Jacksonville, North Carolina. Call Bob Mendelson 347-1707.

Xmission Line; Teflon insulated, 1⅝" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for $40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

Thermometer, remote electrical: used by over 100 stations, enables announcer to read the correct outside temperature from mike position. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 6111, San Diego 6, Calif.

Fidelipac tape cartridges. Best prices, same day shipment. Old cartridges reconditioned. Write for complete Sparta equipment brochure. Sparta Electronic Corporation. 6450 Freeport Blvd., Sacramento 22, California.

For Sale—(Cont'd)

Equipment

Ampex 351-2 Professional, stereo tape recorder. Has had light use, clean, excellent condition. $1,600. C. R. Morris, 2447 Montavista Plade, West, Seattle 99, Washington.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Film scratches and dirt showing on your tube? A lot of stations got rid of them by using Piclear—You can too. Piclear, Inc., 450 Weaver Street, Larchmont, N. Y.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. Bliley and J-K holders, regrinding, repair, etc., BC-604 crystals and Conelrad. Also A. M. monitor service. Nationwide unsolicited testimonals praise our products and fast service. Edison Electronic Company, Box 96, Temple, Texas.

BUSINESS OPPORTUNITY

Unlimited funds available for radio and television properties. We specialize in financing for the broadcasting industry. Write full details to Box 205A, BROADCASTING.

Helicopters for lease, yearly, for traffic time newsphoto, promo. Very reasonable. Tax deductible. Box E-33, BROADCASTING.

Miscellaneous

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

"Quick Quips" Jokes, one-liners, comedy, ad-libs for deejays. Also "Disc Hits," record info. $5.50. Del Mar Radio Features, P.O. Box 61, Corona Del Mar, California.

Broadcast Comedy is listed in the new "Comedy Guide" of "talk" comedy. Write for free 24 page booklet on your letterhead. Show-Biz Comedy Service (Dept. B), 65 Parkway Court, Brooklyn 35, New York.

Resumes prepared by Ph.D. to help create favorable impressions. Free details. Thayer, 808 Eighth, Laurel, Maryland.

25 ideas that produce sales. Each of these promotions made at least $100 for a radio station, will you pay 20¢ each for them? Send $5.00 to P. E. P. Inc., Box 1745, Ocala, Florida.

D.J. Humor by a dj. Original one liners, thoughts, definitions, emphasis on topical humor. Weekly service. The boss even laughs . . . occasionally. Write S.T. U.F.F.S. 2606 Wisconsin, Topeka, Kansas for free edition.

Let us produce your commercials. Top voices, sounds, equipment $5 each 24 hour service. P. O. Box 981, Lexington, Kentucky.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle. Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 1505 N. Western Ave., Hollywood 27, California.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

INSTRUCTIONS—(Cont'd)

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Altanta, Georgia.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

San Francisco's Chris Borden School teaches you what you want: 1st phone and "modern" sound. Jobs a plenty. Free placement. Illustrated brochure. 259 Geary Street.

"Do you need a first phone? Train for and get your FCC first class license in just five (5) weeks with R.E.I. in beautiful Sarasota! Affiliated with modern commercial station. Free placement. Write: Radio Engineering Institute of Florida, Commercial Court Building, P. O. Box 1058, Sarasota, Florida."

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1653 North Cherokee, Hollywood, California.

Announcing, programming, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Keegan Technical Institute, 207 Madison, Memphis, Tennessee.

FCC license in six weeks. Total cost $285. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. CA 7-0529.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for class starting April 24. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Special accelerated schedule. The Los Angeles Division of Grantham Schools is now offering the proven Grantham first class license course in a special accelerated schedule. Taught by a top notch instructor, this class is "success tested" for the man who must get his first phone in a hurry. The next starting dates for this accelerated class are April 29, July 8, and September 9th. For free brochure, write: Dept. 3-B, Grantham School of Electronics, 1505 N. Western Ave., Los Angeles 27, California.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5kw station. One price includes everything, even room and board. American Academy of Electronics, 303 St. Francis St., Mobile, Ala.

RADIO

Help Wanted—Technical

PROJECT ENGINEER
FOR RADIO NETWORK BROADCASTING

We have an opening in our Engineering Dept. for a professional engineer experienced in RF systems design. Candidates should possess an Electrical Engineering degree, have several years experience in broadcast engineering, be familiar with FCC procedures and be interested in performing systems design work in New York City.

This is an excellent opportunity to advance in an expanding operation. It offers a substantial starting salary and comprehensive benefits program, including a stock purchase plan.

During N.A.B. Convention
Contact:
Mr. Ogden Prestholdt
Blackstone Hotel,
Chicago, Illinois

or submit resume to:
J. M. Carter: Personnel Dept.
CBS, Inc.,
485 Madison Avenue
New York 22, New York

CBS RADIO
a division
of CBS Inc.

Management

$12,000 PLUS
for selling sales manager at Major Market album station. If you have sold creatively either for a station or rep. tell all in reply to Box C-326, BROADCASTING or call Bill O'Brien at Executive House, Chicago, during NAB Convention. If you are currently employed in a medium size market this is your opportunity to move up!

Sales

BROADCAST SALES REPRESENTATIVES
Visual Electronics Corporation, a leader in broadcast equipment sales engineering employed in expansion program. Seek top level experienced field salesman with proven sales record. AM or TV technical or engineering background required. Please send resume, in complete confidence to:

Lynn Christenson
Personnel Director
Visual Electronics Corporation
356 West 40th Street
New York 18, N. Y.

MAJOR WASHINGTON, D. C.
radio station has opening for live wire local salesman. Must be strong on selling direct accounts. No frustrated announcers please. Excellent draw, commission, expenses and account list. This is a golden opportunity if you can sell and are not a phony. Don't pass this ad up. Send complete resume:
Box E-68, BROADCASTING.

Announcers

EXPERIENCED D.J. NEWSMAN PERMANENT POSITION OPEN, with expanding 4 station operation. Must be steady, reliable, happy, versatile, family man with good references. Western Pennsylvania daytimer modified top 50, medium market, near large metropolitan area. Rush audition, resume, photo and recent earnings to:
Box E-69, BROADCASTING.

Production—Programming, Others

WGH RADIO . . .
. . . the number one station in Virginia's largest market plans to enlarge it's DJ- Production staff and is now accepting applications. The man we are looking for has a minimum of eight years experience in pre-format and format radio. He is a married, mature individual fully schooled in all phases of production and dj work. No telephone calls, but send tape with 10 minute air check and six assorted spots.
Roger Clark, WGH RADIO, Box 98, Newport News, Virginia

RADIO

Situations Wanted—Announcers

Need a Good MORNING MAN??
Pleasant, easy delivery (no comedian) strong on commercials and news with tight production. Would consider talent fee basis.
Box E-22, BROADCASTING.

TELEVISION

Help Wanted—Management

MANAGER WANTED FOR large CATV going in soon. Must be experienced. Good deal. Write background, etc.
Box E-27, BROADCASTING.

TELEVISION

SITUATIONS WANTED

Production—Programming, Others

AVAILABLE
Extensive medium-major market experience in television programming, production, films. Experience includes all phase of general operational procedures. Currently employed major market. 14 years broadcasting background. Seeking to relocate with growing aggressive operation.
Box C-242, BROADCASTING

INSTRUCTIONS

RCA will train you in TV DIRECTION, PRODUCTION, AND STUDIO OPERATIONS
Thorough and professional training courses in every phase and detail of television and radio production. Train with experts on professional equipment. Day and Evening coeducational classes. Write for FREE career information. RCA Studio School, Dept. B-1, 1600 Broadway, N.Y.C.
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
The Most Trusted Name in Electronics

Miscellaneous

"BLUEPRINTS FOR SUCCESSFUL JOB-HUNTING IN RADIO & TV"
This *authoritative new information piece* tells you how to organize your campaign, resumes and tapes. Available by mail order only. $1 for postpaid copy, prompt delivery. You can also obtain other new releases prepared by specialists, east-to-west. Send $2 for "HOW AND WHEN TO PLAN YOUR OWN ADVANCEMENT." Send $3 for "HOW TO SELL YOURSELF BY WRITING BETTER LETTERS AND RESUMES," with samples of "ideal" copy. P. O. Box # 1638, Grand Central Station, New York 17, N. Y.

Colorful Combination
RADIO MARKET SHEETS *and* **COVERAGE MAPS**
Address Radio Dept. on your letterhead for FREE information and samples.
EVEREADY ADVERTISING
1817 Broadway • Nashville 4, Tenn.

For Sale

Stations

WITHIN EASY DRIVE
of Chicago, Independent daytimer with gross in excess of $100,000. To be sold by owners for personal reasons to be explained in reply. Principals only.
Box C-283, BROADCASTING

Florida-West Coast
Fulltime—Extremely profitable—Absentee owned—Modern building and land—Priced most realistically.
Associated Media Brokers
Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone LOgan 6-7843
Bob Flynn Myles Johns

STATIONS FOR SALE
ROCKY MOUNTAIN. Exclusive Daytime. Three year average annual gross exceeds $65,000. Priced at $87,000. 29% down.
EASTERN REGIONAL. Daytime station. Priced at $125,000, $35,000 down payment.
JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

For Sale—(Cont'd)

Stations

NORTHEAST

$115,000

HASKELL BLOOMBERG

Station Broker

208 Fairmount Street

Lowell, Massachusetts

Florida-Central

Medium market—Profitable—Long terms can be arranged.

Associated Media Brokers
Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone LOgan 6-7843

Bob Flynn **Myles Johns**

Pa.	single	daytimer	120M	terms
N.Y.	single	daytimer	125M	29%
Ga.	single	daytimer	55M	15M
Midwest	small	fulltime	22M	cash
Fla.	medium	daytimer	150M	30%
Pa.	metro	daytimer	200M	50M
N.E.	major	daytimer	400M	29%
S.E.	major	daytimer	238M	65M

And others

CHAPMAN COMPANY
2045 Peachtree Rd. N.E., Atlanta 9, Ga.

To buy or sell Radio and/or TV properties contact.

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 17, TEXAS

For Sale

Equipment

FOR SALE — TV TOWER

300 ft. Dresser-Ideco Self supporting 30 # TV Tower. Like new. Reasonable.

M. BERKOWITZ & CO., INC.
1111 West Rayen Ave.
Youngstown, Ohio
TEL: RI 4-4147

For Sale—(Cont'd)

Stations

Florida-Southeast

Gold Coast—Fulltime—Major market. One of America's finest areas.

Associated Media Brokers
Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone LOgan 6-7843

Bob Flynn **Myles Johns**

Florida-Major Market

Fulltime—Good earnings—Located in growth area. Priced sensibly—Liberal terms.

Associated Media Brokers
Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone LOgan 6-7843

Bob Flynn **Myles Johns**

GUNZENDORFER

NAB—Conrad-Hilton Hotel See NAB Director for Suite.

California Daytimer Growing Market. Asking $130,000 Exclusive

Arizona Daytimer One Station Market Asking $62,500 Exclusive

WILT GUNZENDORFER AND ASSOCIATES

Licensed Brokers Phone OL 2-8800
864 So. Robertson, Los Angeles 35, Calif.

NEED HELP?

LOOKING FOR A JOB?

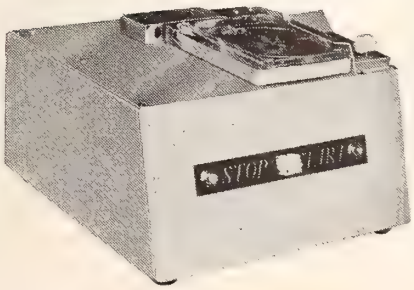
SOMETHING TO BUY OR SELL?

For Best Results You Can't Top A CLASSIFIED AD

in

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO



DESIGNED FOR BROADCAST USE
TRANSISTORIZED
ELECTRONIC TONE CUEING
SHIELDED ALL METAL CASE
STAINLESS STEEL TOP PANEL
HYSTERSIS SYNCHRONOUS MOTOR

MODEL 600-P TAPE CARTRIDGE PLAYBACK UNIT

$300.00

TAPECASTER ELECTRONICS

BOX 662 • ROCKVILLE, MARYLAND

Continued from page 145

FM Albany, N. Y., to Sept. 26; WASH (FM) Washington, D. C., to June 1; WLIB-FM New York, N. Y., to Sept. 18; WBRW Brewster, N. Y., to April 15; WYLD New Orleans, La., to July 1; KOQT Bellingham, Wash., to May 1; KGMR Jacksonville, Ark., to Oct. 14; WEFA (FM) Waukegan, Ill., to June 1; WTAN-FM Clearwater, Fla., to Aug. 27.

KDIX Dickinson, N. D.—Granted increased daytime power on 1230 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; remote control permitted; conditions.

KPOI-FM Honolulu, Hawaii—Granted license and specify type trans.

WAEL Mayaguez, P. R.—Granted license covering change in ant.-trans. location.

WDOV Dover, Del.—Granted license covering use of old main trans. as aux. trans. at main trans. site., and increase in power and installation of new trans.

KBEY (FM) Kansas City, Mo.—Waived Sec. 3.208 (2) of rules to specify studio location outside of Kansas City (not trans. site) and granted cp to change ant.-trans. location, decrease ant. height to 225 ft. and make changes in ant. system; remote control permitted; condition.

WTHI Terre Haute, Ind.—Granted cp to change ant.-trans. location, make changes in ground and ant. systems and change type trans.

WIBC Indianapolis, Ind.—Granted cp to change ant.-trans. location to Rovalton, Ind.

W13AI Fayetteville, N. C.—Granted mod. of cp to change type trans. and make changes in ant. system for vhf tv translator station; conditions.

WNNJ-FM Newton, N. J.—Granted request and cancelled license covering use of alternate main trans.

Actions of March 19

Washington County Tv Dept., Frisco & Newcastle, Utah—Granted cp for new uhf tv translator station, on ch. 73, to translate programs of KSL-TV (ch. 5) Salt Lake City, Utah.

Moffat County, Yampa Valley rural area & Phippsburg, Colo.—Granted cp for new vhf tv translator station, on ch. 11, to translate programs of KOA-TV (ch. 4) Denver, Colo.; conditions.

North Tillamook TV Translators Inc., Rockaway & vicinity, Ore.—Granted cp for new uhf tv translator station on ch. 70 to translate programs of KPTV (TV) (ch. 12) Portland, Ore.

Fine

■ Commission notified Franklin Bcstg. Inc. it has incurred apparent liability of $500 for willful or repeated violations of Sec. 3.93 (c) of rules by failing to have radiotelephone first-class operator in regular full-time employment at WCEF Parkersburg, W. Va. Action March 27.

Rulemakings

PROPOSED

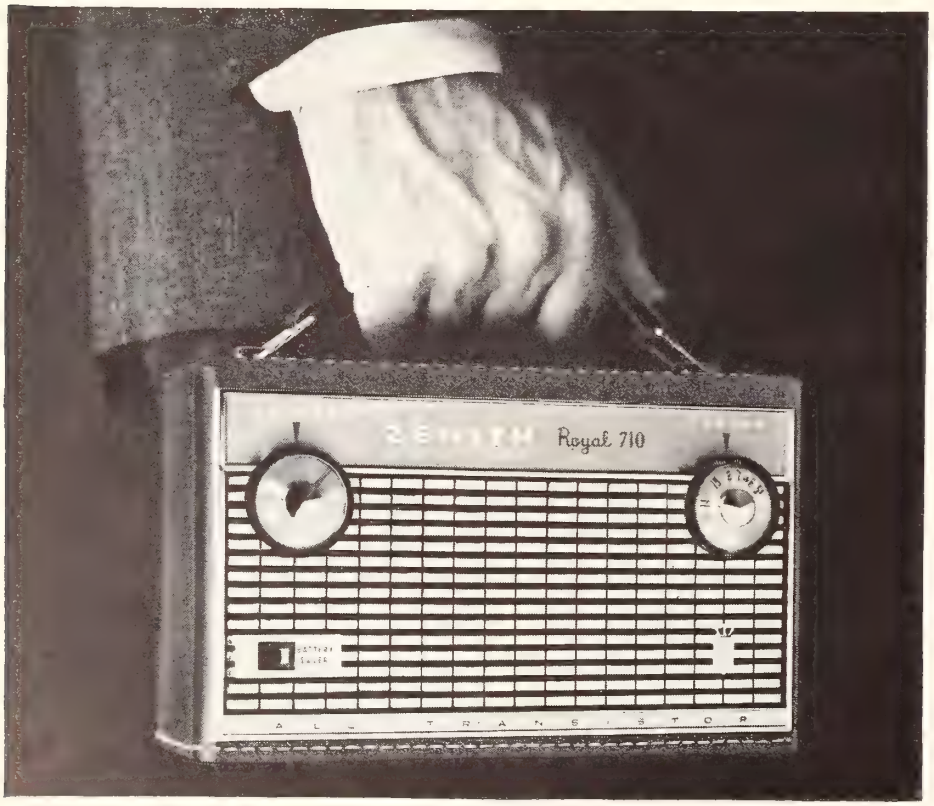
■ To protect essential radio astronomy observations by U. of Ill., commission proposed to delete availability of uhf ch. 37 for tv broadcasting until Jan. 1, 1968, within 600-mile radius of Danville, Ill., site of university's radio astronomy observatory. Commission would hold in abeyance all applications for channel (608-614 mc) from anywhere within U. S. pending outcome of rulemaking proceeding which might necessitate different temporary protection plan. Additionally, such stations as may be authorized beyond the 600-mile area would not be permitted to transmit between midnight and 7:00 a.m. local time. Comments, which are due by May 1, 1963, should not be directed to general matter of frequency allocations for radio astronomy (which are already under national and international consideration) but to interim protection of such operations at U. of Ill. only. Notice of proposed rulemaking was adopted by Comrs. Minow (chairman), Hyde, Bartley, Lee, Ford (latter abstaining from voting), Henry and Cox on March 27.

■ By notice of proposed rulemaking, commission invited comments to proposal by Summit Radio Corp. (WAKR-TV, ch. 49), Akron, Ohio, to substitute ch. 23 for ch. 49 in city and substitute ch. 49 for ch. 23 in Massillon. Commission deferred action on WAKR-TV's request to modify license to specify operation on ch. 23 in lieu of ch. 49. Assignment of ch. 23 to Akron would require concurrence of Canadian authorities. Action March 27.

The same power goes in...



but so much more comes out of a Zenith!



Any portable transistor radio depends on a battery for its power. But *how* a radio performs —that's a different story. That depends on the radio itself.

A Zenith portable gives you the *most* out of a battery—because a Zenith is carefully crafted, precision engineered to more exacting standards. Every component is carefully selected and installed by hand.

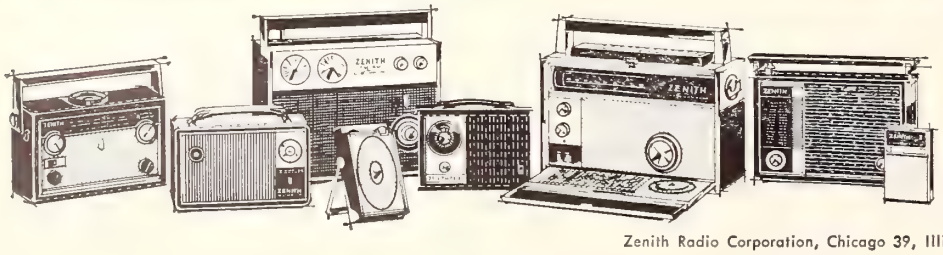
And this makes a difference you can *hear* in any Zenith radio you buy.

To be sure, it costs more to build a radio this way, but you get a lot more radio for your money.

If quality is important to you, as it is to most people—choose a Zenith. The same power goes in . . . *but so much more comes out!*

ZENITH

The quality goes in before the name goes on



To give you greater economy, *all* Zenith Portables are powered by ordinary flashlight batteries. They cost less than battery packs. They are available almost everywhere. And for even greater savings, a special Battery Saver Switch on several luggage style portables can actually double battery life!

Zenith Radio Corporation, Chicago 39, Illinois • Specifications subject to change without notice.

OUR RESPECTS to Vincent Thomas Wasilewski

He sees the overall picture of a problem

Vince Wasilewski, executive vice president of the National Association of Broadcasters, has won and maintained the respect and admiration of government officials, broadcasters and attorneys with whom he has had contact during his 14 years at the NAB.

"His qualifications for the job are outstanding and he has an unerring ability to see the overall picture and understand the implications involved" in a problem, an attorney-broadcaster once said of the NAB executive.

"He has a charity for others which is so often lacking in other executives," a close associate since college days says. "But perhaps the thing that makes him stand out is his ability to operate and produce under pressure."

Vincent Thomas Wasilewski's talent for keeping calm under pressure was never more vividly demonstrated than during the Feb. 26-27 conference of state broadcasting association presidents. He was presiding when a lively discussion erupted on the floor over the "leadership" being provided the broadcasting industry by the NAB. Mr. Wasilewski permitted each critic of the NAB to be heard. This calm assurance has often been demonstrated at NAB conventions and other meetings.

Unusual Interview ▪ Don Petty, former NAB general counsel, hired young Wasilewski in 1949 for the association's legal department during an interview at the Chicago airport which finished at 4 a.m. He was just completing his work for a law degree at the U. of Illinois at the time and still had to take his bar exam.

While studying for that examination, Vince put another one of his many skills to work. "I'm a pretty fair hand at gin rummy," he claims, and over a month during his studying he proved his point. Playing a few minutes each day for 1/10 a cent per point, he won $35 from fellow law student Jim Cravens, now a member of the Illinois Parole Board.

Since both students were broke and Vince had to get to Washington to go to work for NAB, Mr. Cravens, who had a new car and a credit card, paid off by making the trip to Washington.

Famous in Athens ▪ They say that some things in life are inevitable—like death, taxes and a Wasilewski on the Athens (Ill.) High School basketball team. For 36 of the school's 41-year history, at least one of the Wasilewski brothers (five), uncles or cousins have starred for Athens.

The NAB executive vice president was born in Athens Dec. 17, 1922. After finishing high school there in 1940, he studied engineering at the U. of Illinois until he joined the Air Force in 1942. Technical Sergeant Wasilewski served in the China-Burma-India theater and flew the Hump many times.

He was discharged in 1945 and returned to the university and was graduated cum laude in 1948 with a degree in political science. He received a doctorate in jurisprudence in 1949 and was admitted to the Illinois bar in 1950.

Vince held down many jobs while in college, including waiting tables at a sorority house. He was a member of Sigma Phi Epsilon social fraternity, president of the Junior Bar Assn. and editor of the *Illinois Law Forum*. He now belongs to many professional societies, including Phi Alpha Delta, Phi Kappa Phi and Order of the Coif.

Dean's Favorite ▪ The dean of the Illinois law school made the recommendation to the then NAB President Justin Miller that put young Wasilewski to work in the legal department.

He was promoted to NAB general counsel in 1953, named manager of government affairs in 1955, vice president for government affairs in 1960 and executive vice president in August 1961. NAB President LeRoy Collins said that Vince was a "natural" for the ranking NAB staff member despite agitation at the time for appointment of a man with broadcasting experience.

"Better than anyone here, Vince knows the NAB," Gov. Collins said. "He is a very human, understanding person and therefore has a splendid capacity for getting along with others."



NAB's Wasilewski
He knows the NAB best

The NAB executive vice president is one of those vitally concerned over the FCC's recent forays into programming and individual tastes. "As a practical matter, the FCC already has gone too far in some instances," he says. Broadcasters' problems are increased, he feels, because the industry is dealing not with pure legal questions but with the philosophies of the regulators.

Good Deal ▪ Of the NAB itself, Vince feels that the smallest station members get the best return of all for their NAB dues. Pointing up many services the association provides which the small radio station could not otherwise afford, he said "they get more than they could possibly get anywhere else."

But, he said, "a lot of them want us to be on Main Street selling and we are just not in that business."

While the rigged tv quiz and payola disclosures by Congress were very trying times for the industry, they were even more so for Mr. Wasilewski personally. The NAB was without a president at the time (following the death of Harold Fellows) and Vince was the industry spokesman before Rep. Oren Harris' (D-Ark.) investigators.

"Congressman Harris really clobbered me in a lecture to the industry in general while I was testifying," Vince remembers.

Rebuff and Victory ▪ Vince Wasilewski brought the same tenacity to his position as NAB executive vice president that he displayed in courting Patricia Callery back in college days. He had seen Miss Callery on the campus but had been unsuccessful in trying to arrange an introduction so he took matters into his own hands.

He happened to be in a cleaning shop one day when the coed came in and Vince pretended to be working there so he could get her name and address. "She wasn't at all interested in me at the time and tried to pawn me off on her roommate," Vince laughed. All ended well for Patricia Callery became Mrs. Vincent Wasilewski in June 1950 and they now have five children—Jan 10, Susan 8, Catherine 6, Terese 4, and Thomas 3.

Vince golfs occasionally but prefers to spend most of his free weekends with the family. According to Mrs. Wasilewski, he is famous for his backyard barbecue dishes. He just bought a new fishing rod but hasn't used it yet. All the Wasilewskis like to swim. The NAB executive vice president and his family reside in suburban Fairfax County, Virginia.

It's up to you

YOU are a member of the NAB. You pay your share of the $2 million collected annually to sustain the association and its 86 employes.

You are in Chicago for the 41st annual NAB convention —the biggest ever.

You listen to speeches, reports and debates. You see the latest in equipment, the new syndicated shows. You meet with your networks, reps, maybe your lawyers and engineers. You may rub elbows with members of the FCC and their staff.

President LeRoy Collins will bring you to your feet with brilliant oratory. Chairman Newton N. Minow will give you his version of FCC regulation. He may even let you in on his swan song (you wonder whether the new chairman will be worse).

Bob Hope will have you rolling in the aisles. Lots of parties. Great fun.

Then you go home.

What happened to edify you, to make you feel safer with your investment or that for which you hold responsibility?

You know deep down that the only way to cope with the condition that finds you two-thirds slave is through Congress which wrote the existing law that is being misused to strangle you. You know that Congress can write a new law, even though it cannot easily be persuaded to.

You know Congress can be moved. You saw the all-channel receiver legislation passed by a reluctant Congress, despite the opposition of manufacturers, by sheer logic, backed by the kind of force inspired by a fight for survival.

What's being done about legislation that will liberate you and give you the dignity and security that was originally intended by Congress when it wrote the anti-censorship clause? What's being done about protecting the freedom guaranteed you under the First Amendment?

What will the NAB do about it with your $2 million? What will Gov. Collins do about it?

What? Think it over as you listen to events in Chicago this week.

What viewers really think

THE forces that animate the average television viewer constitute one of the biggest single areas of ignorance in the entire field of audience research.

The viewer's habits are widely known, because he leaves tracks. Through the rating services, for example, it is perceivable that he goes frequently to his television set and spends large amounts of time there, sometimes flipping around among the channels and at other times sitting for long periods contemplating whatever is displayed before him. But although the people who seek to please him are thus amply able to ascertain his habits, they have not had, until recently, much real appreciation of his appetites.

Lately a number of projects have been undertaken to overcome this deficiency. One of the first of consequence was a survey of attitudes conducted in 1960 for Campbell-Ewald of Detroit (BROADCASTING, May 1, 1961). An infinitely more comprehensive one, commissioned by CBS, was done at about the same time and reported in a full-length book a few weeks ago (BROADCASTING, Feb. 18). Now comes another effort to sort out and analyze the viewer's attitudinal juices.

This new study, reported elsewhere in this issue, was made for the consulting firm of McHugh & Hoffman by Social Research Inc., which also conducted the 1960 survey for Campbell-Ewald. It finds that in less than three years the viewer's attitudes toward television have undergone almost radical changes—most of them favorable to television.

Some of the contributing forces and implications in this change are examined at length in SRI's report. The findings are intriguing reading for people concerned with programming and scheduling, and many portions—including those dealing with doubts and dissatisfactions that still nag the viewer—ought to be instructive as well. Properly approached, the viewer is the one outsider in a position to tell television how to program better. He ought to be consulted in this fashion more often.

Radio attack

WE have no doubt that some broadcasters with dual interests in radio and television will object to the new Radio Advertising Bureau's sales presentation that is described extensively elsewhere in this issue. The RAB has drawn a bead on television, as it would on any other rival advertising medium. It has exploited what it asserts to be weaknesses in television, and it has matched them against what it asserts to be radio's strengths.

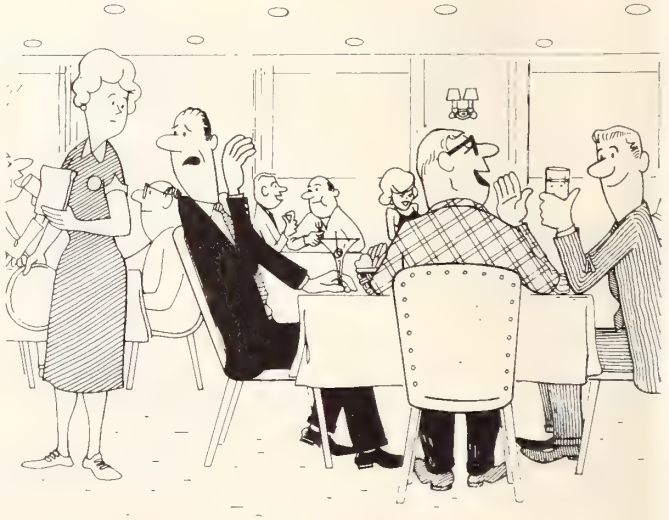
There will be those who will say that RAB ought to lay off television (as they would say that the Television Bureau of Advertising ought to lay off radio). More would have said this a few years ago when radio was still suffering from a persecution complex induced by the sensational growth of tv.

Both media have now been in existence long enough to have developed personalities of their own, and each has as much reason to sell against the other as it has to sell against newspapers, magazines, outdoor or any other form of advertising. Neither radio nor television will gain by pretending the other is not a competitor for advertising revenue.

Fm's emergence

TO RAB and TvB has now been added a third promotional organization in the broadcast field. It is the National Assn. of Fm Broadcasters which has just picked a paid president, James A. Schulke, to open a New York office from which fm as a medium will be sold.

No medium is in greater need of selling. Although fm bears a greater likeness to am radio than tv does, it still has individual characteristics that justify its setting up shop as a separate medium. There's room for fm, am and tv in the company of media—but only as much room as each makes for itself.



Drawn for BROADCASTING by Bill Davey

"Let me know when the tab gets to $24.95!"



Miss Texas, Penny Lee Rudd

Color-full

WEATHER

ANOTHER PLUS

WBAP-TV

NBC

5

DALLAS-
FORT WORTH

TOPS

IN

RATINGS



hour
(LARAMIE)



after hour
(MICHAEL SHAYNE)



after hour
(87TH PRECINCT)



after hour
(OUTLAWS)



after hour
(CAMEO THEATER)

. . . of quality, diversity, quantity—in the top Hour Package in syndication.

■ LARAMIE — captures the West at its wildest, during those hectic years after the Civil War. Action in scenic Laramie, Wyoming. 124 Hours (60 in color).

■ MICHAEL SHAYNE — brings the adventures of one of fiction's most popular private eyes to life. 32 Hours.

■ 87TH PRECINCT — focuses on realistic action, routine, tension of police detectives at work. 30 Hours.

■ OUTLAWS — re-creates the action-saga of the taming of the Oklahoma territory. 50 Hours.

■ CAMEO THEATER — encores great network hit dramas from Matinee Theater. 26 Hours. (All in Color.)

Here's a total of 262 Hours (with 86 in color) that will work day after day building audiences and winning sponsors in your area. When these five programs were still on the network, they were favored by such blue-chip advertisers as Block Drug, Bulova, Ford, Gillette, Revlon, Sunbeam, Union Carbide. Use one or more or all these program series for Hours of extra impact. Find out exactly how they fit into your lineup through

NBC Films.

35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

APRIL 8, 1963

Ratings hearing, continuing in Washington, is main topic in Chicago 27

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RADIO DIVISION

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS
DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

Selling pet food? Talk to her now with Radio, while she's dishing out the product . . . or in her car on the way to buy it. Spot Radio will sell your brand at the point-of-use. Put Spot Radio to work for you on these outstanding stations.

KOB	Albuquerque	WTAR	Norfolk-Newport News
WSB	Atlanta	KFAB	Omaha
WGR	Buffalo	KPOJ	Portland
WGN	Chicago	WRNL	Richmond
WDOK	Cleveland	WROC	Rochester
WFAA	Dallas-Ft. Worth	KCRA	Sacramento
KBTR	Denver	KALL	Salt Lake City
KDAL	Duluth-Superior	WOAI	San Antonio
KPRC	Houston	KFMB	San Diego
WDAF	Kansas City	KYA	San Francisco
KARK	Little Rock	KMA	Shenandoah
KLAC	Los Angeles	KREM	Spokane
WINZ	Miami	WGTO	Tampa-Lakeland-Orlando
KSTP	Minneapolis-St. Paul	KVOO	Tulsa

Intermountain Network

IN SIOUX CITY THE TOPS IN LOCAL-LIVE IS ON KVTV - Channel 9



KVTV's eight man news staff provides instant, on-the-spot coverage of every worthwhile local event in Siouxland. Penetrating news coverage makes KVTV Number One for news in Sioux City



KVTV personality Jim Henry as Canyon Kid has been nine years at the helm of Sioux City's top rated local daytime program.



Complete local sports coverage with KVTV's Gene Sherman keeps Siouxland sports fans happy. Gene is pictured beside the grand prize in KVTV's locally produced "Big Bowl" show.

In Sioux City and Siouxland, the tops in local-live programming is on KVTV, Channel 9. KVTV's news and programming departments prepare and present over 50 quarter-hours of local news, feature and public affairs programming every week. It's this penetrating attention to local affairs that attracts the crowds to KVTV, Channel 9. It's this crowd that makes KVTV Sioux City's and Siouxland's top media buy. For full coverage of the 750,000 people in the Sioux City TV market, specify KVTV, Channel 9. See your KATZ man.

THE KATZ AGENCY, INC
National Representatives

KVTV

CHANNEL 9 • SIOUX CITY, IOWA
CBS • ABC



PEOPLES BROADCASTING CORPORATION

KVTV	Sioux City, Iowa
WNAX	Yankton, South Dakota
WGAR	Cleveland, Ohio
WRFD	Columbus, Ohio
WMMN	Fairmont, West Virginia

SOUTH FLORIDA'S 2 MILLION RESIDENTS plus 5 MILLION ANNUAL*VISITORS SEE



Year 'round, Florida residents and visitors alike are attracted by top-notch programming on Channel 7, WCKT, NBC-Miami. Above, Presidential Press Secretary Pierre Salinger discusses current topics on one of the lively new Sunbeam-WCKT weekly discussion programs, Sundays, 6:30 p.m. Featured consecutive weeks following were Lt. Col. "Shorty" Powers and Teamster Jimmy Hoffa. Mr. Salinger was interviewed by Dr. Tom Wood and Dr. Ross Bieler, government professors from the University of Miami, Sunbeam-WCKT Newsman Wayne Farris and Moderator Don Fischer.

CAMERA 7—Sundays 5:30 to 6 p.m. A most interesting documentary series that penetrates local glamour and glitter for a candid view of South Florida people — their problems, projects and ideals.

FLORIDA FORUM—Sundays 6:30 to 7 p.m. Weekly town-meeting series in which a panel of experts explores issues timely to South Florida . . . and answers questions from the audience. Educational and entertaining, too!

OUTLOOK—Mondays 10:30 to 11 p.m. A local news documentary that probes the facets behind current South Florida problems . . . as presented by those most closely involved. An informative program produced in a manner to offer interest and entertainment to our viewers.

* Most of Florida's visitors come in the summer† months! Summertime is TV-time in Florida, contrary to viewing habits nationally. Resident audience tune-in is 12% above national average according to ARB-Top 30 Market Summer Reports . . . and millions of visitors enjoy the cool comfort of air-conditioned hotel-motel rooms to watch Channel 7, because there's more to see on WCKT!

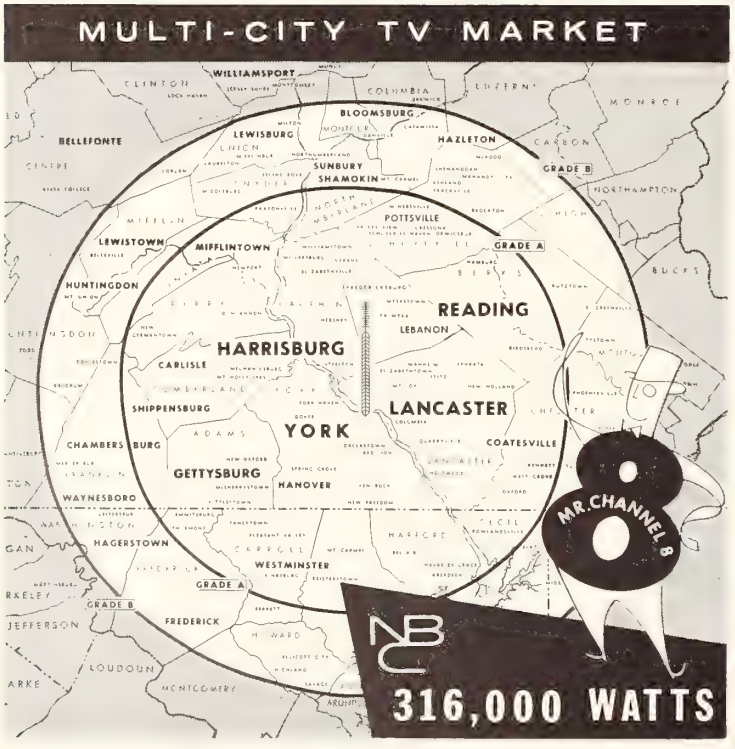
†Source Florida Development Commission
July — 1,600,000 visitors —
50% more than Jan., Feb., or March!

SUNBEAM TELEVISION CORPORATION

P. O. BOX 1118, MIAMI, FLORIDA • National Representatives: HARRINGTON, RIGHTER AND PARSONS • For the South: BOMAR LOWRANCE AND ASSOCIATES

you always WIN when you use WGAL-TV





Only single medium assuring full sales power in the entire region . . . a multi-city market including the metropolitan areas of Lancaster, Harrisburg, York, and many other communities. And, area-wide, the Channel 8 viewing audience is unequaled by all other stations combined. This is full sales power. Use it to build sales and increase profits.

WGAL-TV
Channel 8
Lancaster, Pa.

STEINMAN STATION · Clair McCollough, Pres.

Representative: The MEEKER Company, Inc.• New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Not whether, but when

Real reason that FCC Chairman Newton Minow has been refusing to confirm or deny BROADCASTING's Feb. 11 report of his decision to resign is that White House wants to pick successor to announce with Mr. Minow's resignation. That's word from sources in position to know. Added evidence of Mr. Minow's intention to leave government: His wife joined him last week in Chicago (where he had addressed NAB convention), and word was they would do some house-hunting. Chicago is headquarters of Encyclopaedia Britannica Inc. which Mr. Minow will join as vice president.

FCC Commissioner E. William Henry's chances of becoming chairman don't seem to be dimmed by this development: Mr. Henry's young daughter has been enrolled in White House nursery school that was set up for Caroline Kennedy. Only the children of New Frontier's innermost ins become classmates of Caroline.

Another from Chicago?

Add to list of possibilities for FCC vacancy to be created by imminent departure of Chairman Newton N. Minow, another young Chicago Democrat: David Parson, deputy general counsel of United States Information Agency since last fall. He reportedly has considerable party support. Mr. Parson is 39; Mr. Minow, 37. No neophyte in broadcasting, Mr. Parson is 10% stockholder in new ch. 8 WQAD-TV Moline, Ill., scheduled to begin Aug. 1 as ABC-TV affiliate. (He would dispose of his stock if appointed.) He also was partner in Chicago law firm of Kirkland, Ellis, Hodson, Chaffetz & Masters, which includes among its clients *Chicago Tribune* broadcast properties.

Collins stock rises

LeRoy Collins gained ground at last week's NAB convention in Chicago. His inclusion in speech at Monday's opening session of protests against FCC's campaign of intimidation (story page 54) led some broadcasters to feel that he was now fighting their battles against undue government controls which he had been reluctant to do previously.

Waiting to pounce?

A. C. Nielsen Co., which has faced hostile questions of House subcommittee investigating ratings for past two weeks (see pages 9, 28), soon may face Federal Trade Commission complaint alleging unfair trade practices. Complaint is now being prepared by FTC, it was learned, but spokesman denied its release is "imminent." House subcommitte members disclaimed knowledge of FTC activity and said it would be "unusual" if complaint were issued before subcommittee itself completes hearings and makes recommendations. Nielsen, along with The Pulse Inc. and ARB, now is operating under FTC consent order signed early this year (BROADCASTING, Jan. 7).

Slow billing

Maybe am broadcasters who turned their stations over to government for Spanish-language broadcasts into Cuba during last fall's crisis don't want to get paid. That's impression Voice of America officials have after response to request for outlays sent last February to eight of ten stations used during Cuban crisis (two of ten earlier had stated they wanted no repayment). As of last week, only two responses had been received; one said it wanted no payment, other listed expenditures but made no claim. No word from other six, leading to belief broadcasters aren't seeking reimbursement.

'Sons' sold to foods

Hunt Foods and Quaker Oats will be advertisers next season on *My Three Sons* on ABC-TV, replacing current sponsor, Chevrolet, which gave up option on show. This piece of good business news wasn't ready for telling at March 30 ABC affiliates meeting in Chicago; final word came through late last week.

Back to work

FCC, which missed meeting last week because of NAB convention, faces heavy agenda Wednesday (April 10). Among broadcasting matters reportedly ripe for action is revised filing fee schedule, which commission ordered staff to prepare (BROADCASTING, April 1). Commission approval is anticipated—but so is host of petitions for reconsideration from industry. Commission is also expected to discuss staff's recommendation for proposed rulemaking to revise am allocations policy. Not yet ready for commission action, however, are such controversial matters as proposal for rulemaking to limit commercials and final order rejecting vhf drop-in proposal.

Panel preparation

FCC's "unrehearsed" panel at NAB convention in Chicago last Wednesday didn't catch panelists napping. Members and staff figured questions might be asked in 14 categories and boned up on them. They were two over. No questions were asked regarding editorializing or FCC's network-programming investigation.

Pair to watch

Two names that will gain more and more prominence in roster of lawyers representing broadcast interests: John and Henry Hooker. They're young Nashville lawyers with strong ties to Bobby Kennedy, and appointment of E. William Henry to FCC can be traced to them. At exclusive BMI dinner for top broadcast brass in Chicago last week Hooker brothers were in demand as dinner partners—wound up at table with Bob Sarnoff and Bob Kintner.

Ready to go home

Film syndicators, who had highly successful show of their own last week at Pick-Congress hotel, block away from site of NAB convention in Chicago, are quietly talking about plans to expand their new Television Film Exhibitors group, formed to stage exhibit last week. Next step will be private pool of members, with thought of expansion. They'd still rather be in NAB convention hotel, they say, if association would stop treating them like naughty step-children. TFE Chicago show was well-disciplined.

Run down by ratings

Ratings investigator Rex Sparger has left staff of House Subcommittee on Investigations and returned to native Oklahoma under doctor's order. Mr. Sparger and Robert Richardson conducted 18-month investigation of radio-tv rating services which culminated in hearings in progress for past month (see page 9, 28). Former reporter and member of Oklahoma legislature, Mr. Sparger had notified Chairman Oren Harris (D-Ark.) that he intended to resign at conclusion of hearing (BROADCASTING, Feb. 25) but left early on advice of his doctor.

Low visibility

Little was seen of Robert D. Swezey, director of NAB code authority, during NAB convention last week, and many delegates speculated about his status. It's no longer secret that Mr. Swezey clashed with LeRoy Collins over latter's decision to speak out against cigarette advertising and that the two of them have been seeing less and less of each other. Mr. Swezey's contract expires next October. It's conjectured his future will be discussed at meetings of NAB boards next June.

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WORTHWHILE



Worthwhile programming symbolizes WJW-TV's integration and acceptance in the community. Norman Wagy's hardhitting Editorials, Cleveland Caucus' probe into civic problems, Cleveland Report's frank appraisal of Cleveland life, Opinion and Moral View bringing the viewpoints of civic and religious leaders before the Cleveland public. Award winning documentaries like "Birth" (live camera coverage of a Caesarian delivery), public service campaigns by means of living programming — all are part of WJW-TV's Worthwhile approach . . . Television at its best! **WJW-TV CBS IN CLEVELAND**

LOS ANGELES *KGBS*	**PHILADELPHIA** *WIBG*	**CLEVELAND** *WJW*	**MIAMI** *WGBS*	**TOLEDO** *WSPD*	**DETROIT** *WJBK*	*STORER* *BROADCASTING COMPANY*
NEW YORK *WHN*	**MILWAUKEE** *WITI-TV*	**CLEVELAND** *WJW-TV*	**ATLANTA** *WAGA-TV*	**TOLEDO** *WSPD-TV*	**DETROIT** *WJBK-TV*	

WEEK IN BRIEF

The ratings disclosures and Minow's suggestion that NAB membership be made mandatory stir NAB convention. Over 3,000 broadcasters agree something's got to be done about ratings' shortcomings disclosed by congressional investigation but they boil at idea of government imposing code standards as official regulation, with penalties to be invoked by their own asosciation with assist from FCC. Complete wrap-up of NAB's 41st annual membership meeting. See . . .

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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A D.J. WITH LIVE MUSIC?

While most D.J.'s open cans, DJMC Dave Overton whips up a musical breakfast menu with 18 lively people . . . and the WSMpire eats it up!

The Waking Crew, 7:45-9:00 a.m., Monday-Friday.

18 merry gentlemen, 1 sleepy girl-type singer.

Live musicians. Live singers. A live weatherman, newsman, and Dr. Philalogue (who has words about words).

1 hour and 15 minutes. The music has been rehearsed. The musicians' horseplay hasn't . . . and enough said!

You won't find much radio like this... which is why you won't find many stations like WSM or many radio areas like the WSMpire. People (full-grown people) *listen* to WSM. Because there's something to listen to.

Proof? The Waking Crew is in its 11th year.

the WSMpire **WSM** CLEAR CHANNEL 650

OWNED AND OPERATED BY THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY

NIELSEN SAMPLE EASY TO ACQUIRE

'Cheating' common practice, field men testify

Persons seeking names of A. C. Nielsen Co.'s 1,200 tv sample homes could get them within six months for $25,000 to finance former field man, House subcommittee probing broadcast measurement firms was told Friday (April 5) by three former Nielsen Co. fieldmen.

"Cheating" is common practice among men who are responsible for Nielsen meters; men are underpaid, overworked and disgruntled, witnesses said. Meter system is wholly inadequate for measuring audience habits because sample homes are not representative of nation and reflect disproportionate number of lower-income homes, they added.

Chairman Oren Harris (D-Ark.) described testimony as "a revelation" and said it has "a tremendous bearing" on firm's methodology. Rep. Paul Rogers (D-Fla.) said Nielsen procedures were shown to be "a sham."

Company officials concluded their testimony earlier in day after 10 days on stand and were granted permission to submit supplemental documentation for record, subject to study by subcommittee.

Rep. Harris observed that some information shown subcommittee leads to conclusion elements of rating business are not better than payola and rigged quiz show problems his group had uncovered in 1959-60. Subcommittee has responsibility to public and broadcasting to prevent reoccurrence, he warned. Possibility of government regulation was threatened, similar to licensing of securities dealers if necessary.

Witnesses Returning ▪ Hearing is expected to resume this week, but no date was set Friday. To be called back for more testimony are James Seiler, president of American Research Bureau, and Albert E. Sindlinger, president of company bearing his name (BROADCASTING, March 25).

Letter written by A. C. Nielsen Sr. in 1949 warned backer of Mr. Sindlinger's new device, Radox, that Nielsen firm had such control of measurement device patents that newcomers would eventually find themselves blocked, subcommittee showed. Backer left Mr. Sindlinger.

Patent agreement between Nielsen firm and ARB guarantees Nielsen 5% of gross each time ARB uses Arbitron device and firm must cross-license Nielsen for any devices it invents, plus pay Nielsen 5% gross on these inventions, contract showed. Nielsen's slashing ⅓ from price of its audience composition reports for television is forcing ARB to drop its similar service, said Robert E. L. Richardson, subcommittee counsel.

Mr. Richardson asked Nielsen witnesses about document he said their boss wrote in 1949 which stated he intended to take over broadcast measurement business and raise prices, but none admitted knowledge of such memorandum.

Rep. John E. Moss (D-Calif.) said most of Nielsen testimony on its operations was "incomprehensible" because of continual modification of earlier statements. Company "holds captive a major industry," he said.

Chairman Harris asked company officials if they had any complaints about not getting enough explanatory material into hearing record, but witnesses said "none," just wished to add few more documents.

Those Fieldmen ▪ Three witnesses who followed Nielsen officials on stand were all fieldmen who had recently resigned from or been dismissed by company. Robert Cawhern is trying to obtain back overtime pay, he said. Gerlad Lafferty, five-year veteran, said he was fired March 29 because firm believed he was testifying before subcommittee when actually he was in Europe on vacation approved by supervisor.

Mr. Cawhern said he sometimes worked 70-80 hours weekly, quit because he was "disenchanted" over pay and discovery that many fellow fieldmen filled in Nielsen diaries and doctored meter reports at home to increase their "scores" (basis for added income).

Mr. Lafferty said what magazine interviews men are required to do are "strictly impossible" when added to other duties. "Vast majority" of fieldmen cheat, he replied to subcommittee question.

Mr. Richardson explained staff sought former Nielsen employes in effort not to jeopardize jobs of present workers. Fieldmen who testified all had been subpoened, he added.

Change in JFK's plans

Inkling of how events may have to be juggled in space communications age occurs tomorrow when President Kennedy signs legislation making Winston Churchill honorary citizen of United States.

Ceremony, to be picked up live by BBC tv cameras and flashed to Britain via Relay satellite, was originally scheduled for 4:30 p.m. at White House. Later computations by space scientists indicated however that best time would be 3 p.m. when Relay is in optimum position for event. White House Friday announced it had changed time to earlier hour.

Triangle nixes Nielsen; rate hike cited as reason

Four Triangle stations announced Friday (April 5) they will not renew subscriptions to Nielsen Television Reports. WNHC-TV Hartford-New Haven, Conn., and KFRE-TV Fresno, Calif., both have contracts expiring Nov. 18, 1963. WFBG-TV Altoona, Pa., contract expires Jan. 31, 1964, and WFIL-TV Philadelphia March 31, 1964.

Other Triangle stations, WNBF-TV Binghamton, N. Y., and WLYH-TV Lancaster-Lebanon, Pa., are not Nielsen subscribers. Roger W. Clipp, vice president of Triangle, said move followed rating firm's notice to raise rates about 20%.

NBC Radio 4-month sales top first half of 1962

NBC Radio has sold $4.3 million worth of business to advertisers through last Thursday (April 4) since Jan. 1. This exceeds total of entire first half of 1962 by 10.5%, William K. McDaniel, executive vice president, NBC Radio, announced Friday (April 5). He noted that 1962 first half represents record period since 1959 when network revised format.

Dollar figure is after all discounts but before agency commissions, according to Mr. McDaniel. He said sales were made to 35 advertisers and included 14 new orders. Mr. McDaniel noted that in eight days prior to April 4, $2.1 million in new and renewal business was ordered by 16 advertisers.

Gem City asks again for ch. 11 in Dayton

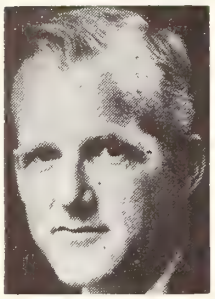
Gem City Television Co. is recommending plan to FCC it says will encourage development of uhf broadcasting and, at same time, permit drop-in of seven short-spaced vhf channels as originally proposed by commission.

In comments prepared for filing with agency and members of Congress, Gem City says FCC could make uhf channels available for satellite operation in

more AT DEADLINE page 10

WEEK'S HEADLINERS


Mr. Goldman


Mr. Hobbs


Mr. Bloede

Victor G. Bloede, senior vp and director of creative services for Benton & Bowles, New York, promoted to executive vp and management supervisor on household soap products division account of Procter & Gamble. Mr. Bloede joined agency as copywriter in 1950. Further personnel changes at B&B announced last week: **Whit Hobbs,** former vp and creative director at BBDO, elected senior vp in charge of creative services and member of board of directors, assuming duties at B&B May 1, and **Alfred L. Goldman,** former senior vice president in charge of copy, named senior vice president and creative director.

Edward Bleier, vp in charge of daytime sales for ABC-TV, promoted to newly created post of vp and national sales manager for network. **Yale Roe,** ABC-TV assistant daytime sales manager, advanced to director of daytime tv sales. Mr. Bleier was elected ABC-TV vp in 1960 and earlier had been account executive with network and with WABC-TV New York, owned and operated station. Mr. Roe had been with various stations owned by ABC since 1950, including WBKB (TV) Chicago, KGO-TV San Francisco and WABC-TV, in various sales and merchandising capacities before he was appointed assistant daytime sales manager for network in January 1962.


Mr. Bleier


Mr. Roe

For other personnel changes of the week see FATES & FORTUNES

areas where existing vhf station might receive interference from drop-in.

Gem City, headed by Dayton, Ohio, industrialist Arthur Beerman, has urged FCC approval of ch. 11 drop-in for that city. Comments are in response to commission instructions to its staff to prepare final order denying drop-in proposals for Dayton and six other cities, reportedly on ground drop-ins would impede development of uhf (BROADCASTING, March 11).

Gem City says seven cities originally marked for drop-ins have demonstrated need for new vhf service. Uhf stations, Gem City says, couldn't survive in those markets in competition with existing vhf outlets.

Company says that uhf would receive boost its backers say it needs if upper-band channels were used for "recovery" of loss areas which might result from interference with vhf stations by drop-ins.

KDWB appoints Eastman

KDWB Minneapolis-St. Paul, Minn., has appointed Robert E. Eastman & Co., New York, as Crowell-Collier outlets national sales representative.

Ban of cigarette ads heard by Minn. Senate

Further hearing will be held this Thursday (April 11) before Commerce Committee of Minnesota Senate on bill (S. F. 618) which prohibits all cigarette advertising showing persons.

Bill was amended in hearing last Thursday to place responsibility for advertising on cigarette wholesaler or distributor rather than on tv station and other media, as bill formerly provided. Wholesaler would be prohibited from distributing specific brand of cigarette, following notification of violation by county attorney, if brand used people in tv or other advertising in the state. Violation by distributor is misdemeanor but no sanction is placed on media displaying advertisement.

Minnesota House committee refused to act on original bill making media guilty of misdemeanor for accepting cigarette advertising showing person smoking or with a tobacco product. Both this bill and new measure in Senate declare that use of cigarettes "may be injurious to the health of the citizens of the state of Minnesota who indulge therein, particularly to the youth of this state."

Ban, if it becomes law, would cover network advertising as well as that originating in Minnesota.

'Use' Tax Killed ▪ Senate committee killed last Thursday House-passed bill which would have permitted Minnesota cities to place "use" tax on tv set owners receiving signals via municipality owned uhf translators "or similar wireless transmission facilities." Bill first was reported out of committee but was sent back following Senate debate.

Minnesota law now permits cities to build and own translators and microwave facilities and catv systems.

Ad techniques told western ANA meet

John B. Hunter Jr., director of advertising, B. F. Goodrich Co., at West Coast meeting of Assn. of National Advertisers in Santa Barbara, Calif., last Thursday-Friday, described problems and pitfalls of presenting an advertising campaign to management when decisions are made by non-advertising-oriented executives. E. J. Beam, advertising and public relations director, Hughes Aircraft Co., told how corporate image was built for his electronics firm. Ralph Carson, president, Carson/Roberts, Los Angeles, related Mattel story, how use of year round television revolutionized toy business advertising and transformed company with a $5 million gross and $150,000 advertising budget into $75 million-a-year operation with $7.5 yearly ad budget.

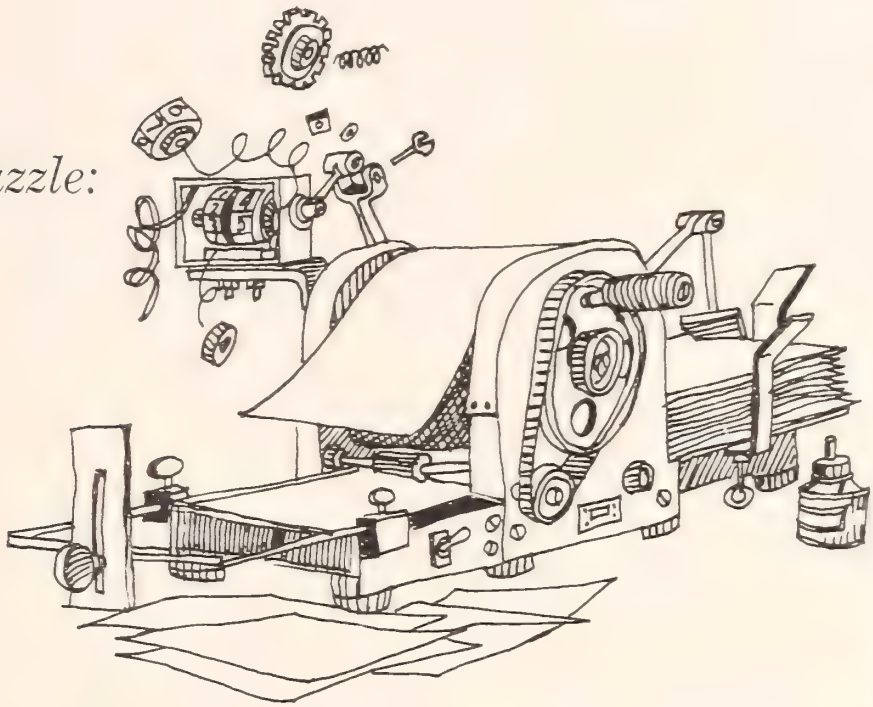
Dr. George L. Mehren, U. of California professor, described cooperative efforts of state and federal government and California prune growers to sell prunes in Western Europe, which he termed surprisingly successful despite the openly and clearly hostile protectionist policies of the foreign governments. Courtenay Moon, vice president of Grey Advertising, Los Angeles, urged advertising managers to pay more attention to creative agency man who writes and designs their adverising, stating that much of the ridiculous advertising we see and hear can be attributed to feeling of creative people that nobody considers them very important.

Walker-Rawalt, Devney combine N.Y. offices

Consolidation of Walker-Rawalt Co. and Devney Organization, New York station representative firms, announced Friday by J. Wythe Walker and Edward J. Devney, respective presidents of companies.

Firms will remain as separate corporations, combining physical plants in W-R's offices at 347 Madison Ave. They plan to maintain combined sales forces for station clients.

Puzzle:



Countdown

"How many copies did you run off on the ABC-TV fall program line-up that I brought back from the convention?" Neal Edwards asked girl Friday Mary Bokel.

"I'm not sure," answered Mary. "The counting gizmo on the "Ditto" machine is out of whack. But I know I left half of what I started with in Mr. Houwink's office and gave him one extra. Then I gave half of what I had left to Charlie Macatee in the Sales Department plus two extras. When I got down to Kay Fisher in Traffic, I only had a few, so I gave her half plus 3 more. Now I've got one left for our files."

"Your distribution system is somewhat capricious," snorted Edwards, "but at least I know now how many you started with."

Do you? Send your best estimate* along and become eligible for one of our valuable prizes.

**Unless our gizmo is out of whack, our best estimate of your best buy in the Washington area is spot announcements in the 11¼ hours of regular weekly news programing that make WMAL-TV Television News Leader in the Nation's Capitol. Harrington, Righter & Parsons, Inc. can fill you in on the details.*

Puzzle adaptation courtesy Dover Publications, New York 14, N. Y.
Address answers to: Puzzle #77, WMAL-TV, Washington 8, D. C.

wmal-tv abc

Evening Star Broadcasting Company
WASHINGTON, D. C.
Represented by: HARRINGTON, RIGHTER & PARSONS, Inc.
Affiliated with WMAL and WMAL-FM, Washington, D. C.; WSVA-TV and WSVA, Harrisonburg, Va.

What makes a great salesman?

With P. T. Barnum, you only had to look at his index finger. It was right on the public pulse, every time. "This is a trading world," Barnum asserted, "and men, women and children, who cannot live on gravity alone, need something to satisfy their gayer, lighter moods and hours." Yet the America of the 1830's considered theaters dens of iniquity, laughter a crime. Barnum captured the public's fancy, without offending its morals, by labeling his theater a "lecture room" and presenting only diversions and curiosities of unquestionable purity.

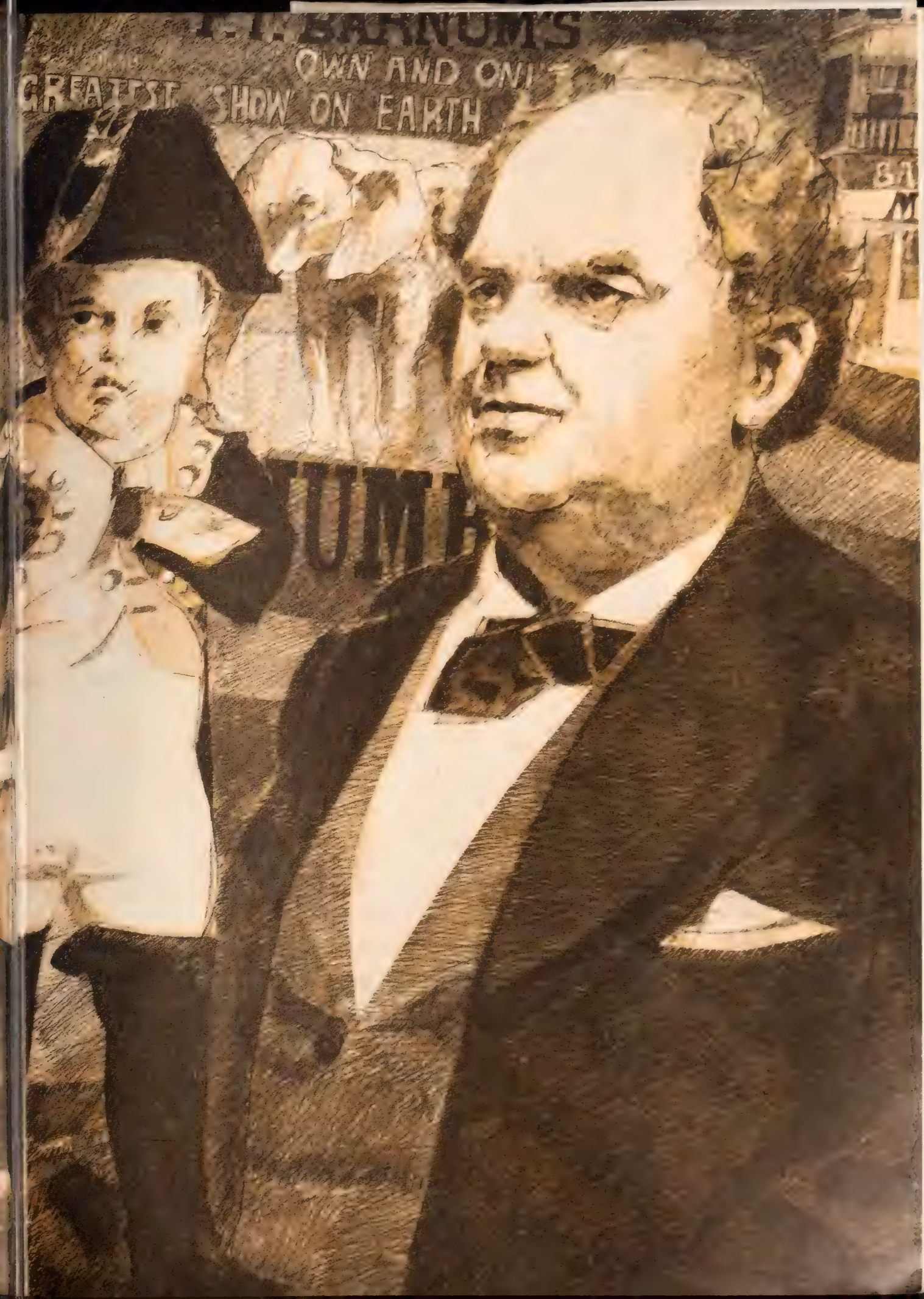
Great salesman Phineas Taylor Barnum did far more than just bring "respectability" to amusement, however. He gave America its first popular museum, zoo, aquarium and beauty contest. Barnum took disreputable tent carnivals, added three rings and created "the greatest show on earth." In his lifetime he made several fortunes with attractions such as Tom Thumb, Chang and Eng, Jumbo, and Jenny Lind—plus liberal amounts of (according to Robert Edmund Sherwood) "superlative imagination, indomitable pluck and artistic temperament."

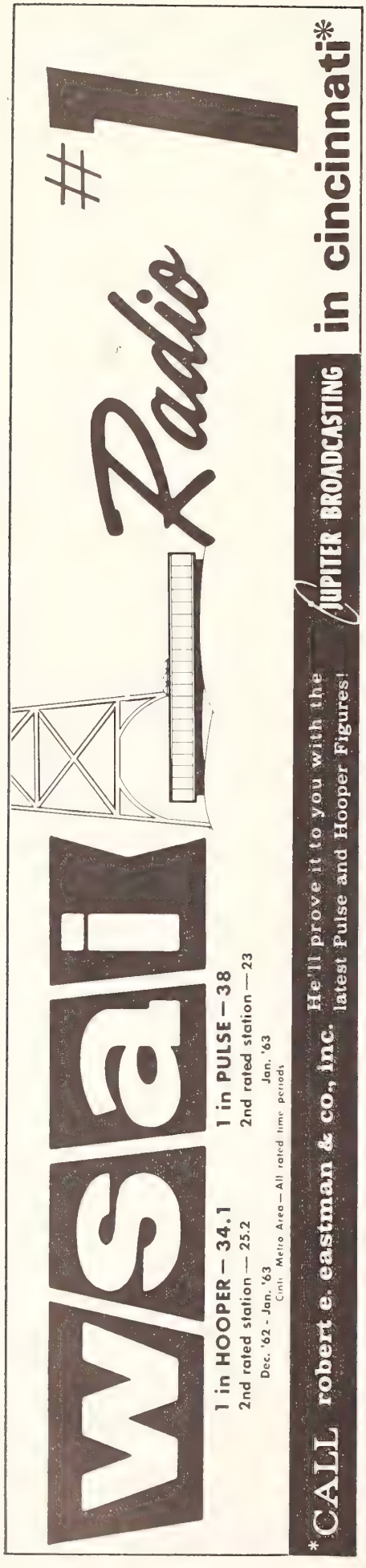
But it was his instinctive understanding of what intrigued and thrilled the most people that really put Barnum's finger on the public pulse. Today, the Storer stations have that same pulse-finding capacity. The reasons? Popular, highly respected talent . . . programming individually keyed to each community's special preferences and needs . . . and the many other Storer extras. In New York, Storer's great salesman is WHN, an important station in an important market.

LOS ANGELES *KGBS*	**PHILADELPHIA** *WIBG*	**CLEVELAND** *WJW*	**NEW YORK** *WHN*	**TOLEDO** *WSPD*	**DETROIT** *WIBK*
MIAMI *WGBS*	**MILWAUKEE** *WITI-TV*	**CLEVELAND** *WJW-TV*	**ATLANTA** *WAGA-TV*	**TOLEDO** *WSPD-TV*	**DETROIT** *WIBK-TV*

STORER
BROADCASTING COMPANY




P. T. BARNUM'S
OWN AND ONL
GREATEST SHOW ON EARTH



DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing

APRIL

*April 11—**Brand Names Foundation** awards luncheon, Americana Hotel, New York City. Arthur Godfrey will host the awards luncheon at which 114 retailers from 40 states will be honored as winners in the Retailers-of-the-Year competition.

April 9—Annual stockholders meeting, **Storer Broadcasting Co.**, Miami Beach, Fla.

April 11—**FCC** deadline for reply comments to proposed findings in Grand Rapids, Mich., ch. 13 proceedings.

*April 11—**Georgia Assn. of Broadcasters'** special meeting to formulate a policy statement to FCC, 12 noon, Commerce Club, Atlanta.

*April 15—**New deadline** for submission of entries in the annual awards contest of the Deadline Club, Sigma Delta Chi.

*April 15—**Western States Advertising Agencies Assn.** dinner meeting at Sheraton-West Hotel, Los Angeles. Heads of six advertising groups: James T. Parry, Southern California chapter, American Marketing Assn.; Betty Thomas, Merchandising Executives Club; Len Pilley, Art Directors Club of Los Angeles; Paul Mead, Advertising Agency Production Men; Ron Ross, Magazine Representatives Assn.; Jack O'Mara, Television Bureau of Advertising, will divulge "The One Most Important Change To Look For In The Year Ahead," with open discussion to follow. Ralph Carson of Carson-Roberts will be chairman.

April 15-16—**Pan Pacific Television Festival** of tv programming from 17 Pacific basin nations to be held in San Francisco under auspices of San Francisco chapter of Academy of Television Arts & Sciences. Shirley Temple Black will be hostess and honorary chairman of the two-day event, which will be attended by representatives of the participating countries, ATAS members, guests from allied fields and educators and students. The exact site for showing entries has not been selected.

*April 15-17—**Chicago Federated Advertising Club** midwest collegiate advertising conference, Palmer House. William W. Wilson Jr., Young & Rubicam, is conference's general chairman.

April 16—Annual stockholders meeting, **Plough Inc.**, Memphis, Tenn.

April 17—**American Marketing Assn. conference on new product marketing, New York Hilton.**

April 17—Annual meeting of stockholders, **Columbia Broadcasting System Inc.**, 1697 Broadway, New York.

April 17—Deadline for reply comments on **FCC's** proposed fm allocations table.

April 18—**Assn. of National Advertisers, workshop on international advertising, Hotel Plaza, New York.**

April 18-20—Twentieth annual **Alpha Epsilon Rho** convention, Hotel President, Kansas City, Mo. Delegation of students of broadcasting from 32 universities.

April 18-21—Annual spring convention of **Mississippi Broadcasters Assn.**, Broadwater Beach Hotel, Biloxi. Golf tournament on 18th. First business session at 1 p.m. on the 19th.

April 19—**Michigan AP Broadcasters Assn. meeting, Lansing.**

April 19-20—Annual convention of **New Mexico Broadcasters Assn.**, Alvarado Hotel, Albuquerque. NAB President LeRoy Collins will be principal speaker.

*April 19-21—Fiftieth Anniversary Convention of the **Alpha Delta Sigma**, Roosevelt Hotel, New York City. Don Belding, former partner of Foote, Cone & Belding, New York, will be keynote speaker.

April 20—Seventh annual convention of the **UPI Broadcasters Assn. of Connecticut**, Yankee Silversmith Inn, Wallingford, Conn.

April 20—**American Humane Society** annual **Patsy awards for animal actors, Pantages** Theatre, Hollywood.

April 20—**UPI Broadcasters Assn. of Vermont**, Clover Restaurant, Colchester.

April 20—**Indiana AP Radio-Tv Assn.** at Indianapolis.

April 21-26—93rd convention of **Society of Motion Picture and Tv Engineers** (SMPTE), The Traymore Hotel, Atlantic City, N. J.

April 22—Annual **Associated Press** luncheon, grand ballroom, Waldorf-Astoria Hotel, New York. Speaker: Lt. Col. John H. Glenn Jr. AP membership meeting at 10 a.m.

April 22-23—**Conference on broadcasting and mental health**, under joint sponsorship of National Assn. of Broadcasters and National Assn. for Mental Health, U. S. Hotel Thayer, West Point, N. Y. The conference will open with a luncheon at the Harvard Club in New York City on April 22, and from there will move to West Point by chartered bus. Conference co-chairmen are LeRoy Collins, NAB president, and Dr. William C. Menninger of the Menninger Foundation.

April 25 — **Federal Communications Bar Assn.** luncheon, with following speakers: James B. Sheridan, Broadcast Bureau; James E. Barr, Safety & Special Radio Services; James J. Nordberg, Common Carrier, George S. Turner, Field Engineering & Monitoring, and Curtis B. Plummer, executive director. Willard Hotel, Washington.

*April 25-26—Annual meeting of **AP Broadcasters of Pennsylvania**, Pittsburgh.

*April 25-26—Spring meeting of **Washington State Assn. of Broadcasters**, Olympic Hotel, Seattle. Speakers include: FCC Commissioner Kenneth Cox; Washington State Attorney General, John J. O'Connell; and RAB administrative vp, Miles David.

April 25-27—Annual convention of **Fourth District of Advertising Federation of America**, Cherry Plaza Hotel, Orlando, Fla. Speakers include: Ralston H. Coffin, RCA, New York; Mark Cooper, AFA president; Whit Hobbs, BBDO, New York; Margo Sherman, McCann-Erickson, New York; Hobart Franks, *Atlanta Journal & Constitution;* Thomas Moore, ABC-TV, New York.

April 25-27—Annual meeting of **American Assn. of Advertising Agencies, The Greenbrier, White Sulphur Springs, W. Va.**

April 26—15th anniversary ball of **Bedside Network** of Veterans Hospital Radio & Tv Guild, Plaza Hotel, New York.

April 26-27—Ninth annual **Oregon Broadcasting Conference**, Oregon Assn. of Broadcasters, Village Green Motor Hotel, Cottage Grove, Ore.

April 26-27—**Virginia AP Broadcasters meeting, Executive Motor Hotel, Richmond. Awards in the VAPB newscasting and telecasting contests and for public service will be presented on first night at the banquet.**

*April 27—**UPI Broadcasters Assn. of Massachusetts**, The Charterhouse, Waltham.

April 27-28—Spring meeting of **Kansas AP Radio-Tv Assn.**, Baker Hotel, Hutchinson.

*April 28—**Milline Club** meeting at Masquers in Hollypood, Calif. Mel Blanc, president of Mel Blanc Assoc., humorous advertising consultants, will talk on "How To Avoid Speaking Before Advertising Groups and Other Religious Cults."

*April 28—**Mississippi Broadcasters Assn.** meeting in Biloxi. Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee and its Special Investigations Subcommittee (ratings probe), will speak.

TOP-RATER!

Marty



WABC-TV New York
First run off network
Outrated all
competing stations
8:00-7:30 PM
Dec. 20, 1962

SALE-MAKER!

12 ANGRY MEN



Fully sponsored
by Schaefer Beer
6th highest
Rated feature film on WCBS-TV
New York in 12 years!
The Late Show
Dec. 15, 1962

RECORD-BREAKER!

Sweet Smell OF Success



The Largest Audience
ever achieved by a
Feature Film on
WABC-TV-New York
"THE NIGHT SHOW"
Nov. 30, 1962

These are just three of the many outstanding feature films from U.A.–Hits which have proven themselves in important key situations. Prestige stars in prestige motion pictures assure the selling power that promises big audiences–and bigger sponsors. Call your U.A. representative today–He'll show you how to get your big slice of the market.

u.a.a. | UNITED ARTISTS ASSOCIATED, INC.

NEW YORK 555 Madison Ave., MU 8-4700
CHICAGO 520 N. Michigan Ave., 467-7050
DALLAS 1905 South Center, Ri 7-8553
HOLLYWOOD 1041 N. Formosa Ave. Ho 6-3429

NOTHING LIKE IT IN BROADCASTING—
anywhere • anytime anyhow!

"50-50 CLUB"

in color

on WLW TV and WLW Radio

12 NOON-1:30 MON. thru FRI.



the show with the Lyons share of talent!

Ruth Lyons—the modern American Radio-TV phenomenon—has led her smash "50-50 Club" program through its merry paces every weekday at noon for 17 years on WLW Radio and 15 years on WLW Television, the last 6 in color. The show also includes a talented cast, all stars in their own right. Brainy newscaster-lawyer, Peter Grant; vocalists and recording artists—Bob Braun, Ruby Wright, Marian Spelman, Bonnie Lou, with Cliff Lash and his orchestra. Such an array of talent on a local show is certainly unique in broadcasting!

Another Crosley Broadcasting Bulls-eye!

CROSLEY COLOR TV NETWORK

WLW-T Television Cincinnati · WLW-D Television Dayton · WLW-C Television Columbus · WLW-I Television Indianapolis

WLW Radio—Nation's Highest Fidelity Radio Station

CROSLEY BROADCASTING CORPORATION
a subsidiary of Avco

OPEN MIKE

Old friendships renewed

EDITOR: I was most surprised at the tremendous amount of mail I received after my Feb. 25 MONDAY MEMO appeared.

I heard from friends from Miami to New York, and all the way to the West Coast, whom I had not heard from in years.

BROADCASTING really must reach the industry effectively. — *Benjamin J. Green, vice president, Geyer, Morey, Ballard, western division, Chicago.*

No copy cats in Rochester

EDITOR: In his support of radio drama, Mr. Bichl says that everybody is receptive to the idea of radio drama but the broadcasters themselves. He wonders whether "the broadcasters [are] ready to leave what has become the beaten path and program something different" (OPEN MIKE, March 18).

We at WBBF are curious to know what "the beaten path" is. In our six-station community of Rochester, listeners can select from among six different paths (without counting the four distinct paths traveled by this city's fm stations). Which is the one that's beaten?—*Robert S. Kieve, vice president and general manager, WBBF-AM-FM, Rochester, N. Y.*

Drama flourishes here

EDITOR: John Stolz's letter [for more radio drama] (BROADCASTING, March 4) suggests he hasn't heard of CKVL Verdun-Montreal, which maintains its place . . . in Canada's largest market by virtue of its live, dramatic programs year in and year out. . . .—*A. A. McDermott, Andy McDermott Sales Ltd., 85 Bloor St. East, Toronto.*

. . . and here too

EDITOR: At KNBR we have been programming dramatic shows five nights a week for almost a year and a half. We have received hundreds of letters from people who remember the "good old days" of radio, but what is more reassuring, we have received numerous letters from young people who felt they have discovered a new art form.—*Jack R. Wagner, program manager, KNBR-AM-FM San Francisco.*

A vote from the governor

EDITOR: West Virginia in general and the state government in particular are immensely appreciative of the outstanding work in reporting on developments in our state in the March 18 BROADCASTING [Special report on the Ohio River Valley].

Mr. Frank Beatty's writing represents one of the very few truly objective reporting jobs by out-of-state newsmen concerning West Virginia and how it has progressed during the last two years. His reporting reflects, I think, the real story of West Virginia—how our people have "dug in" and helped themselves to economic recovery. . . .

Thank you for your interest in West Virginia and for the "life" your magazine has given all of us here.—*William Wallace Brown, governor, State of West Virginia, Charleston.*

EDITOR: . . . It was a fine job on a mightily broad subject.—*Laurence S. Newman Jr., managing editor,* Dayton Daily News.

EDITOR: . . . particularly impressed with the way you caught the spirit of the Dayton market. . . . It was Charles, not James Kettering [the inventor-manufacturer], however.—*George Gray, vice president-general manager, WLWD(TV) Dayton, Ohio.*

EDITOR: The article is so interesting that I would like to have a copy for my file for future reference.—*Paul K. Wright, director, industrial-economic development, Louisville Chamber of Commerce.*

EDITOR: My congratulations on the March 18 issue with regard to the Ohio River area and, in particular, to the West Virginia coverage.

I might point out that Martinsburg, the largest city in eastern West Virginia, is only 66 airline miles from Washington, D. C.

Our county of Berkeley and neighboring Jefferson have never been eligible for Area Redevelopment Administration funds for the simple reason that we have had no unemployment problems of sufficient importance to make us eligible. . . . More than that we in eastern West Virginia believe in the state's motto, "Mountaineers are always free," and the less interference by the federal government, the better it will be for all of us.—*C. Leslie Golliday, general manager, WEPM-AM-FM Martinsburg, W. Va.*

Robes do not make wise men

EDITOR: About the current congressional investigation into the rating services, I have these thoughts.

(1) I wonder if any layman can have complete faith in the theory and practice of probability sampling. It's hard to explain the possibility of gaining useful information about an area without a complete census.

(2) The government apparently has been quite satisfied with the techniques of probability sampling for such departments as the Labor Department, the

Good [and Busy] Neighbor

This is part of the Collins Radio Company, WMT-TV's (and Eastern Iowa's) good neighbor. Employer of more than 9,000 scientists, engineers, technicians and support personnel in Cedar Rapids, Collins makes amateur radio, broadcasting, aviation electronics, microwave, scatter and other industrial military and space systems. Sales for six months ending Feb. 1, 1963: over $111,000,000. Backlog: $230,000,000. Shown below are only two of the ten buildings Collins owns or leases in Cedar Rapids. *Center,* main manufacturing plant. *Above left,* engineering offices.

Hitch-hiker, *top left,* Lindale Plaza Shopping Center, new, big, and busy. That building off to the right? WMT-TV's Broadcast Park, with standby antenna. Our Big Stick is 23 miles north.

Collins is one of Iowa's large employers—but it accounts for only 5% of the manufacturing work force in Iowa. Go ahead—think of Iowa as the tall-corn state. But don't overlook Iowa industry—it's even more significant: Personal income from agriculture, about $1 billion annually; from manufacturing, about $5 billion.

WMT-TV
CBS Television for Eastern Iowa
National Representatives:
The Katz Agency
Affiliated with K-WMT, Fort Dodge;
WEBC, Duluth; WMT Radio.







It's tougher to recruit volunteers for peace than for war.

But our recruitment campaign inspired thousands to apply for the Peace Corps.

Workers for peace win little personal glory. No parades, medals or honors. Yet they, too, fight battles for freedom. But their weapons are knowledge and skill. Throughout the free world Peace Corps volunteers are bringing new honor and glory to their country. While there are over 5,000 volunteers at work in 42 countries, thousands more are needed to meet the mounting requests.

How do you recruit more volunteers? The ABC Owned Radio Stations proposed to the Peace Corps a recruitment campaign. It would inform listeners about the Peace Corps achievements. It would convince them of the need and opportunities for qualified volunteers. Working together, the Peace Corps and the ABC Owned Radio Stations produced and conducted a campaign in which Peace Corps Director R. Sargent Shriver and many prominent educators, sports figures and show business personalities gave freely of their time and talent.

The results? From more than 40 states, 3,535 listeners wrote our stations for information and applications. At the same time, inquiries to the Peace Corps in Washington more than doubled and more persons took Placement Tests in January than in any previous month.

How many of these persons will become volunteers? At this time, no one knows. But only 1% of the 3,535 persons writing our stations could fulfill the needs of some country vital to world peace. Yes, it is tougher to recruit volunteers for peace. But with so many Americans responding, we are proud that listeners of the six ABC Owned Radio Stations form such a large part of that response.

ABC OWNED RADIO STATIONS

WABC NEW YORK **WLS** CHICAGO **KGO** SAN FRANCISCO
KQV PITTSBURGH **WXYZ** DETROIT · **KABC** LOS ANGELES

The local store knows the score!

These prominent Washington advertisers have been with us

8 YEARS

WILKINS COFFEE & TEA

JULIUS GARFINKEL

WASHINGTON GAS-LIGHT CO.

GOVT. EMPLOYEES INS. CO.

WOODWARD & LOTHROP

BERGMANN'S LAUNDRY

WWDC RADIO

WASHINGTON, D.C.

represented nationally by John Blair & Co.

BLAIR GROUP PLAN MEMBER

Census Bureau, etc.

(3) How can broadcasters with conscience ask for more government "protection" through regulation—even in the area of audience research. Admittedly there's room for improvement, but hadn't we ought to take care of this ourselves? Does a broadcaster ever complain when the numbers are in his favor?

(4) Since when does a man acquire new wisdom, freedom from dishonesty and all-knowing wisdom because he dons the robes of a bureaucrat?

. . . I feel we can take care of the problems ourselves.—*John F. Hurlbut, president and general manager, WVMC Mt. Carmel, Ill.*

Support reassessment idea

EDITOR: Your March 18 editorial, "It's Circulation," makes good sense to me! —*Edward J. Hennessy, vice president-sales, WAVY-AM-TV, Norfolk, Va.*

EDITOR: "It's Circulation" is a hard-hitting editorial . . . loaded with logic.—*John F. Box Jr., managing director, The Balaban Stations, St. Louis.*

Fringe-area harm claimed

EDITOR: I am terribly disappointed, but not surprised, by the FCC decision on dropins.

. . . For tv to be really competitive we need these dropins. What reasoning did the FCC use in denying the fringe areas a third vhf channel? Uhf may be fine for city dwellers, but what of the thousands in the fringe areas whose main entertainment comes from the large cities and tv? Uhf signals just do not carry far enough. We had a ch. 36 in Jacksonville 60 miles away, but we could not receive it here in Lake City.

We country cousins have hundreds of dollars invested in the finest receiver equipment available. And what do we receive? Two commercial channels. ABC may have the finest programs on the air but we're denied an opportunity to see all their programs. . .

I suppose we may now be in line for cable tv in the future. And, we will have to pay to see another channel that the three-station markets get free.

Is this what the FCC wants? Pay tv for some who happen to live in a fringe area?—*Robert L. Green, vice president, Columbia County Bank, Lake City, Fla.*

Text for ad students

EDITOR: I find the YEARBOOK a most necessary part of the students' reference materials in our course in radio-television station management to accompany their use of the weekly issues of BROADCASTING. *Robert V. Zacher, professor of advertising, Arizona State U., Tempe.*

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*Reg. U. S. Patent Office

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when you think

NEW YORK RADIO



think

wmca

570

REPRESENTED BY ROBERT E. EASTMAN & CO., INC.

MONDAY MEMO

from JACK A. PRIVETT, Atherton-Privett Inc., Los Angeles

Keep those commercials simple

The best way to produce a prize-winning tv spot is to get lucky. We got lucky with a 20-second animated spot for Hawaiian Punch and it is being hailed as everything from "a milestone in spot tv" to "probably the most talked about commercial of the year."

If any of us in this business could create this kind of block-buster more than once in a blue moon, we wouldn't have to work. Maybe this brief explanation of how it happened may contain a clue or two that might be helpful.

Keep it simple. When your spot is on the screen, the viewer probably is sitting down, in a relaxed frame of mind, but slightly irritated by the interruption of the commercial. The only reason he was there is because he was watching a program; your commercial is an intrusion.

Compare this attitude of half-hearted interest in your intrusive commercial with the wholly dissimilar conditions under which you and your client evaluated the finished product in the projection room. Everyone present had been in on this commercial from the story-board right through to the finished product and knew every word of the copy and were sitting on the edge of their seats and giving it their absolutely undivided attention.

The average viewer, on the other hand, has had a couple of beers and couldn't care less. It isn't that he doesn't have the intelligence to understand a complex or abstract message, it is that you can't hope to command more than a small portion of his total powers of comprehension. He just isn't that interested.

So we say, keep it simple.

Show It True ▪ Speaking of projection rooms, we believe it is better to screen television commercials for client approval, on a 21-inch screen rather than on the customary large projection screen. Most tv production studios have a screen room with a huge screen and powerful high-fidelity speakers. If the client okays the commercials in this atmosphere, he is apt to be disappointed when he subsequently sees them on his tv set at home.

We believe it is a mistake to say to a client, in effect, "This is what you're not going to get."

The same principle applies to radio. The control booth in a radio recording studio is no place for a client. Put radio spots on tape and take them to the client's office with a little tape recorder and keep the volume down to a level at which he would normally listen to a radio receiving set in his home.

We have a simple but effective means of screening television commercials for client approval in our conference room. We merely cut a hole through one wall, about the height of the average home television set, and covered it with a face plate from a regular 21-inch television set.

On the other side of the wall we covered the hole with a piece of flat frosted window glass. The projector is then placed parallel to that wall, in the adjoining room, and the image is thrown onto the frosted glass from a mirror placed a couple of feet in front of the projector at a 45 degree angle. This makes the image read correctly from the viewers' seats inside the conference room. This explanation sounds a little complicated but the installation is really very simple.

Only One Idea ▪ Decide on one concise selling idea that expresses a wanted benefit. In this case it was the fact that Hawaiian Punch is "fruit juicy." We didn't try to enumerate the ingredients or present a travelogue of the beauty of the islands. Nor did we have to enumerate all the different sized packages and forms in which the product is available in the stores. We only had to register the name and the words "fruit juicy." Without a tremendous budget we can not afford to be confusing.

See how many ways you can say the same thing. We developed 35 different story situations, all in a humorous vein because of the nature of the product; a fruit drink for children and adults. We narrowed these ideas down to 15 and presented them in story-board form to our client-group and finally selected seven.

Bob Guidi of Tri-Arts, working with John Urie, and Bill Melendez of Playhouse Pictures produced the finished spots in black and white and color and each did a flawless job.

Do a little pre-testing if possible. The agency and the client and the producer are so close to the picture, by the time the job is finished, that the series of spots becomes kind of a blur and it's a good idea to get some consumer reaction.

In this case we were able to screen the series for a group of some 200 food brokers at a convention, in two different meetings. One of the spots apparently was a little subtle because they didn't get it at all. The others were well received but the one where the little fellow says to the big fellow, "How about a nice Hawaiian Punch?" and then when the big fellow says, "Sure," and knocks him flat, was obviously the favorite of these two groups.

We intended to run the six spots, changing from one to another about every month. We, of course, ran the "Punch" spot first and the reaction from all over the country was so spontaneous and enthusiastic that we have simply continued to run this same spot for more than a year and present indications are that it will continue.

Children all over the country are asking their dads, "How about a nice Hawaiian Punch?" and then swinging on him. This is great. We have reports that it's also catching on nicely in schoolyards and many a fine fight has ensued.

Try to get something into your commercial that strikes a responsive chord with the consumer. Something like that wonderful line, "Mother, please; I'd rather do it myself!" Or a line that lends itself to familiar but unrelated situations; "Are you still using that greasy kid stuff?" Or a line that enables young extroverts to keep your commercial alive, like "How about a nice Hawaiian Punch?"



Jack Privett is principal in Atherton-Privett, Los Angeles, one of the leading western agencies. After receiving a BS degree in merchandising at the U. of Southern California, he started with J. Walter Thompson, San Francisco, as office boy. He also worked in both traffic and research and did account work in the Los Angeles office of JWT. In 1947 he left Thompson to begin his own business and has served a number of major western advertisers in the past 15 years.

YOU CAN'T COVER INDIANAPOLIS* FROM INDIANAPOLIS

**The Indianapolis market, we mean!*

This provocative headline is more than a facetious approach to a marketing problem. If you presently have distribution in and are exerting advertising pressure on the Indianapolis market, then consideration of the Terre Haute market is of vital importance to your sales success.

HERE'S WHY:

1. **Terre Haute** is closely linked to Indianapolis for its distribution.
2. **Two of the Leading Supermarket Chains** in the Terre Haute-Indianapolis coverage area credit the WTHI-TV area with more than one fourth of their total area sales.
3. **Indianapolis Television**, even when extensively used, misses 80% of the Terre Haute metro area.
4. **Combining WTHI-TV** with any Indianapolis television develops sizeable, additional penetration **without additional cost.**
5. **The combination of WTHI-TV** with an Indianapolis effort reduces excessive duplication, substituting new potential customers.
6. **The Terre Haute-Indianapolis** media approach does not reduce the level of impact in metro Indianapolis.

These facts were revealed through a series of special studies conducted by ARB. These are presented in detail and are available through your Edward Petry Man.

WTHI-TV delivers more homes per average quarter hour than any Indiana station* (November 1962 ARB)

*except Indianapolis

WTHI-TV*

CHANNEL 10
TERRE HAUTE,
INDIANA

*AN AFFILIATE OF WTHI AM & FM

CBS TELEVISION

Edward Petry & Co., Inc.



five out of five



In each of the CORINTHIAN markets...Houston ...Tulsa...Sacramento...Ft. Wayne...Indianapolis, the CORINTHIAN television station leads in ratings in the latest ARB and Nielsen surveys.*

When you buy any CORINTHIAN station, you are leading from strength.

*Source: 9:00 AM—12 Midnight, Sunday—Saturday, ARB and NSI. In Sacramento, tied for first.

THE CORINTHIAN STATIONS
RESPONSIBILITY IN BROADCASTING

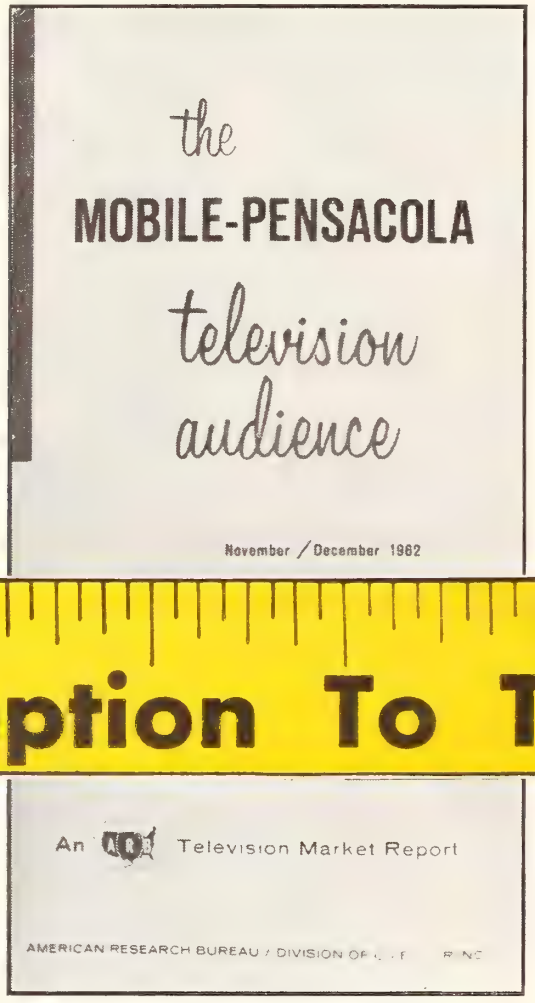


REPRESENTED BY H-R

KHOU-TV HOUSTON
KOTV TULSA
KXTV SACRAMENTO
WANE-TV FORT WAYNE
WISH-TV INDIANAPOLIS
WANE-AM FORT WAYNE
WISH-AM INDIANAPOLIS

WKRG·TV

MOBILE CHANNEL 5 PENSACOLA



Exception To The Rule

Year After Year **ARB** PROVES

WKRG-TV IS

"THE EXCEPTION TO THE RULE"

50% or More SHARE of Audience

Represented by H-R Television, Inc.
or call
C. P. PERSONS, Jr., General Manager

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
April 8, 1963, Vol. 64, No. 14

RATINGS MESS: NO. 1 NAB TOPIC

Broadcasters hunt reliable way to measure audience

Collins plans recommendations to June board meeting

Present services grope for way to save their businesses

The broadcasting business began to respond with curative proposals last week to the pummelling that the ratings services have been taking in Washington for the past month.

To remedies already prescribed by advertising agency sources were added new proposals—largely unrelated and independently advanced—by broadcasters seeking, as one expressed it, to "put out the fire that's about to consume us."

The diversity of ideas and proposals, complicated by new developments and soundings being made within the ratings service business itself, led the chairman of the NAB television board of directors to advise an NAB convention session that somebody ought "to do some coordinating rather quickly."

The ratings problem—specifically, what to do about it—dominated the NAB's annual convention in Chicago. But neither the action nor the talk was confined entirely to broadcasters or Chicago. Here are some of the week's highlights:

▪ NAB's research committee, under Donald H. McGannon of Westinghouse Broadcasting, scheduled a meeting for this Wednesday in New York. Indicating the urgency it felt, the committee hoped to submit a report to the NAB board by Saturday.

▪ The NAB also was planning a long-range study to develop information on public attitudes toward broadcasting, what people from various media, listenership and impact of commercials, effects of leisure time and education on listening and viewing, and on the needs of computers in advertising.

▪ NAB President LeRoy Collins promised that the NAB staff and research committee would evaluate the findings of the House subcommittee investigating ratings and that would submit proposals for action to the NAB boards when they meet in June.

▪ The Radio Advertising Bureau offered to sponsor a study, estimated at $100,000 to $200,000 in cost, to find a "better" ratings system for radio specifically (CLOSED CIRCUIT, April 1)—provided the project is given pre-acceptance by advertisers and agencies and financial support by stations.

▪ A group of agency executives met with network representatives in New York for an informal session to hash over the problem—and consider what might be done about it.

▪ To recommendations already advanced by agency authorities were added new but similar ones by President Emil Mogul of Mogul, Williams & Saylor (see page 30), and Richard A. R. Pinkham, senior vice president in charge of media and programming at Ted Bates & Co. Mr. Pinkham solicited action by the American Assn. of Advertising Agencies and the Assn. of National Advertisers.

▪ It was disclosed that the A. C. Nielsen Co. had notified its television station clients of a coming increase, estimated at 30 to 35% on the average, in the price of its local television service. Nielsen officials said the rate-rise decision pre-dated the Washington hearings and that the notifications went out before Nielsen became involved in the testimony. They denied reports by some broadcasters that with the rate increase would go an increase in size of the samples used in the local studies.

▪ Nielsen officials also reported, in response to questions, that "a lot of stations" have given termination notice under their local service contracts. They said these represent "protective" action frequently taken by stations but often rescinded. They said it was too early to judge whether these "protective termination notices" were now coming in at a faster than average pace.

▪ American Research Bureau officials disclosed that they were sounding out stations—but finding few takers—on the possibility of doubling the ARB local service's sample sizes and increasing its rates to cover the cost. The resultant price would be 30% to 40% higher



Headliners in Chicago last week

These three were stars of widely differing acts at last week's annual NAB convention in Chicago. Bob Hope (l) won the broadcaster association's Distinguished Achievement Award and drew the loudest applause of anybody at the convention (see page 58). FCC Chairman Newton Minow (center) plumped for a federal law to make NAB membership compulsory (page 60). LeRoy Collins (r), NAB president, proposed reforms in ratings and other broadcast practices and criticized the FCC for forays into local programming and for proposing to adopt limitations on advertising stations can carry (page 54).

Harris' problem list not typical, Nielsen says

While broadcasters wrestled in Chicago last week with the problem of what to do about the ratings mess uncovered by an exhaustive House subcommittee investigation, the congressional probers continued to grapple in the capital with the A. C. Nielsen Co., the "Mr. Big" of broadcast measurement.

Methodical, carefully charted questioning by Robert E. L. Richardson, special counsel, had Nielsen witnesses so dazed they didn't even flinch when Mr. Richardson handed them a list containing the names of 70 families in the company's 1,200-home national tv sample—information formerly thought to be one of the best-kept secrets in broadcasting.

The subcommittee's questioning of Nielsen Co. witnesses for the past two weeks indicates the congressmen hold nothing sacred about the Chicago-based firm, whose radio and tv audience reports generally have been considered the industry standard.

Last week they raked Nielsen methodology, challenging its use of supposedly secretly placed meters, the way it edits listening and viewing diaries, its sample execution, and the way it does business. The subcommittee made no effort to hide its belief that Nielsen has monopoly control of broadcast measurement and uses its power like Lola—what it wants, it gets.

In defense, Nielsen officials urged Rep. Oren Harris (D-Ark.), chairman of the Special Subcommittee on Investigations, to accept data which they said would verify their contentions that problems the subcommittee had come up with were exceptions and that an examination of the company's overall performance would show the problems are not typical of its work.

A Nielsen Appears ▪ Arthur C. Nielsen Jr., president of the firm, returned to the U. S. from Australia just before the start of last week's hearings and said he rushed to Washington when apprised of what had transpired. He told a reporter he "was shocked at what was going on," and explained that comment referred to the conduct of the hearings.

It was apparent from what he observed during last week's proceedings that the subcommittee does not understand the business, Mr. Nielsen said. They've come up with some disgruntled broadcasters as witnesses, he said, but nine out of 10 Nielsen clients are satisfied with the service.

The hearing is expected to conclude within a few days after Nielsen witnesses are excused, probably this week. Congress has been skeptical of the reliability of rating information for more than five years (BROADCASTING, Feb. 28), but it has remained for Rep. Harris and two special investigators—Mr. Richardson and Rex Sparger—to lay open the industry's worst sore. Their investigation began 20 months ago and has continued right through the midst of the current hearings, which began early last month with the smaller rating services (BROADCASTING, March 4, *et seq*).

The subcommittee has not spelled out its conclusions or intended legislative recommendations, but it has been apparent that the members agree to a man that broadcast measurement, affecting as it does so many of the economic decisions made in broadcasting, cannot continue without reform—possibly regulation, but probably standards for research and machinery to insure researchers do what they say they do.

Nielsen 'Secrets' ▪ In last week's

than the current rates.

▪ A group of NBC affiliates suggested unofficially that costs be kept at present levels by doubling the sample sizes but halving the number of surveys per year. Ratings service officials replied that their need to keep operations going year-round would make such a cutback unfeasible.

The week's developments followed on the heels of a series of proposals, usually informal and sometimes spontaneous, by advertising agency authorities.

Paul E. J. Gerhold of Foote, Cone & Belding, chairman of the technical committee of the Advertising Research Foundation, had suggested that advertisers and agencies may need to set up a ratings policing organization, while Needham, Louis & Brorby recommended that a Bureau of Audited Broadcast Measurement be formed by agencies, advertisers and broadcasters (BROADCASTING, April 1).

Mr. Pinkham called on the appropriate committees of AAAA and ANA to take action in "motivating" the formation of a new overall ratings bureau.

In effect, Mr. Pinkham endorsed the proposal made by Needham, Louis & Brorby. This letter was sent to the AAAA Special Broadcast Policy Committee and to ANA's Broadcast Advertising Committee. The AAAA group is headed by Sylvester L. (Pat) Weaver of McCann-Erickson; the ANA unit by John W. Burgard of Brown & Williamson Tobacco Corp.

Mr. Pinkham recommended that the Advertising Research Foundation be called upon for advice in determining the make-up of an "industry-supported, non-profit and accurate" measurement system for broadcasting.

Proposals and Speculation ▪ With close to 3,500 broadcasters gathered there for the NAB convention, Chicago was the center of last week's proposals, pulse-feeling and speculation about the probable consequences of the hearing still going on in Washington.

The subject achieved official convention status even before the convention opened, when NAB President Collins told a news conference on Sunday (March 31) that the present ratings services and their methodology are "woefully weak."

"My own regret," he said, "is that broadcasters, knowing all these weaknesses, didn't act for themselves." A reporter suggested that some rating services had seemed to emerge unscathed from the Washington hearing. To that Gov. Collins replied: "I am not aware that there is any rating service whose methodology would be said by any competent authority to be sound."

Faults and Weaknesses ▪ President Collins got back to the subject in his keynote speech the next day, criticizing ratings firms for failing to correct "faults and weaknesses of their methodologies and services."

He said, however, that broadcasters shared the blame "for buying and for using data having so many apparent defects." To the broadcasters he said: "We must give up the philosophy that ratings are good if we are number one and bad if we are not, or that they are good as long as they will serve a profit purpose, notwithstanding a lack of reliability."

Broadcasters, he said, must be "masters of our own house"; they must refuse to be exploited or pushed around by any outside businesses that influence the progress of broadcasting.

Coordination Needed ▪ The overall problem was brought into the convention limelight again on Wednesday when William B. Quarton, WMT Cedar Rapids, chairman of the NAB television board, called upon tv broadcasters to

activity, Mr. Richardson revealed a list of 70 Nielsen sample homes, and said he and Mr. Sparger could probably have discovered most of the 1,200 if they'd had the time. When the counsel told Henry Rahmel, Nielsen executive vice president, and Warren Cordell, chief statistical officer and vice president, that the information had been obtained without subpoena, and that the investigators believed any broadcaster or other interested person could do the same, the witnesses said they were "surprised," and had never heard of such a thing happening before.

Mr. Richardson added that the staff also had obtained a map from a Nielsen client which showed all 478 counties in which the research firm has placed its meters, supposedly secretly. The map had been in the client's hands since at least 1956, Mr. Richardson said, and would have been invaluable to a network wishing to strategically affiliate with tv stations in key counties. He did not say the source of the map was a network, but said the source claimed the document was left in its office after a Nielsen sales presentation.

Rep. John E. Moss (D-Calif.) led the subcommittee attack on Nielsen's cancellation of its contract with ABC Radio in May 1962. He charged Nielsen used its "virtual monopoly powers" to punish ABC for not going along with changes the firm was introducing in its network radio reports. Nielsen's action forced ABC to find another measurement service (Sindlinger), he said,



A. C. Nielsen Jr.

and in retaliation Nielsen has refused to publish ABC audience information in its reports. Rep. Moss said the changes ABC opposed, but which Nielsen said the other networks wanted, were "worthless."

Mr. Richardson then tackled the editing procedures Nielsen follows to "correct" listener diaries. He said the company's policy of discarding entire radio diaries because of some improper entries reduces the level of all radio listening and hurts small stations. However, he said, the company does just the opposite in its tv editing by salvaging any day's usable information and discarding just that which is "not valid."

He described as "strange" a situation in Louisville where discarded diaries had 26.1% of listening which should have been credited to WAKY, a non-subscriber, but just 5% of WKLO, a Nielsen subscriber.

Mr. Rahmel said Nielsen does not discriminate in its editing policies; editors do not know who subscribers are. Editing of radio diaries requires "perfect" information because that medium needs cumulative information while tv relies on per-broadcast data, he said.

The subcommittee also criticized Nielsen's heavy reliance on meters, which it protects with more than 50 patents. If the company says diary information is compatible with meter information, then there is no significant difference in the methods and the meters are unnecessary, the subcommittee reasoned. Mr. Rahmel denied meters are a "sales gimmick," and said meters are needed to check the reliability of diary recordings.

give thought to a situation "which seems to be going off in all directions" and needs "some coordinating rather quickly."

He expressed hope that the NAB research committee would consider not only methodology but also "where we spend our money, and how much."

He said there had been suggestions that resources be pooled and money invested in a single service—but in Canada, at least, this approach didn't work too well, he added.

Quick Report ▪ In the same session Charles Crutchfield, WBTV (TV) Charlotte, N. C., reported that NAB's research committee planned to meet in New York Wednesday and hoped to report to the NAB board by Saturday.

He said he thought it would be necessary to postpone some long-range plans and concentrate on trying to "put out the fire that's about to consume us."

The committee's immediate objective, he told questioners, would be to develop a plan to answer problems that have been brought to light by the Washington hearing.

"Hopefully," he said, the committee can evolve a "standardized research system" that will be acceptable to all concerned. He said the committee also hoped to recommend to the board long-range projects going into listening habits "in greater depth than ever before."

Radio, Too ▪ In a radio assembly in progress at the same time, Melvin Goldberg, NAB vice president for research, said that radio broadcasters will have to determine what they want from research. The industry has never determined what "exposure" means, he said.

NAB is conducting its own review of the business of measuring audiences, Mr. Goldberg pointed out. In a reference to the plans of RAB, he said: "I know there are others who are going into that area too."

Radio must have audience measurements but they must be reliable and accurate, Mr. Goldberg stressed.

Mr. Quarton told the Wednesday tv meeting that he had received notice that his station's rates for the Nielsen local tv service were going up 49%. Several other broadcasters reported informally that they had been informed of coming price rises, and at least one said Nielsen planned to increase the sample in his market by 75%.

No Increase in Sample ▪ John Churchill, vice president of Nielsen, told BROADCASTING that a new rate card for the service was being issued and that stations had been notified. But he said the increases were intended to cover operating cost rises and that no changes in the service—including sample sizes—were involved.

Effective date is April 15 for new contracts, but for current subscribers the increase does not go into effect until the end of their present contracts—from eight months to two years from now, Mr. Churchill said.

He said the percentage increase varies from station to station, and that in addition to boosting the rate the new contract cuts back on some of the discounts formerly allowed. A new station client, he estimated, would pay 30 to 35% more under the new rate card than he would have paid under the old.

RAB Strikes Back ▪ RAB's proposal for a radio-ratings methodology study was outlined by President Edmund Bunker in RAB's Tuesday-morning presentation to the convention. Mr. Bunker left no doubt that in his view the "short-changing" given to radio by existing ratings services is radio's No. 1 problem—and that the methodology study is intended to correct it.

"Radio has been hurt—and very bad-

RATINGS MESS, NAB NO. 1 TOPIC continued

ly hurt—by the absence of research which both measures our full audience and is accepted by advertisers and agencies," he said.

Damage to radio caused by the rating services has been of "unbelievable proportions—millions of dollars lost to us and being lost to us each year that we allow this situation to continue," Mr. Bunker said.

It is "just incredible," he said, that the radio industry has permitted its very lifeblood to be controlled by the ratings services and has done nothing to correct the situation. "The man at his workbench listening to a battery-operated radio. . . . The young woman listening in a swimming pool . . in a car. . . . Aren't they worth measuring and counting?" the RAB president asked.

To put an end to undermeasurement, "we must ourselves conduct a rating of rating methods," Mr. Bunker told nearly 2,000 enthusiastic radio broadcasters. "We must do original research in order to develop a better rating method for radio. We must have a carefully controlled pilot study of how to measure radio—something that has never been done under the industry's own sponsorship."

RAB Directed ▪ The pilot study will be RAB-directed with the cooperation of the Advertising Research Foundation, he said. RAB now is searching for a research consultant to direct the study, with field work to be done by "an outstanding research firm not now engaged in syndicated broadcast measurement research."

Mr. Bunker estimated the project will cost between $100,000 and $200,000 and asked radio stations to join the RAB and contribute toward the study. He did not predict a completion date.

Very emphatically, he rejected the idea of a joint study of radio and tv ratings through the NAB. The problems, he said, are fundamentally different. "A project to study ratings in radio must be a radio project. We must reject the concept that radio and tv research should be chained together. They don't belong together and we can't see spending a dime for any effort that attempts to keep the two together. . . . Can you imagine how such a project might be compromised, and I'm afraid not in radio's favor."

At the same time, Mr. Bunker welcomed the financial support of the NAB. "We will accept its counsel and give NAB an important place at the table in the administration of this project. . . . But this is a radio project and it will be directed with the interests of radio in mind."

Necessary Prerequisites ▪ RAB will undertake the ratings survey only if it has (1) pre-acceptance by advertisers and agencies and (2) assurance of adequate financing from the radio industry, Mr. Bunker said. "That assurance from radio must come through one basic source—support of RAB by a greatly enlarged cross-section of radio stations," he stressed.

"If we show a larger true audience size and on a basis that advertisers and agencies can accept with full confidence, then bigger billings must follow. . . ."

Mr. Bunker was liberally applauded when he told his audience the congressional investigators have served a useful function for radio. "The rating services have taxed radio by their failure to count our audience fully and we haven't even been able to get them to answer all of our questions about how they measure, let alone be represented in some manner in the way they operate," he said. "No other industry turns over to outsiders virtually complete control of the flow of cash in their business.

"These outsiders are salesmen first and researchers second. They have sold a service. . . . The rating services are so much better salesmen than we are, they make us look like absolute amateurs."

RAB does not intend to go into the rating business, Mr. Bunker said, but "we can serve as the catalyst, we can seek to provide the leadership to do what the rating services have been unwilling to do—and that is develop methodology that fits today's radio."

After new methodology has been developed, radio should be continuously represented in the planning of rating firms, the RAB president said.

"Never again must this industry turn over to people who turn out to be cynical—and it is cynical not to know what state your researchers are in and it is cynical to ignore the fact that your methodology has become hopelessly obsolete. That is *cynical.* And I say we're worse if we let it continue. We're stupid."

Problem Still Acute ▪ Exposure of rating abuses has not solved the problem, Mr. Bunker told his audience. He speculated that "right this minute" some timebuyer is purchasing some market using ratings based on "three broken meters, 200 diaries counted seven times each and interviews with people in a city 140 miles away."

Congress will not get rating surveys off the desks of buyers, Mr. Bunker said. "Radio will be judged by ratings for the next 20 years as it has been for the past 20 years."

Making a pitch to agencies and advertisers, he said RAB cannot carry out its study without "your complete enthusiasm. . . . Aren't the agencies in a somewhat embarrassing position with their clients as revelation follows relelation of inadequacies of the ratings. . . .?" Mr. Bunker asked.

"So we think the agencies will want to join us in maintaining some form of continuing supervision of future audience measurement, some rights of on-site inspection. . . . I believe the Russians have conceded more on-site inspections than some of the rating services."

Call for ratings reform echoed by Mogul

MORE THAN JUST 'SETS ON' MUST BE MEASURED

Advertising agency president Emil Mogul last week added his voice to the critics of the broadcast ratings services, and in effect endorsed the stand of some advertising leaders that reform be instituted with a unified rating system.

Mr. Mogul proposes a system that would be privately owned or else cooperatively operated by established broadcasting and advertising industry associations. In the main, Mr. Mogul, who is president of Mogul Williams & Saylor, New York, recommends a course similar to that outlined by Needham, Louis & Brorby, Chicago (AT DEADLINE, April 1).

There's a next step once a single statistically reliable sampling system is proven to the industry, according to Mr. Mogul. That step must be to meet head on a qualitative problem: what's going on in the room when the tv set is on? A possible solution, Mr. Mogul maintains, is one that he terms "far out, but not far fetched" in the light of present technology: a camera attached to the television receiver. This camera would record the attention of viewers.

Just how inaccurate are the rating services? Mr. Mogul claims to have the goods. For example, Mr. Mogul, in an interview with BROADCASTING last week, revealed that his agency has conducted a continuing survey of eight radio stations in New York over the past 10 years using a "keyed-offer" coupon system which has an average 50,000 respondents each year.

According to Mr. Mogul, despite the fact that one of the stations checked consistently scores poorly with a ratings service to which it is a non-subscriber, it enjoys the position of being the station with the highest "pulling power" for a specific client in the Mogul survey.

From the national measurement point of view, Mr. Mogul inclines toward increased size of samples, noting again from agency experience that results differ in current comparative surveys.

WHICH IS THE IOWA FARMER'S DAUGHTER?



Forgive us for catching your eye, but we can't punch this thought too hard: perhaps more than in any other state in the Union, *Iowa farm people and Iowa city people are almost exactly alike.*

The average Iowa farmer has an annual income of $14,700. This permits him and his family to *buy your products* — whether dancing lessons, hair sprays, automobiles, or whatever!

There's simply no better way to reach Central Iowa farm families than via WHO-TV. Let PGW prove it to you with actual dollars-and-cents analyses.

CHANNEL 13 • DES MOINES WHO-TV



PETERS, GRIFFIN, WOODWARD, INC.,
National Representatives

NBC AFFILIATE

Radio-tv return to normal in New York

SPONSOR GAINS OFFSET BY EXPANDED NEWS AT SEVERAL STATIONS

The 114-day newspaper strike in New York ended March 31 and the city's dailies, except for the *Post*, which had resumed publication a couple of weeks earlier, were back on the newsstands April 1.

For radio and television, things were back to normal—almost. The strike left the following marks, and some are yet to work themselves out:

- Several major stations, though gaining increased revenue from new advertisers, toted up huge expenses from an additional emphasis on news programming and expanded news staffs.
- But some stations are continuing some of the news features and expanded programming developed during the strike period.
- Stations find it too early to assess the future use of their facilities by many advertisers, which were formerly in newspapers only.
- The ratio of revenue over losses appeared generally in radio's favor because radio, in the main, had more time available to sell than did television.

The New York advertising community found it difficult to predict the future pattern of advertisers, who, it was said by some, might not readily return to newspapers now that they've had a taste of success with radio-television advertising.

It was noted, for example, that many retail stores, unaccustomed to radio-tv, spent their budgets early in the strike period, thus clouding future plans.

Several of these advertisers, moreover, were reported in their first-time broadcast plunge to have failed to buy "properly"—that is the most efficiently or effectively—because of knowledge limited to print advertising.

Some specific experiences of advertiser successes with broadcasting are recounted elsewhere (see page 34).

Revenue Gains ▪ In general, several radio stations reporting estimated revenue gains placed the hike in the range of 20-25% during the strike period that started on Dec. 8.

Expenses incurred directly by the strike were high for most major stations. Estimates varied, with one station reporting a figure at $50,000 per week. The range for the majors fell somewhere between $20,000 and $45,000 each week. A portion of these expenses—estimated from a third to a half—was balanced by extra revenue.

According to a survey conducted by Schwerin Research, television did the best job among surviving media of news coverage during the newspaper strike.

From a sample 709 persons contacted and asked whether they thought the medium's coverage was excellent, good, fair or poor, 60% said they thought television did an "excellent" job. Given the same choice of evaluations for radio, 47% of the same group called radio coverage "excellent," and using the same alternatives for news magazine coverage, 23% of the same group called it "excellent."

But the more specific detail is discernible in the station-by-station reports. A sampling of stations in the metropolitan New York area disclosed the following information:

An official of WCBS-TV New York said the station is hopeful that some of the advertisers who used the station will return to it now that newspapers have returned, but pointed out it is too early to predict the eventual outcome. He noted that the station estimates that its expanded news coverage was conducted at a "break even point" with added advertising recouping added expenses. The station is retaining some of the added news programs.

WCBS-AM-FM reportedly increased sales 20 to 25% as a result of the paper shutdown. Main hope at the station for permanent business growing out of the strike is said to rest on accounts which had used radio before—especially retailers—who might now maintain increased budgets in the medium.

Some Money Lost ▪ WPIX (TV) reported it lost a "little money" on its expanded news coverage, but believes that at least one retail store—John's Bargain Stores—of the several which bought time during the strike will remain with the station.

WNBC-TV and WNBC-AM-FM claim the largest expansion of their two-station system of any other pair of local stations. The stations reported a combined increase of 526 hours and 4 minutes during the 114 days of the strike.

It breaks down like this: WNBC-TV carried 225 hours, 30 minutes of additional news coverage, more than twice as much as it normally carried, at an expense estimated at $50,000 per week. Station officials figure that increased advertising resulted in an almost "break-even" situation financially.

WNBC-AM-FM, for the same Dec. 8-March 31 period, added 300 hours, 34 minutes of extra news, an addition of more than half the regular coverage of 518 hours, 17 minutes. All but one of the stations' extra newscasts will be dropped.

WNBC-TV added nine new sponsors during the strike, and is hopeful of keeping some of them. Bond's Clothes, and Herman's Sports Stores are two clients picked up during the strike who may stay, and E. J. Korvette discount house may also remain. (see stories on page 34).

WABC-TV will retain two additional five-minute segments of its news coverage prompted by the strike and WABC-AM will retain a 20-minute addition to its daily *Newscope*. WABC-FM will return to its format before the strike of duplicating WABC until 6 p.m. and then turning to a music format of its own.

Modest Profit ▪ WNEW-AM-FM re-

Theater league happy with air coverage

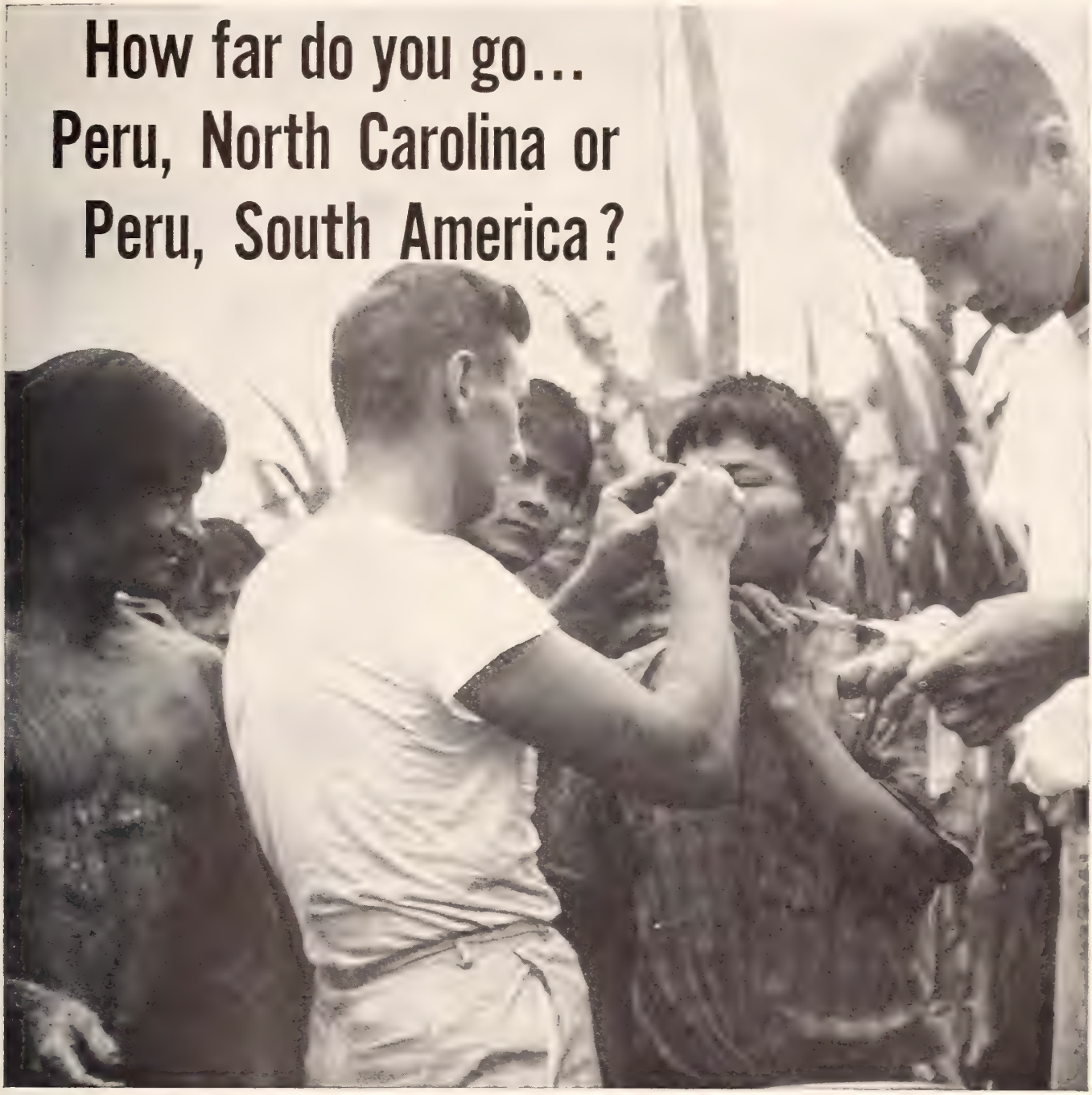
Losses to New York City's economy of an estimated $330 million during the 114-day newspaper strike were partially offset by at least one industry especially pleased with its radio and television coverage.

"One of the plusses of the strike [was] that television has created somewhat of an audience," said Willard Keef of the League of New York Theaters, interviewed on a WCBS-TV New York report, *The Great Newspaper Strike* (Sun., March 31). He continued:

"Unquestionably, television and radio made a big story of the strike and big story of the theater. . . The reviewers came in and the public got habituated to waiting for the 11:15 p.m. shows and the morning shows to find out what the critics said about the plays. This is something we hadn't anticipated and as the strike progressed, you could tell that the fortunes of the shows improved because of this television and radio coverage."

Mr. Keef said the increased coverage of theater news by radio and tv has interested a new audience—"Some of the [theater] managements can tell from their mail that this is a new group and they think that's a gain."

How far do you go... Peru, North Carolina or Peru, South America?

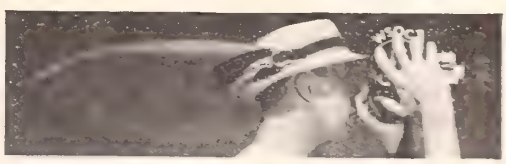


Charlotte's WSOC-TV went into the Amazon jungles for this story

Distance depends. Wherever big stories break in the Carolinas, WSOC-TV staffers cover them. It's the brand of reporting that for three years has swept top awards in the Southern tv news photography competition.

Complementing this top grade regional and local news service is WSOC-TV's imaginative programing in other areas of public interest. Example is Carroll McGaughey's documentary "and Teach all Nations" which he filmed among primitive tribes of Peru, dramatizing work of the Wycliffe Bible Translators there.

This great area station of the nation goes far indeed to better serve its viewers . . . and its advertisers.



WSOC-TV news director Carroll McGaughey on Peruvian film trek.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton

Lorillard rides three television trends

The P. Lorillard Co. currently is "riding the crest of three major moves in television," consisting of big-name performers, sports presentations and color tv, Morgan J. Cramer, Lorillard president, told the company's annual meeting in New York last week.

He prefaced this statement by pointing out that in the tobacco business particularly, effective advertising plays a dominant role. Sales rise and fall, he said, in direct relation to the effectiveness of a company's advertising. In the planning of campaigns, Mr. Cramer added, Lorillard is guided by prevailing trends and preferences.

The use of star names in tv, such as Jack Paar, Ed Sullivan, Dick Van Dyke and Joey Bishop, provides Lorillard with "a proven attraction . . . and tremendous audiences," Mr. Cramer stated. The stars frequently deliver the commercials, he pointed out, and added: "Surveys tell us that when a star performer, Jack Paar, for instance, recommends Kent on his show, the viewer's retention of that message is increased 50%."

He reported that sports programming appeals to both men and women and networks are supplying more programs of this type than in the past. Lorillard has used sports programs for many years, he said, but "is placing greater emphasis than ever" on such television shows presently.

Color tv, Mr. Cramer declared, is expensive but is especially useful for its built-in values. He reported that surveys show that a color commercial is at least twice as effective as one in black-and-white. Consequently, all of Kent and Newport commercials currently are being shot in color, Mr. Cramer said.

ported it picked up between $25,000 and $35,000 extra each week during the period of the strike and probably made a modest profit on added business, a spokesman said. He was optimistic that advertising obtained in the entertainment area—motion picture and legitimate theatre—might continue to some extent. Added news and feature segments will be retained.

An official of WNEW-TV expressed the view that added advertising obtained during the strike "just about compensated for our extra expenses in added coverage." The station plans to continue some of the news segments introduced during the newspaper blackout.

WOR New York had a lift in broadcasting profits this year, a development attributed at least in part by Thomas F. O'Neil, chairman of RKO General, which owns the station, to the newspaper strike. Mr. O'Neil, who spoke at an annual meeting of RKO General in Akron (see story, page 102), said the strike contribution was significant to WOR's increase in audience and revenues.

WMCA's sales manager Robert W. Mazur reported billings 55% ahead of the same period one year ago, but less than half of it directly to the newspaper blackout. The station pointed to auto dealers, motion picture distributors, real estate operators, a fuel oil firm, and department stores as among the categories of advertisers which stepped up their radio use.

Though revenues were up, not all the gain went into profit for expenses rose directly to the rate of added radio services needed. In round estimates, WMCA figured its overall news and public affairs expansion during strike time to be up 40-50%.

Expanded Everything ▪ WINS during the strike expanded news and features as well as its special advertising, promotion and publicity at an estimated $45,000 in costs. Arthur Harrison, sales manager, said business had increased 60% in December compared to that month of a year ago, and though advertising revenue directly traced to the strike fell off sharply in the past two months, the station expects to be well in the black after the strike business.

WINS plans to carry over major portions of its expanded news coverage in the post-strike period.

WINS says it had increased weekly newscast time from 17 to 35 hours and its staff from 16 to 32 full-time newsmen.

WHN reported business up approximately 25% during the strike. A "representative but not complete" list of new advertisers on the station as a result of the strike includes retailers: Bonwit Teller, B. Altman, Lord & Taylor, Masters, S. Klein, Saks 34th, Alexanders and Abraham & Straus. Macy's and Gimbels, who had been buyers on the station before the strike, continued to use the outlet during the shutdown. A station official described new advertiser reaction as "extreme satisfaction in many instances."

The strike has had no permanent effects on the WHN news format.

New York Times-owned WQXR expanded its coverage to include 21% more news than it had before.

WLIB, a Negro-oriented station which initiated a five-minute newscast on the hour in addition to its regular five minutes on the half-hour, is continuing the practice. During the strike, WLIB started special events coverage of interest to its Negro audience, and it too, will continue.

New York City-owned Municipal Broadcasting Co., which operates WNYC-AM-TV, increased its news coverage substantially. Though it is cutting back on most of this added service to revert to normal programming, the stations are retaining, in part, their financial news coverage.

WJRZ Newark N. J., will make one permanent addition to its programming as a result of the strike, *Celebrity Column,* an interview show conducted by newspaper columnists.

Two metropolitan stations—WWRL New York and WHLI Hempstead—added to their coverage during the strike but will return to pre-strike programming now that the strike has ended.

Special Aspects ▪ And two local stations took on special aspects during the strike.

WNDT (TV) Newark (N. Y. C. area) educational station, reported itself as "hurting badly—as a result of the newspaper strike." The station, which depends on private contributions, had its fund raising campaign seriously hampered with loss of the papers.

Only permanent effect of the strike on programming, reported by the station concerns its *World at 13* news analysis show. Prior to the strike the show had been fed two nights a week from WGBH-TV Boston. Since December 8, it has been presented live from WNDT (TV) studios five nights a week and will continue on this basis.

WHOM programs principally in Spanish and since the city's Spanish language papers continued operation throughout the strike, the station picked up no "media switch" accounts attributable to the strike and anticipated no loss of business with the settlement.

SUCCESS STORY

Advertisers learn radio-tv do produce

Radio and television demonstrated they could provide results for advertisers during the long newspaper strike in New York.

There are indications, of some advertisers intending to stick at least for awhile with radio and tv, though before the newspaper strike they had never used broadcast before (see story, page 32).

Healthy for Herman's ▪ It took the spring thaw to bring newspapers out of a deep freeze in New York, but the





We've gone to Japan...

to bring you Volume 6
THE INTERNATIONAL VOLUME

The finest product of the Japanese film industry—award winning films such as "The Island," and "Rashomon." These and many more films from Germany, France, Italy, and England ...the best the world has to offer...are all in Volume 6, "The International Volume," Seven Arts' new release of "Films of the 50's."

SEVEN ARTS ASSOCIATED CORP.

A Subsidiary of Seven Arts Productions, Ltd.
New York: 200 Park Avenue • 972-7777
Chicago: 4630 Estes, Lincolnwood, Ill. • ORchard 4-5105
Dallas: 5641 Charleston Drive • ADams 9-2855
Los Angeles: 3562 Royal Woods Drive, Sherman Oaks, Calif. • STate 8-8276
Toronto, Ontario: 11 Adelaide St. West • EMpire 4-7193

For list of TV stations programming Seven Arts' "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)
Individual feature prices upon request.

frigid climate was healthy for Herman's Sports Shops.

That's because the small two-store sporting goods operation turned to television for advertising its big winter seller—ice skates—and according to the results, Herman's would probably be just as happy if the thaw never came. Using one-minute daily spots on WNBC-TV for seven weeks, then stepping the campaign up to two one-minute spots before Christmas, Herman's reported a record-breaking sale of 600 pairs of ice skates in one week.

As a result, Herman's will allocate half of all its advertising to television in 1963-64. And results are still encouraging. Thanks to the tv spots, Herman's reports that January sales were twice those of January 1962.

Korvette Campaign ▪ The newspaper strike may have made a believer out of at least one "doubter" of television's sales power.

A discount house chain, E. J. Korvette, usually a reluctant television buyer, turned to the medium during the newspaper blackout to air messages for its fur department. The Korvette campaign was one of intensive advertising on the Friday before a Saturday sale, using six daytime spots and one at night during the *Tonight* show over WNBC-TV. The campaign ran three times.

Results: sizable sales gains, and a modest concession from the Korvette folks—"We'll take another look at the medium as an advertising outlet."

Macy's Radio ▪ Neither the strike, cold weather nor rain dampened the spirit and size of crowds on the opening in January of Macy's Home Improvement Center (department store) at Roosevelt Field on Long Island. M. L. Grant Inc., Macy's agency, noted "thousands of people" were on hand, and the only advertising used was on WMCA. Said the station: "The entire venture was such a success that Macy's is continuing with us on a long-term basis."

Men's Wear Report ▪ WMCA New York also pinpointed what it reports as a forecast of a continued heavy use of local radio advertising by men's wear stores.

The station cited comments made by Isidore S. Immerman, counsel director of the Associated Men's Wear Retailers of New York. Mr. Immerman's observations were in regard to the use of radio advertising by men's wear outlets during the newspaper strike. He said the increased use of radio time "has taught the men's wear advertiser how to use radio effectively for spot announcements of spectaculars in any promotion.

"Too often in the past," Mr. Immerman continued, "merchants said there is no substitute for newspaper ads." But, he said, he would not "hesitate to say that retailers will continue with radio advertising despite the strike settlement."

Robert W. Mazur, sales manager of WMCA, related the experience of Kingsbury Clothes, Brooklyn, "a typical example of what a number of men's clothing retailers did during the newspaper strike."

That store, Mr. Mazur said, scheduled nearly $4,000 in advertising in a six-week period.

As a result of the newspaper strike, WQXR New York obtained time contracts from two department stores which had originally advertised on the station as an interim measure. Details of the contracts, signed by Lord & Taylor and W. & J. Sloane, were not immediately available. A spokesman for the station said that sponsors in the travel and amusement fields also will remain on the air.

RADIO PREVIEW: Smokey's 'cryin' trees'

A sure-fire formula for a hit record these days is to take a good folk song and get the Limeliters to record it for you. At Foote, Cone & Belding, Los Angeles, they figured this would be a good formula for a radio commercial as well. Particularly when the commercial is a public-service spot for the Smokey the Bear fire prevention campaign of the Advertising Council, for which FC&B is the volunteer agency.

So Steve Lehner of FC&B wrote some lyrics about "a place where a forest used to be and late at night when the wind is right you can hear the cryin' trees. There's no life now where the fire came; it scorched the earth with a burst of flame; there's nothing now but the barren shame and the sigh of the cryin' trees. . ." Henry Russell, composer-conductor, wrote the musical arrangement and directed the recording session, produced by Bud Davis of FC&B.

The Limeliters sang the 2½-minute folk song, Mr. Russell and the agency men all donated their services to the public service campaign, for which Edward Wilson, FC&B vice president, is account supervisor. Russell Z. Eller, director of advertising for Sunkist Growers Inc., is volunteer coordinator.



Smokey the Bear joins the Limeliters to make it a quartet during the recording session for a fire prevention campaign.

Business briefly . . .

Shulton Inc., New York (Old Spice men's grooming products) will sponsor ABC-TV's Monday - Friday evening newscast, *Ron Cochran With the News* from April 10 through September. Campaign, placed for Shulton by the Wesley Assoc., New York, is company's first use of network television for the Old Spice line.

Shell Oil Company is expected to conduct a special radio test campaign for the rest of this year with radio spots during the morning and afternoon driving times on a Monday-through-Friday basis. Trade reports indicated Shell would run 10-30 announcements a week, with news, weather and sports



Us hayseeds got a real OASIS!

GOING back to fundamentals a little bit, we'd like to remind you that the Red River Valley is one of the most fertile areas in America—thousands of square miles of ancient lake-bed with deep, rich soil — so fabulous that even the Encyclopaedia Britannica comments on it. Look up "Red River Valley," and see!

Fargo is the very heart and center of this enormous and prosperous Valley. People listen to WDAY Radio, all over the Valley — come in from miles and miles around for shopping, recreation, big-ticket spending.

Ask PGW for the whole story. We know you'll be fascinated.

WDAY

5000 WATTS • 970 KILOCYCLES • NBC

FARGO, N. D.

PETERS, GRIFFIN, WOODWARD, INC., *Exclusive National Representatives*

adjacencies said to be preferred. Shell's agency, Ogilvy, Benson & Mather, declined to confirm the report.

Ovaltine Food Products Div. of Wander Co., Chicago, has named Foote, Cone & Belding there as its agency effective immediately replacing Tatham-Laird. Annual $1.8 million budget goes mostly into tv. Earle Ludgin Co., Chicago, was named by Ovaltine to handle a new confection product.

Peter Eckrich & Sons, Fort Wayne, Ind., meat packer, has completed a series of 20-, 30- and 60-second spots for frankfurters and cold meat lines through Film-Makers Inc., Chicago, to be placed on tv stations throughout Indiana, Michigan, and northwestern Ohio. Eckrich agency is Bonsib Inc., Fort Wayne.

Zenith Radio Corp., Chicago, and **Amana Refrigeration Inc.,** Amana, Iowa, will co-sponsor the two-day colorcast of *The World Series of Golf* on NBC-TV (Sept. 7-8, 4:30-6 p.m.). Agencies: Foote, Cone & Belding, New York and MacFarland, Aveyard, Chicago.

American Dairy Assn. will continue to co-sponsor *Adventures of Ozzie & Harriet* on ABC-TV through new season starting in September. Delegates to ADA's annual meeting in Chicago voted program renewal. ADA agencies are Campbell-Mithun and Compton Adv., Chicago.

Perkins Div., General Foods Corp., White Plains, N. Y., through Foote, Cone & Belding, New York, and the Ideal Toy Co., through Grey Adv., both New York, have signed to sponsor *Dennis the Menace* on NBC-TV (Saturday, 11:30 a.m.-noon), starting in the fall. The series is completing a four-year run on CBS-TV this season in the Sunday, 7:30-8 p.m. slot.

Daniel & Charles lands Hazel Bishop ad account

Daniel & Charles, New York, was selected last week as the new agency for Hazel Bishop Inc.'s cosmetics and the company's Lanolin Plus line of products, replacing Kenyon & Eckhardt. The accounts are expected to bill about $2.5 million in 1963, largely in tv.

Hazel Bishop had been at several agencies in the past four years, including a tenure at D&C. K&E acquired the account in April 1962 and several months later Lanolin Plus was added.

National Airlines makes first tv spot buy

National Airlines, New York, has announced a national spot tv campaign placed through Papert, Koenig, Lois. The campaign is scheduled to begin April 21 in Los Angeles, Houston and New Orleans and by the end of April reportedly will be in effect in 11 major markets on 37 tv stations.

A National Airlines spokesman said this was the company's first major venture in television advertising. He described the advertising as a saturation campaign which will be heaviest during the spring and summer months but which will continue throughout the year. Spots (10- and 20-seconds) will emphasize the airline's triangle-fare discounts and promote Florida vacation travel.

KHCC&A buys Atlanta agency

Kastor Hilton Chesley Clifford & Atherton Inc., New York, has acquired Eastburn-Siegel Adv., Atlanta, a 27-year-old agency with over $1 million in billing. The Atlanta agency will become a regional office of Kastor Hilton, with Harry L. Siegel, president of Eastburn-Siegel, as its general manager.

Study shows advertising lowers product cost

Advertising tends to lower the costs of products, according to a study made by *Grey Matter,* a publication of Grey Adv., New York, which was distributed last week.

The publication queried a random sample of 1,000 of its readers, consisting of the top management of large and small companies, for an opinion on this subject: "What effect has advertising had on prices in the past 50 years? Higher? Lower? No Effect?" The publication also asked professors of marketing at 10 colleges and universities throughout the country to poll their students and received 1,100 replies.

For businessmen, the results were: higher, 12%; lower, 74%; no effect, 9%; don't know, 5%. For students, the results were: higher, 36%; lower, 51%; no effect, 9%; don't know, 4%.

Sun Oil reduces tv budget

The Sun Oil Co., Philadelphia, which spent more than $2.7 million in television in 1962, is planning to substantially reduce its use of the medium in favor of newspapers. The firm is arranging newspaper schedules to begin this month.

Television Bureau of Advertising figures indicate Sun Oil spent about $1.7 million, at gross time costs, in network and about $1 million (gross time costs) in spot last year. Sun Oil will retain partial sponsorship of the *Sunoco News Final* on ABC-TV. It now has exclusive sponsorship of the show. William Esty & Co., New York, is the agency.

All-Star football game added by Goodyear

Because it figures that 85 plus 85 equals its major target, Goodyear Tire & Rubber Co. adds a fourth major sports event to its "sports look" in tv advertising this spring and summer.

Reasoning that 85% of all tire buyers are men and that 85% of all tv sports viewers are men, Goodyear has intensified its sports concentration by adding co-sponsorship of the College All-Star football game in August to al-

Commercials in production . . .

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager.

Filmways of California, 4001 Overland Ave., Culver City, Calif.

Brown & Williamson (Kools) four 60's for tv, live on film. Les Guthrie, prod. mgr. Agency: Ted Bates. Henry Hull, agency producer.

Ford Motor Co. (Mercury Div.) one 60 for tv, live on film. Les Guthrie, prod. mgr. Agency: Kenyon & Eckhardt. Frank Amy, agency producer.

Pittsburgh Plate Glass (chemical div.-Pittchlor) one 60 for tv, live on film (color). Les Guthrie, prod. mgr. Agency: Maxon. Richard Pedicini, agency producer.

Pittsburgh Plate Glass (glass doors) one 60 for tv, live on film. Les Guthrie, prod. mgr. Agency: J. Walter Thompson. Bill Gibbs, agency producer.

General Mills (Betty Crocker cake mixes) two 60's for tv, live on film. Les Guthrie, prod mgr. Agency: Needham, Louis & Brorby. Will Davis, agency producer.

RCA Whirlpool (refrigerators) five 50's, five 60's for tv, live on film. Les Guthrie, prod. mgr. Agency: McCann-Erickson. Al Tennyson, agency producer.

Anheuser Busch (Busch Bavarian Beer) three 60's, six 20's for tv, live on film. Les Guthrie, prod. mgr. Agency: Gardner. Laney Lee, agency producer.

Kraft Foods (margarine) one 60 for tv, live on film. Les Guthrie, prod. mgr. Agency: Needham, Louis & Brorby. Will Davis, agency producer.

Kellogg (Special K) two 60's, one 20 for tv, live on film. Les Guthrie, prod. mgr. Agency: Leo Burnett. Gordon Minter, agency producer.

PGL Productions Inc., 6 E. 46th St., New York 17.

Edward Dalton Co. (Metrecal) three 30's for tv, live on film. Frank Herman, prod. mgr. Agency: Kenyon & Eckhardt. Barrie McDowell, agency producer.

Helmac Co. (Lint Pic Ups) one 30 for tv, live on film. Frank Herman, prod. mgr. Agency: Friend-Reiss. Dave Lyons, agency producer.

Sparkle Ice Cream Co., one 30 for tv, live on film. Frank Herman, prod. mgr. Agency: Smith/Greenland. Murray Klien, agency producer.

Faberware (rotisserie) one 30 for tv. Frank Herman, prod. mgr. Agency: Smith/Greenland.

ready scheduled advertising on three golf tournaments—the Tournament of Champions May 5, the U. S. Golf Assn. Open June 22, and the P.G.A. championship July 20 and 21.

The firm was also a co-sponsor of the Feb. 3 broadcast of the Palm Springs Open final round and the March 23 NCAA basketball finals. Agency is Young & Rubicam.

Agency appointments...

▪ Diener Inc., western distributor of Goody hair care products, appoints David Olean Adv., Los Angeles, as its agency.

Television will be used to promote the new Goody ball tip brush roller, starting April 5 with half-hour sponsorship of the *Teen Hop* show on KCOP (TV) and continuing through April with minute and 20-second spots on KCOP, KABC-TV, KHJ-TV, KNBC (TV) and KTLA (TV), all Los Angeles. Gordon Gelfond, vice president, and Wayne E. Smith, account executive, will direct the account.

▪ The Carpet Manufacturing Co. Ltd. of England, has appointed Benton & Bowles Ltd., London, as its advertising agency.

▪ Plumrose Inc., New York, importers of Danish meats and cheeses, has appointed Crestwood Adv., that city, as its advertising and publicity agency in the U. S. A spot radio campaign is now in planning.

▪ Amana West Coast, Glendale, Calif., appoints Weverka & Assoc., Beverly Hills, as its advertising and public relations agency. Robert Weverka will be account supervisor.

▪ The Olga Co., Van Nuys, Calif., ladies undergarment manufacturer, has appointed Geyer, Morey, Ballard Inc., Los Angeles.

Rep appointments...

▪ WBCH Hastings, Mich.: D-O Sales Service, New York, as national representative.

▪ WTTT Amherst, Mass., WWSR St. Albans and WSNO Barre-Montpelier, both Vermont: Eckels & Co., Boston, as New England representatives.

▪ WNFO-FM Nashville, Tenn.: Herbert E. Groskin & Co., New York, as representative.

▪ The Connecticut State Network: Mort Bassett & Co., New York, as national representative. (Appointment is for the state group only; each of the seven radio stations in the network has its own rep for national sales, a distinction not made last week in a report in this space.)

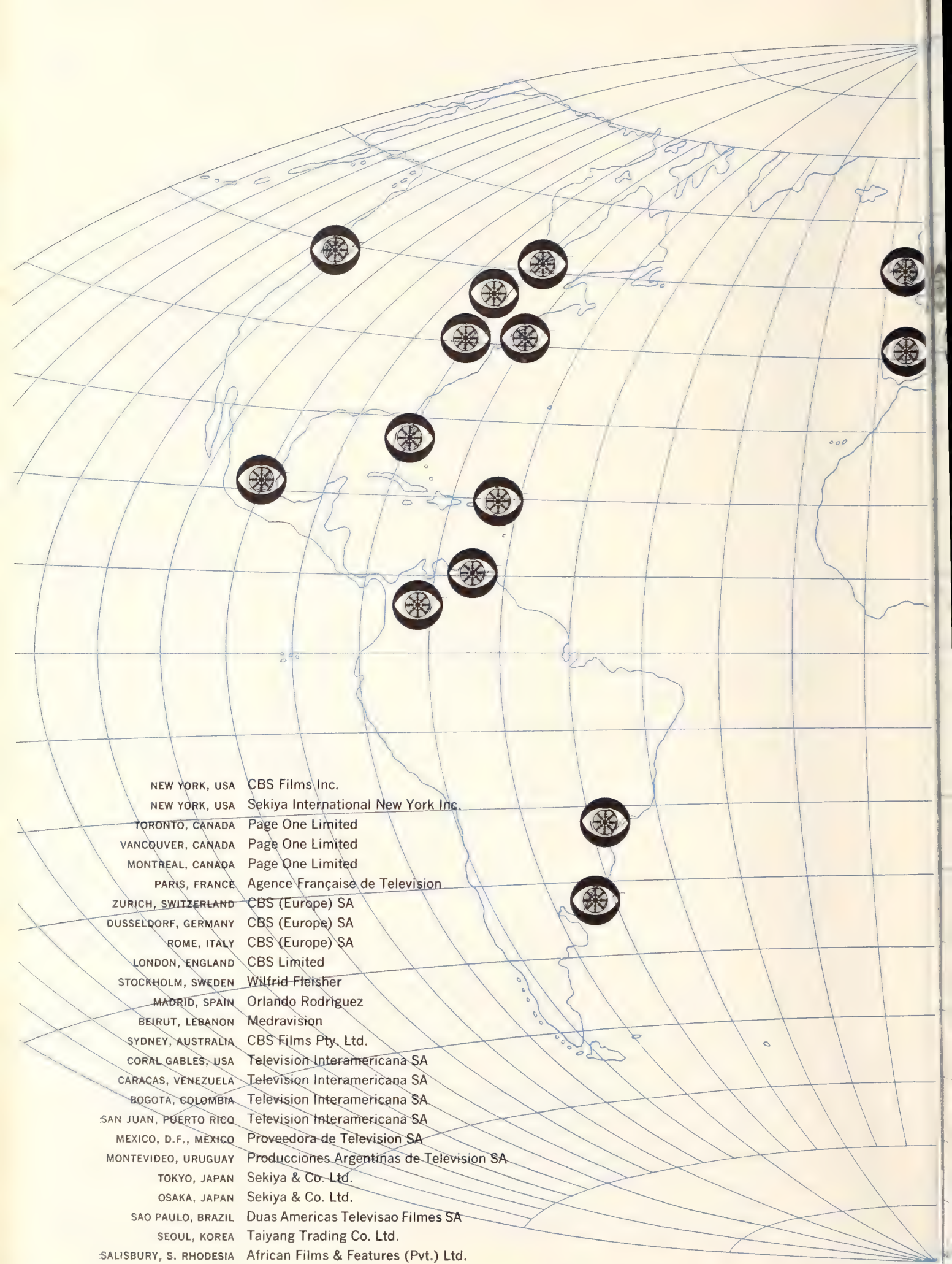


Our clients' sales - that's what's up! And why not? We've had 10 years' experience selling the 325,600 tv homes in Virginia's No.1 tv market! (* Television Magazine)*

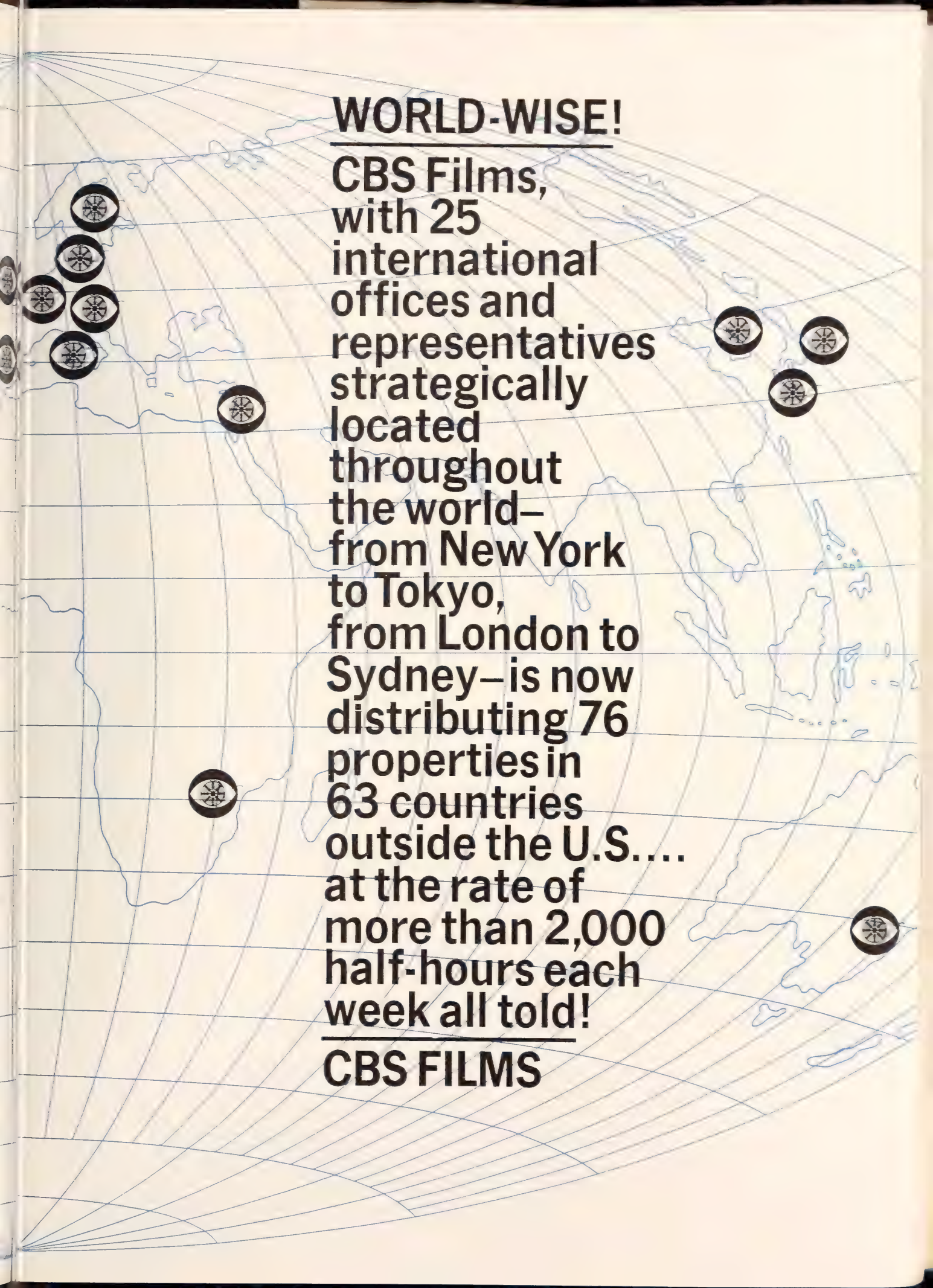
WSLS-TV 10 NBC ROANOKE, VA.

THE KATZ AGENCY, INC.
National Representatives

"THERE IS NO SUBSTITUTE FOR INTEGRITY"



NEW YORK, USA	CBS Films Inc.
NEW YORK, USA	Sekiya International New York Inc.
TORONTO, CANADA	Page One Limited
VANCOUVER, CANADA	Page One Limited
MONTREAL, CANADA	Page One Limited
PARIS, FRANCE	Agence Française de Television
ZURICH, SWITZERLAND	CBS (Europe) SA
DUSSELDORF, GERMANY	CBS (Europe) SA
ROME, ITALY	CBS (Europe) SA
LONDON, ENGLAND	CBS Limited
STOCKHOLM, SWEDEN	Wilfrid Fleisher
MADRID, SPAIN	Orlando Rodriguez
BEIRUT, LEBANON	Medravision
SYDNEY, AUSTRALIA	CBS Films Pty. Ltd.
CORAL GABLES, USA	Television Interamericana SA
CARACAS, VENEZUELA	Television Interamericana SA
BOGOTA, COLOMBIA	Television Interamericana SA
SAN JUAN, PUERTO RICO	Television Interamericana SA
MEXICO, D.F., MEXICO	Proveedora de Television SA
MONTEVIDEO, URUGUAY	Producciones Argentinas de Television SA
TOKYO, JAPAN	Sekiya & Co. Ltd.
OSAKA, JAPAN	Sekiya & Co. Ltd.
SAO PAULO, BRAZIL	Duas Americas Televisao Filmes SA
SEOUL, KOREA	Taiyang Trading Co. Ltd.
SALISBURY, S. RHODESIA	African Films & Features (Pvt.) Ltd.



WORLD-WISE!

CBS Films, with 25 international offices and representatives strategically located throughout the world– from New York to Tokyo, from London to Sydney–is now distributing 76 properties in 63 countries outside the U.S.... at the rate of more than 2,000 half-hours each week all told!

CBS FILMS

REOPENING OF SYRACUSE CH. 9 ASKED

8 rivals question qualifications of Onondaga president

Eight of the nine applicants for ch. 9 in Syracuse, N. Y., asked the FCC last week to reopen the hearing that led to an initial decision favoring Onondaga Broadcasting Inc. (BROADCASTING, Feb. 11).

The eight applicants were: Veterans Broadcasting Co.; Syracuse Tv Inc., W.R.G. Baker Radio & Tv Corp.; WAGE Inc.; Syracuse Civic Tv Assn.; Six Nations Tv Corp.; Salt City Broadcasting Corp., and Geo. P. Hollingbery.

The joint petition questioned the character qualifications of Onondaga's president and 12% owner, Asher S. Markson, because of past business dealings.

The petition said that Mr. Markson, as past president of Markson Bros. Inc., a furniture company, is involved in bankruptcy proceedings against that company. The petitioners said that the hearing examiner concluded that the bankruptcy case did not reflect on Mr. Markson, but that this decision was based on the findings of a lower court which have since been reversed by a U. S. Court of Appeals.

The Court of Appeals concluded that Mr. Markson would have to show how his furniture firm lost nearly $2 million and because of this its sound financial position. The money had been loaned to Markson Bros. parent company, Son-Mark in Philadelphia, which at the time was in serious financial troubles.

The petitioners questioned whether the case "involves serious question of Onondaga's reliability in that the facts indicate that Mr. Markson, its president, either participated in or assented to the milking of a corporation of which he was president by closing his eyes to the fact. . . ." The petitioners noted that the court put the burden of proof of how the $2 million was lost on Mr. Markson.

The petitioners said that although the examiner found Mr. Markson innocent by association, one can't separate the officers of a corporation from the actions of that firm.

Onondaga and the eight other applicants presently operate WNYS (TV) on ch. 9 in Syracuse on an interim basis pending a final decision by the FCC.

For services rendered

The House subcommittee probing ratings (see page 28) was chuckling last week over $348.83 bill for expenses submited by Allan V. Jay, president of Videodex Inc., who testified last month (BROADCASTING, March 18, et seq).

In a voucher the subcommittee believed was the first it's ever received charging for "services," Mr. Jay asked $150 for "time away from office as president," $23 for long distance telephone calls "necessitated by two-day delay in appearance," plus limousine and cab fare, meals and miscellaneous. He also sought reimbursement for costs he incurred while voluntarily supplying the subcommittee and the trade press with documentation intended to refute testimony. The charges: $10.50 for registered letter costs and $40 for photostats.

It was learned Mr. Jay will be paid $27 witness fee ($9 for each of three days he was in Washington) and $35 for his plane fare—the limits set by law.

Newspaper hearing to resume tomorrow

The investigation into media ownership concentration resumes Tuesday (April 9) with the following Hearst Corp. officials: W. H. Kern, G. O. Markuson and Ed Becker.

Also scheduled to be heard that day is Lee Loevinger, assistant attorney general in charge of the antitrust division.

The hearing tomorrow is a continuation of the probe, directed by Rep. Emanuel Celler (D-N.Y.) and his antitrust subcommittee, into concentration of ownership in the news media field. Hearing began early in March, leading off with FCC Chairman Newton N. Minow (BROADCASTING, March 18).

Ideal Toy tv ads found deceptive

Television advertising for Ideal Toy Co.'s "Robot Commando" and "Thumbelina" doll was deceptive, a Federal Trade Commission hearing examiner ruled last week.

In an initial decision, the examiner recommended that the toy company be ordered to stop the alleged misrepresentations which tend to "unfairly exploit" children.

The tv commercials were broadcast in September, October and November 1961, just before Christmas. During this period, the examiner pointed out, 60% of the entire year's toy sales to consumers are made.

In the demonstrations it was made to appear that the Robot Commando responded to voice commands. This is false, the FTC examiner said. It is necessary to move a control lever to activate each movement. He also found that the tv advertisement did not indicate that batteries were needed for the device and must be purchased separately.

The doll does indeed open its arms if they are properly put together, the examiner said, but the impression that it rolls over from its back to its side unaided is false.

The examiner's decision is not a final order and may be reviewed by the commission.

Wilson receives bureau's backing

The FCC's Broadcast Bureau joined L. B. Wilson Inc. last week in opposing a motion that Wilson's financial qualifications to build and operate a station be made an issue in the comparative hearing involving Miami's ch. 10.

Both the bureau and the company said that since Wilson's WLBW-TV is already broadcasting on ch. 10, the company's ability to construct a station can't be questioned. Wilson also owns WCKY Cincinnati.

The motion for enlarging the issues was made by two of Wilson's three competitors for the channel—South Florida Tv Corp. and Civic Tv Inc., both of whom must answer questions about their own financial qualifications. The fourth applicant is Miami Tv Corp.

In their joint petition, South Florida and Civic asserted that Wilson's financial qualifications were placed in doubt by Wilson's latest balance sheet—for Sept. 30, 1962—which showed a deficit of $45,427 and operating losses of $67,000 for the fiscal year ending Sept. 30.

The commission's Broadcast Bureau, however, said the deficit includes a $340,000 bank loan which is renewable and which, therefore, need not be regarded as a current liability. Once the loan is eliminated, the bureau said, L. B. Wilson's liabilities shrink to $315,723, compared to assets of $610,295.

The company's apparent loss in the fiscal year ending Sept. 30, the bureau said, results from inclusion of a $175,475 depreciation and amortization figure as an operating expense. In addition, the bureau said, L. B. Wilson exhibits indicate that in the three-month period ending Dec. 31, the company earned a net operating profit of $34,788.

L. B. Wilson said the $67,000 loss


don't be buffaloed...
by seeing only part
of the market!

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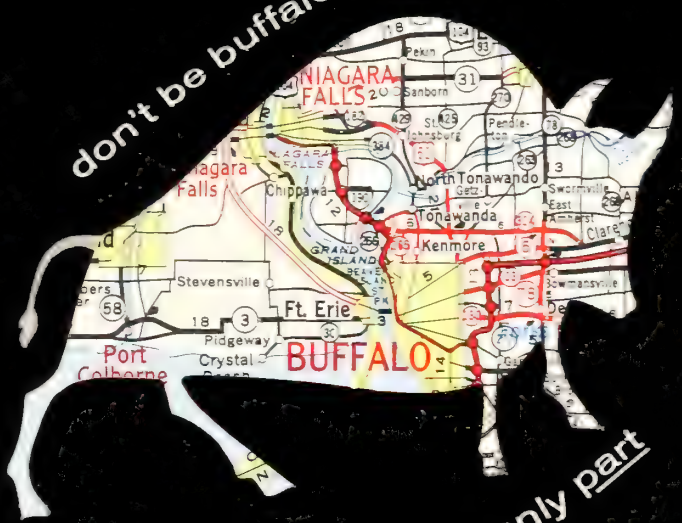
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don't be buffaloed...



by seeing only part of the market!

the
whole market is
Buffalo, North America...
the market that includes English-speaking,
high-spending, American product-buying
CANADA...plus all of the U.S.A. market!



BUFFALO IS THE 10TH MARKET IN NORTH AMERICA...

FOR HOMES REACHED PER AVERAGE ¼ HOUR. (7:30-11:00 PM) SUNDAY THRU SATURDAY

Look at half the market and Buffalo is 17th...

New York
Los Angeles
Chicago
Philadelphia
Boston
Detroit
Cleveland
San Francisco
Pittsburgh
St. Louis
Washington, D.C.
Dallas-Ft. Worth
Minneapolis-St. Paul
Indianapolis
Baltimore
Seattle-Tacoma
Buffalo

...but look at the whole market and Buffalo is 10th!

New York
Los Angeles
Chicago
Philadelphia
Boston
Detroit
Cleveland
San Francisco
Pittsburgh
Buffalo

SOURCE ARB



BUFFALO IS THE 7TH MARKET IN NORTH AMERICA...

FOR TOTAL HOMES REACHED. (NET WEEKLY CIRCULATION TOTAL)

Look at half the market and Buffalo is 22nd...

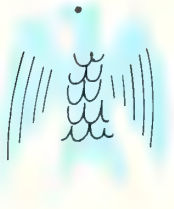
New York
Los Angeles
Chicago
Philadelphia
Boston
Detroit
San Francisco
Cleveland
Pittsburgh
Washington, D.C.
St. Louis
Providence
Dallas-Ft. Worth
Milwaukee
Hartford-New Haven
Minneapolis-St. Paul
Cincinnati
Baltimore
Indianapolis
Charlotte
Seattle-Tacoma
Buffalo

...but look at the whole market and Buffalo is 7th!

New York
Los Angeles
Chicago
Philadelphia
Boston
Detroit
Buffalo

SOURCE ARB





LOOK AT THE TOTAL NUMBER OF HOMES REACHED BY BUFFALO TELEVISION STATIONS —1,782,500

1,035,000 in Canada

747,500 in U.S.A.

NOW COMPARE U.S. AND TORONTO HOUSEHOLDS.

	Effective buying income per household.	Total retail sales per household.
TORONTO.....	$7,333	$4,641
U.S. AVERAGE.....	$6,661	$4,026
TORONTO VS U.S....	+ 10%	+ 15%

9 OUT OF 10 PRODUCTS USING U.S. NETWORKS SELL THE BUFFALO, NORTH AMERICA MARKET... ARE YOU REACHING ALL YOUR CUSTOMERS?

Sources: ARB and Sales Management

WKBW

ANOTHER STATION OF CAPITAL CITIES BROADCASTING

ccbc

©1973 CAPITAL CITIES BROADCASTING CORPORATION

resulted from the company's having to maintain its station on a standby basis for about a year. WLBW-TV was given a four-month grant in July 1960, after its three original competitors were disqualified for *ex parte* activities, and built its station that fall. But it wasn't until November 1961 that final legal obstacles to WLBW-TV's going on the air were cleared away.

Wilson said the company's assets dropped from $928,000 in July 1960 to $542,000 by Sept. 30, 1962.

The hearing, which began Jan. 21 (BROADCASTING, Jan. 28, *et seq.*), is now in recess. It is scheduled to resume May 15.

Power to influence makes tv a 'threat'

The staff director of the Senate Subcommittee on Juvenile Delinquency said last week that while television is "an unknown quality in the emotional, cultural and intellectual development of children," its potential power to influence young children "must be looked on as a potential threat."

Having studied violence and "many or most of the research findings regarding the possible influence of television . . . I must say that today we are still concerned over the dangers hidden in the picture tube and perhaps more concerned than ever," said Carl L. Perian in a talk before a conference on juvenile delinquency held at the Children's Center, Laurel, Md.

The delinquency subcommittee studied the effects of television violence on children during hearings in 1961 and 1962 reports on which were printed March 29. Half a dozen executive sessions have not been made public. A report with conclusions and legislative recommendations still is in the hands of Sen. Thomas J. Dodd (D-Conn.), chairman.

The effects tv may have on children may be a "phantom cause" which shows up in later life, Mr. Perian said. He said some people believe that "normal children can distinguish between fact and fiction," and are not harmed by violence on tv. According to this argument, Mr. Perian said, children "would make proper use of the news and other informational items seen [and] they would not be influenced by the fiction and violence."

What these people don't consider, Mr. Perian said, is that advertisements are based on emotional appeal and influence young and old alike. "In a way they are not factual information . . . [but are] in many ways little else than fiction," he said.

"Why presume that people are influenced by one kind of fiction and not by another kind?" he asked.

DOMINANCE
in the AUGUSTA market

THE AUGUSTA TELEVISION AUDIENCE ESTIMATES — NOV/DEC 1962

NETWORK AND LOCAL TIME DAY PARTS	STATION AUDIENCE SUMMARY TOTAL HOMES	
	WJBF (NBC-ABC)	Station "A" (CBS)
MONDAY THRU FRIDAY		
5:00 PM to 7:30 PM	33,200	14,000
MONDAY THRU SUNDAY		
5:00 PM to 7:30 PM	31,500	13,200
7:30 PM to 11:00 PM	36,000	20,200
11:00 PM to Midnight	7,300	4,100
BROAD DAY-PARTS	WJBF (NBC-ABC)	Station A (CBS)
MONDAY THRU FRIDAY		
9:00 AM to 12:00 Noon	12,300	8,400
12:00 Noon to 6:00 PM	16,500	10,300
SATURDAY & SUNDAY		
9:00 AM to 12:00 Noon	12,900	5,400
12:00 Noon to 6:00 PM	16,500	10,900
MONDAY THRU SUNDAY		
6:00 PM to 10:00 PM	39,700	19,100
10:00 PM to Midnight	14,300	9,000
6:00 PM TO MIDNIGHT	31,200	15,700
9:00 AM TO MIDNIGHT	21,600	12,000

AMERICAN RESEARCH BUREAU

WJBF 6
CHANNEL
AUGUSTA, GEORGIA
call GEO. P. HOLLINGBERY COMPANY, national representatives

COURT TO HEAR NEW FEE APPEAL

Tv broadcasters still seeking limited ASCAP clearance

The question of television broadcasters' right to a limited form of music license will make a new approach to the courts on Wednesday, April 10.

On that day proceedings are slated in the U. S. Second Circuit Court of Appeals in New York on an appeal by tv broadcasters in their suit against the American Society of Composers, Authors & Publishers. The suit involves the All-Industry Television Music License Committee's bid for a new kind of tv station license for the use of ASCAP music, which was rejected by a lower court.

Hamilton Shea of WSVA-TV Harrisonburg, Va., chairman of the all-industry group, outlined the new court timetable at a meeting of the committee in Chicago last Tuesday, during the NAB convention. The committee reviewed developments in the case to date and voted to continue with the prosecution of its appeal.

What the committee is seeking is an ASCAP license under which fees for the use of ASCAP music played in future syndicated programs and feature films would be paid not directly by broadcasters, as now, but "at the source" by producers of these programs at the time of production.

Appeal Rejected ▪ Chief Judge Sylvester J. Ryan of the U. S. Southern District Court in New York, presiding over the case, ruled several months ago that ASCAP could not be compelled to grant such a license. The committee appealed directly to the Supreme Court, which rejected it on jurisdictional grounds but without further explanation.

The committee has now transferred its appeal to the Second Circuit Court. Mr. Shea noted last week, however, that ASCAP has moved for dismissal of this appeal on the ground that the committee has no legal right to appeal. ASCAP contends that since the consent decree governing ASCAP operations is involved, an appeal may be taken only by a party to that decree (ASCAP or the U. S. government). The Dept. of Justice, backing the ASCAP argument, has also filed against the appeal.

This question has been slated for argument April 10. If it is decided in the committee's favor, arguments on the appeal itself will follow, but if ASCAP's motion to dismiss is granted, the committee presumably will then have a choice of procedures.

Technically, these might include a resumption of talks with ASCAP in quest of a negotiated settlement; resumption of litigation before Judge Ryan looking toward some sort of license not involving at-the-source clearance—or possibly some new form of litigation seeking source clearance, or conceivably, even a new appeal to the Supreme Court.

The all-industry committee, supported by more than 350 tv stations, consists of 15 broadcasters, of whom 13 were on hand for last week's meeting. Pending determination of new ASCAP license terms, stations are operating under those that expired Dec. 31, 1961, with the provision that any changes will be retroactive to that date.

KCTO(TV) postponing Denver pay tv test

The inauguration of Denver's pay tv test, slated for last week, has been postponed, possibly for three months.

KCTO (TV) (formerly KTVI [TV]) Denver had been scheduled to begin broadcasting its Teleglobe system of subscription tv by April 3, under terms of the FCC authorization granted last fall (BROADCASTING, Oct. 8, 1962).

But the commission last week granted

Film sales . . .

Adventure Theater (Walter Reade-Sterling): Sold to WXYZ-TV Detroit. Now sold in 30 markets.

87th Precinct (NBC Films): Sold to WNEW-TV New York; WTTG (TV) Washington; KRON-TV San Francisco; WNAC-TV Boston; WCPO-TV Cincinnati; KOVR (TV) Sacramento-Stockton, Calif.; WNEP-TV Scranton-Wilkes-Barre, Pa.; WBAP-TV Fort Worth-Dallas; WFMJ-TV Youngstown, Ohio; WCSC-TV Charleston, S. C.; WTCN-TV Minneapolis - St. Paul; WTOK-TV Meridian, Miss.; KGGM-TV Albuquerque, N. M.; WBJA-TV Binghamton, N. Y.; WTOC-TV Savannah, Ga., and KCTO (TV) Denver. Now in 16 markets.

The Deputy (NBC Films): Sold to Fuller & Smith & Ross, Los Angeles for Scott Motors Inc. (marine equipment manufacturer) to be programmed in 43 markets.

30 post-'48 feature films (MGM TV): Sold to WIIC (TV) Pittsburgh.

The New Breed (ABC Films): Sold to Metropolitan Broadcasting for programming on WNEW-TV New York; WTTG (TV) Washington; KMBO-TV Kansas City, Mo.; KOVR (TV) Sacramento-Stockton, Calif.; WTVP (TV) Decatur, and WTVH (TV) Peoria, both Illinois.

The Legend of Rudolph Valentino and *Hollywood: The Golden Years* (Walter Reade-Sterling): Sold to WPIX (TV) New York.

Sir Francis Drake (ITC): Sold to WDSU-TV New Orleans.

Best of the Post (ITC): Sold to WSLA (TV) Selma, Ala.

Cannonball (ITC): Sold to WTVW (TV) Evansville, Ill.

Magic Moments in Sports (ITC): Sold to KICU-TV Visalia, Calif.

Gale Storm Show (ITC): Sold to KTNT-TV Tacoma-Seattle; WAFG-TV Huntsville, Ala. and WSLA (TV) Selma, Ala.

Hawkeye (ITC): Sold to WTVW (TV) Evansville, Ill.

Broken Arrow (ITC): Sold to KICU-TV Visalia, Calif.

Supercar (ITC): Sold to KLZ-TV Denver; KID-TV Idaho Falls, Idaho; WIS-TV Columbia, S. C.; KGNC-TV Amarillo, Tex.; WAVY-TV Portsmouth, Va.; KVIP-TV Redding, Calif., and WBTW (TV) Florence, S. C.

Rifleman (Four Star): Sold to KTLA (TV) Los Angeles; KTVI (TV) St. Louis; KPIX (TV) San Francisco; WDAF-TV Kansas City, Mo., and WOC-TV Davenport, Iowa.

The Detectives (Four Star): Sold to WTVR (TV) Richmond, Va.; WBRC-TV Birmingham, Ala.; WSUN-TV St. Petersburg, Fla.; WHAS-TV Louisville; KTRK-TV Houston; KOA-TV Denver (starting now) and KCTO (TV) Denver (starting in fall). Now in 36 markets.

The Law and Mr. Jones (Four Star): Sold to WTVR (TV) Richmond, Va.; WSUN-TV St. Petersburg, Fla.; WHAS-TV Louisville, and KAKE-TV Wichita, Kan.

Target: The Corruptors (Four Star): Sold to WTVR (TV) Richmond, Va.

Dick Powell's Zane Grey Theatre (Four Star): Sold to KOSA-TV Odessa, Tex.; WHAS-TV Louisville; KIVA (TV) Yuma, Ariz. and KTVI (TV) St. Louis. Now in 49 markets.

Stagecoach West (Four Star): Sold to KCTO (TV) Denver.



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Programming . . .

Merchandising . . .

. . . the three-way push that moves
the goods over WELI's RPM Radio!
Depend on BIG-Buy WELI to
deliver the goods in its rich,
New Haven-centered market!

National Sales: H-R Representatives,
Inc.; Boston: Eckels & Co.

WELI 5000 WATTS / THE SOUND OF NEW HAVEN / 960 K.C.

the station's request for a three-month extension. The station said it needed the additional time to verify, examine and coordinate speaker control units purchased for use with the subscription tv system.

In preparation for the test, KCTO has purchased equipment, made arrangements for service with the area telephone company, executed a lease for space for equipment and established an office in Denver.

The station, which is owned by the Channel 2 Corp., will be the second one to conduct pay tv tests over the airwaves. The first is WHCT (TV) Hartford. But unlike WHCT, which transmits a scrambled picture that can be decoded by subscribers, KCTO will send a normal tv picture. Its sound, however, will be transmitted by telephone lines, and subscribers will be able to pick it up by turning a special switch.

The ch. 2 outlet is authorized to conduct a test of the Teleglobe system for three years.

Earlier the station revised its policy with respect to line charges. The company had planned originally to charge 75 cents a week or $3.25 a month for this service, but decided to withdraw this charge.

Gerald Bartell, Macfadden - Teleglobe president, said that "enthusiastic response" from subscribers prompted the company to pass along the line-charge saving to charter subscribers. They will pay only for programs actually watched.

Mr. Bartell reported that more than 300 persons have subscribed for the pay tv service. More than 5,500 persons in the Denver area, he added, have requested information about the pay television operation.

Education program set for all Alabama outlets

On Wednesday night (April 10) all radio and television stations on the air in Alabama will simultaneously broadcast a one-hour program *Breakthrough for Education.*

The show, sponsored and coordinated by the Alabama Broadcasters Assn., will be carried from 8-9 p.m. by 69 am and fm stations, and 16 television stations within Alabama and three stations in adjoining states which cover large areas of Alabama. All network programs will be preempted during the broadcast which Kenneth R. Giddens, president of WKRG-TV Mobile, and chairman of the ABA, estimates will reach 87% of the 800,000 families in state.

The program is in support of greatly increased funds for all levels of public education in Alabama. It will dramatize overcrowded conditions, loss of teachers and anticipated future needs due to population increases. The establishment of a new U. of South Alabama at Mobile is also under consideration, an effort being led by the broadcasters.

Appearing on the program will be Gov. George C. Wallace, the presidents of the two state universities and Alabama College, public school officials and representatives of the Alabama Education Assn.

Everything or nothing?

In BROADCASTING, April 1, David Susskind was erroneously quoted as speaking out against television "when I was rich and had nothing to lose."

Mr. Susskind's comment should read, "when I was rich and had everything to lose."

Phil Silvers, UA-TV enter joint venture

United Artists Television has entered into a joint venture agreement, with the Phil Silvers Co. for the new *Phil Silvers Show,* marking the sixth network tv program with which UA-TV will be associated in 1963-64.

Under the agreement, which was announced last week by John L. Sinn, UA-TV president, UA-TV will serve as distributor of the Silvers program in both domestic and foreign markets. A company official said that under the joint venture association, UA-TV and the Phil Silvers Co. will be embarking on a long-range agreement to develop and produce other program series for television.

Plans currently are in progress for the development of series for the 1964-65 season. These are said to include an arrangement with producer Fred Coe for a one-hour program, *Dateline: In Transit,* in association with CBS-TV, and two additional unidentified series; a half-hour comedy series being prepared by Tony Webster and other program series under development by Daystar Productions, QM Productions and Chrislaw Productions. Robert Alan Aurthur has joined the UA-TV staff to create new projects for the 1964-65 season.

Tv special to feature life of C. B. DeMille

A tv spectacular tied to the life and career of the late Hollywood producer, Cecil B. DeMille, is being produced by MGM-TV for network presentation next season.

The special show, *The World's Greatest Showman,* will be filmed with the cooperation of Paramount Pictures and Cecil B. DeMille Trust, as either a 60- or 90-minute program.

Stanley Roberts, Hollywood screenwriter who conceived the show, will produce it with co-producer Henry Wilcoxen.

NBC News reveals plans for specials next season

Citing growing audiences for nighttime news specials, William R. McAndrew, executive vice president, NBC News, last week announced that division is preparing nine one-hour specials to be shown next season on NBC-TV.

Among the subjects to be shown are a train journey through the Iron Curtain, the life and culture of modern India, the French army and its influence on French political life, private art collections, the training of a professional football player, the history of one of the world's great rivers, the way of life in modern Australia, progress toward discovery of life in outer space, and *Our Man in Washington,* in which David Brinkley will examine the political and social life in the capital.

The Tunnel, an NBC News special was cited as an example of Mr. McAndrew's accomplishments in news and informational programming for which he received the Veterans of Foreign Wars Commander-in-Chief's Gold Medal Award and Citation last Tuesday (April 2) in Washington.

AP adds members and mileage to broadcast wire

Radio and television station membership in the Associated Press rose to a record 2,380 in 1962, Wes Gallagher, general manager of AP, said in his annual report to members released last Friday (April 5).

Approximately 5,000 miles of leased wire were added to AP's nationwide broadcast circuit during the past year, Mr. Gallagher reported. This improved filing facilities and raised the overall length of the circuit to more than 142,000 miles, he added.

Mr. Gallagher said advances were achieved on the regional news level to keep the AP service abreast of current broadcasting trends. Sunday service, he pointed out, was expanded in most states and additional filing points were instituted in several key areas, bringing to 63 the number of bureaus handling regional news files.

"Reports from bureaus show that member stations are doing a progressively better job of protecting the AP in stories breaking in their areas," Mr. Gallagher noted.



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BTA Division, as national sales representative. KCBD-TV, the station that reaches out, adds its strong sales arm to the list of dynamic stations represented by **BLAIR TELEVISION,** New York 22, N. Y.

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY
B

NAB to hold seminar at Harvard in July

One of the most popular of NAB seminars will be repeated this summer when the association sponsors the fourth Executive Development Seminar at the Harvard Business School, Cambridge, Mass., July 14-26.

James Hulbert, manager of the NAB department of broadcast management, announced the dates for the 1963 seminar. Started in 1960, the two-week short course designed to develop skills used in the analysis and solution of broadcast management problems, has been highly praised by past executives who have attended.

The July seminar will devote special attention to management problems through the use of research material developed by broadcasters themselves especially for the Harvard course, Mr. Hulbert said. The "case method" instruction technique, developed by the Harvard Business School and used as a basis for teaching all its courses, will be used in instructing the broadcasting executives.

Academic director for the seminar will be Dr. J. Sterling Livingston, Harvard senior professor of business administration. Assistant Dean Richard Chapin is administrative director of the conference.

General outline of subject matter to be covered includes development of the executive, formulation and execution of competitive strategy, organization and delegation of work, planning, budgeting and controlling costs, personnel management and review and appraisal of management performance.

Mr. Hulbert said that reservations for the seminar should be sent to him at the NAB in Washington no later than May 15. Cost is $575, which covers tuition, teaching materials and room and board for the two weeks.

Eligible to attend are NAB member-station and network ownership and management personnel, Mr. Hulbert said.

Changing hands . . .

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ WBSM-AM-FM New Bedford, Mass.: Sold by the estate of Joseph P. Duchaine to George Gray and Murray Carpenter for $395,000. Mr. Gray until recently was executive vice president-general manager of WORL Boston. Mr. Carpenter is the founder of WABI-TV Portland and of WPOR Portland, Me. WBSM operates on 1420 kc with 5 kw daytime and 1 kw nighttime. WBSM-FM is 97.3 mc with 2.5 kw. Broker was Blackburn & Co.

▪ WABW Annapolis, Md.: Sold by Lester Grenewalt, Samuel Youse and John Norris to Radio Chesapeake Inc. for $125,000. Radio Chesapeake is headed by Erny Tannen who owns WDMV Pocomoke, Md.; other principals are Marvin Mirvis, general sales manager, WITH Baltimore, Md., and Martin Fox, Austin Biscuit Co., Baltimore. Messrs. Grenewalt, Youse and Norris own WGSA Ephrata and WCBG Chambersburg, both Pennsylvania. WABW is a 250 w daytimer on 810 kc.

▪ KNOG Nogales, Ariz.: Sold by Madelon H. Cowling to Richard H. Ward for $65,000. Mr. Ward is a former engineer for WRGB (TV) Schenectady, N. Y. KNOG is on 1340 kc with 250 w fulltime. Broker was Wilton Gunzendorfer & Assoc.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 114).

▪ WMAS-AM-FM Springfield, Mass.: Sold by Gerald Harrison, estate of Carl S. and Amelia Wheeler and others to Southern New England Broadcasting Co. for $340,000. Southern New England is principally owned by Julian Gross, former owner of WKNB-AM-TV New Britain, Conn., and applicant for a new am in West Hartford, Conn. Sellers own WLLH Lowell-Lawrence, Mass., which is also being sold. WMAS is a full time station on 1450 kc with 1 kw daytime and 250 w nighttime. WMAS-FM is on 94.7 mc with 1.35 kw.

North Dakota legislature broadcast by KFYR

A total of 20 hours and 30 minutes of live broadcasts from the North Dakota State Legislature was completed recently by KFYR Bismarck, the first time such broadcasts had been allowed in the state.

The broadcasts, which took place in a 30-day period, included 7 hours and 25 minutes of committee hearings. The remainder was debate from the House floor.

R. W. MacLeod, KFYR manager,

service is our business

One of Blackburn's main functions in media transactions is to service our clients with the facts they need to do business in a complex, highly specialized area. Facts plus the insight that comes from many years of experience. But ours is not a public service; your identity is revealed only to seriously interested, financially responsible parties.

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RCA Building	333 N. Michigan Ave.	Gerard F. Hurley	9465 Wilshire Blvd.
FEderal 3-9270	Chicago, Illinois	1102 Healey Bldg.	Beverly Hills, Calif.
	Financial 6-6460	JAckson 5-1576	CRestview 4-8151

said reaction from legislators and the public has been so favorable that the station will seek to air future legislative sessions.

The idea for the broadcasts followed an address to the legislature by CBS President Frank Stanton, which was broadcast live on a statewide network.

Permission for the broadcasts was given Larry Mills, KFYR news director, by House Speaker Stanley Saugstad, with approval of the majority and minority leaders.

Family Stations sign to program on WJRZ-FM

A non-profit, non-denominational Christian religious broadcasting group, which owns three fm stations in California, has expanded to the East Coast.

Family Stations Inc. has signed a contract with WJRZ-FM Newark, N. J., to program about 90 minutes a day of sacred music, religious messages and other inspirational programs. The programs will be used in three 10-minute newscasts, two 5-minute newscasts and in 10 five-minute programs, all running Mondays through Saturdays.

The religious group is paying WJRZ-FM $264,000 for the time on a two-year basis. The new programming begins April 14.

A similar arrangement is in effect with KHCB-FM Houston, Tex.

Family Stations Inc., which is headed by Harold Camping as president and Dick Palmquist as executive vice president, owns stations KEAR (FM) San Francisco, KEBR (FM) Sacramento and KECR (FM) El Cajon, all California. These stations are completely programmed with Family Stations' schedule of religious and educational features. The group does not permit commercials on their stations, but does solicit contributions from listeners. There is a yearly public accounting of all monies received by Family Stations Inc.

WJRZ-FM (on 94.7 mc with 13.5 kw power) and its sister am station, WJRZ, are owned by Communications Industries Corp. CIC's other stations are WKST New Castle, Pa.; WKST-TV Youngstown, Ohio; WACE Chicopee, Mass.; WEOK Poughkeepsie, N.Y.

Tribute paid to Lewis at testimonial dinner

Tribute was paid to Fulton Lewis Jr., by leading figures in Congress, public life and broadcasting at a testimonial dinner at Washington's Statler-Hilton Hotel on March 27. The dinner commemorated his 25 years as a commentator on MBS.

In a "This Is Your Life" format, a number of speakers and colleagues characterized Mr. Lewis as a leader in the molding of public opinion and as one who has served his country with great patriotic fervor. Participating were George Murphy, Hollywood celebrity as toastmaster; Sen. Hugh Scott (R-Pa.); Walter Trohan, chief Washington bureau, *Chicago Tribune;* Ray Henle, editor-in-chief, *Three Star Extra,* NBC news program; Robert F. Hurleigh, president, Mutual Broadcasting System, and former Sen. John W. Bricker of Ohio, chairman of the testimonial.

Mental illness conference

An exchange of views on the handling of mental illness in radio and tv programs will be the subject of a conference April 22-23 at the U. S. Hotel Thayer, West Point, N. Y. The conference is being co-sponsored by the NAB and the National Assn. for Mental Health.

GAB fighting spot limit

The Georgia Assn. of Broadcasters has mounted its own statewide offensive against the FCC's proposal to consider means of putting a ceiling on broadcast commercials. (See story page 72).

The association is holding an emergency meeting in Atlanta Thursday to draft a statement to the commission on the proposal. The meeting will follow a previously scheduled luncheon meeting with the governor.

In the meantime, the association is urging members to tell the FCC why a limit on commercials "could destroy" their stations.

It also asks the members to call, write, wire their congressmen, and enlist their help in opposing the proposal.

Media reports...

WILD survey ▪ A description of the Negro market in Boston is available in a new presentation placed in circulation by WILD that city. Contained in the study are facts on income, family characteristics, ownership, travel habits and preferences, shopping days preferred and which stores, etc. The survey shows 90.1% of Boston Negroes are radio fans, and 85.1% are reported as watching a television set at least once per day.

Power boost ▪ WGEM Quincy, Ill., has increased its power from 1 kw to 5 kw, using a new transmitter and new

Media continues on page 96

ATTRACTIVE STATION BUYS!

MIDWEST —Fulltime radio station in single facility market. Equipment plentiful and in new condition. Sale includes land and building. Gross of $65,000.00 last year resulted in ownership earnings of approximately $20,000.00. Priced at $105,000.00 with 29% down. ***Another H&L Exclusive!***

FAR WEST—Profitable fulltime radio station in growing market. Sale includes $50,000.00 in land and building. Priced at $140,000.00 with $40,000.00 down and balance over 13 years. ***Another H&L Exclusive!***

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COLLINS, THE REFORMER

NAB president makes several proposals and urges broadcasters to be 'masters of our own house'

LeRoy Collins last week presented a program of reforms to the annual convention of broadcasters, but his keynote speech was interrupted by applause only when he spoke in opposition to FCC policies.

The reforms that the NAB president proposed:

- A reappraisal of rating services.
- The elimination of advertiser influence over programming and a clean-up of commercial practices.
- The strengthening of the radio and television codes.
- The creation of a program department within the NAB.
- The commitment of commercial broadcasting to a teaching program in countries where the illiteracy rate is high.

The two FCC actions to which he specifically objected:

- The commission's hearing on local television programming in Omaha.
- The commission's proposal to impose limitations on commercial time in radio and television schedules.

On Ratings ▪ Gov. Collins urged broadcasters to "be masters of our own house" and to "give up the philosophy that ratings are good if we are number one and bad if we are not, or that they are good as long as they will serve a profit purpose, notwithstanding a lack of reliability."

He said the NAB and its research committee would review the ratings question and that he would submit proposals to the NAB boards at their meeting next June (for details see roundup on the ratings issue page 27).

Gov. Collins's comments on ratings were milder than he had originally intended them to be. In a first version of his speech he proposed that broadcasters quit buying present rating services and unite in the creation of a system that would be reliable. Over last weekend, it was authoritatively learned, he was persuaded to adopt the less dramatic approach.

On Ad Reforms ▪ The NAB president called for the "further elimination of advertiser influence over programming." He said there were "other pressing needs for advertising reforms," including improvement in the form and content of commercials, more effective means for "assuring in advance the truth of advertising claims" and "realistic limitations on program interruptions." The last was a subject he recently treated in another public appearance, a television discussion program featuring him and FCC Chairman Newton Minow (BROADCASTING, March 25).

On the Minow-Collins program, which was taped for presentation on some of NBC-TV's owned and operated stations, Gov. Collins said the British system of clustering commercials during breaks between programs appealed to him, to avoid a "dog food commercial" in the middle of a dramatic show.

On Codes ▪ In his speech to the NAB convention, Gov. Collins said: "Let us project and enforce our codes, with the strong support of the whole industry, as the prime instruments of service to the people of our land."

He said that although progress in code observance had been made, "we have not filled the vacuum of unmet need. In fact, the need may be widening faster than we are filling the gap."

He referred to the FCC's proposal (BROADCASTING, April 1) to regulate commercial time on radio and television (see below).

On NAB Program Aid ▪ Gov. Col-



Broadcasters now have an official 'dean'

Harold V. Hough, once known as radio's "Hired Hand," was named "Dean of American Broadcasters" in a surprise ceremony at the NAB convention in Chicago last week. The honorary, life-time title and a plaque were presented to Mr. Hough, veteran of over 40 years in broadcasting with WBAP-AM-TV Fort Worth, Tex., by NAB President LeRoy Collins at the Tuesday luncheon.

"His spirit defies age. He stands out in broadcasting as the grand man," Gov. Collins said in presenting the plaque to the 76-year-old broadcaster. Mr. Hough has served on the NAB Board of Directors five different times and began his broadcasting career in 1922 when a WBAP (the station was brand new) announcer failed to show up for a Sunday night program. At the time, he was circulation manager for the *Fort Worth Star Telegram,* licensee of WBAP then and now.

In accepting the title of Dean of American Broadcasters, Mr. Hough used some of his native Southwest wit and humor for which he is famous. In a serious vein, he warned the FCC: "You can't regulate public desires through government rules."

Mr. Hough, who is vice president in charge of the Fort Worth stations, received a standing ovation.

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Monday thru Friday, 1:00 P.M.

KAY CALLS,
Monday thru Friday, 9:00 A.M.

CHANNEL 11 WIIC
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Represented nationally by Blair-TV

lins said it had seemed "not a little strange to me, and to broadcasters with whom I have talked, that with all of NAB's present varied efforts to aid broadcasters we do not now have any specific work underway to help in developing special creative skills and techniques to enhance the end product of broadcasting—programs."

He said he hoped for the development of a program department in the association headquarters. The matter is now under study.

On Illiteracy ▪ As a means of identifying "the whole of American broadcasting with the highest ideals and purposes," Gov. Collins proposed that broadcasters join in a program to reduce illiteracy.

In the planning stage is a broadcast-teaching program for the Dominican Republic, where the illiteracy rate is 80%. Gov. Collins said he would have specific recommendations for broadcaster participation in the Dominican project to present to the NAB boards next June.

On Omaha ▪ Gov. Collins addressed himself to the members of the FCC and its staff who were in his audience when he said:

"Why is it, when broadcasters generally are pleased with your cooperation, and when I am sure you feel that you have been fair to us, and when you have always expressed an abiding respect for the efforts of most of us—why is it that the broadcasters of 1963 are more deeply worried about you than has been the case for many years?"

The NAB president said he did not quarrel with specific cases in which punitive actions had been taken against licensees who had "not been true to the trust implicit in the licenses you have granted to them."

"But, commissioners," he said, "you have burdened and threatened to burden the many for the wrongs of a few. And we submit these efforts constitute a serious threat to the preservation of freedom of expression in this country."

The only case to which he made specific objection was the Omaha hearing which he said provided no chance for effective defense. "We can fight acts which can be pinned down," he said. "We cannot fight effectively a feeling of mistrust and intimidation. How can we defend against a suggestion of serious wrong when there is no specific charge?"

In a news conference the day before his convention address, the NAB president had said there had recently been an "acceleration" of FCC actions that broadcasters felt impinged on their freedoms. When asked to identify the actions he had in mind, he spoke at some length about the Omaha hearing. Asked to specify others, he said: "It wouldn't be well to labor others."

On Time Limits ▪ Gov. Collins, in his speech, took strong exception to the FCC's proposal to adopt limitations on time permissible for commercials—although he did not specifically refer to the commission's suggestion that it might bodily lift the NAB codes' own time limitations as its own.

Of the general proposal he said: "If this step is taken, for the first time in history our industry will have made a significant move toward public utility type regulation. Because if by government restraint the amount of advertising is limited, then pressures will surely ensue to provide—also by government order—a rate structure which will yield a fair return for an over-all operation on such a limited base."

He said the NAB would oppose the proposal "with all the means at our command."



WAVE-TV gives you 28.8% more SHOPPERS

Since Nov.-Dec., 1957, NSI Reports have *never* given WAVE-TV *less* than 28.8% more viewers than Station B in the average quarter-hour of any average week!

And the *superiority* during those years has gone as high as 63.6% more viewers!

More viewers = more impressions = more sales! Ask Katz for the complete story.

WAVE TV

LOUISVILLE, Channel 3

WFIE-TV, Evansville • WFRV (TV), Green Bay • WAVE Radio, Louisville

All NBC, All Represented By THE KATZ AGENCY

KOA, WDSU-TV win contest on history

KOA Denver, Colo., and WDSU-TV New Orleans were both awarded prizes last Tuesday (April 2) in Chicago as winners of the Radio-Tv History Contest which was co-sponsored by the American Assn. for State & Local History and Broadcast Music Inc.

Each station was awarded a cash prize of $500 from BMI. For their cooperation in the production of the radio and tv programs, BMI also awarded $500 to the State Historical Society of Colorado and the Louisiana Landmarks Society Inc.

The awards were presented by Carl Haverlin, president of BMI, and Clement M. Silvestro, director of AASLH. The two winners were selected from five finalists by historians Bruce Catton, John A. Garraty and Eric Goldman.

WDSU-TV won the tv award for its three program series on the life and influence of Huey Long entitled *The Huey Long Story*. KOA won the radio program prize for its production, *The Rise and Fall of Doctor John Galen Locke*.

The other three finalists were WSB Atlanta, Ga., for *Witness: The trouble I've Seen*, KIRO-TV Seattle, Wash., for *The Spirit of Seattle*, and WTIC Hartford, Conn., for *Hartford: All American*.

Next for Collins

Next convention speaking date for NAB President LeRoy Collins will be with the Canadian Assn. of Broadcasters in Toronto May 1-4. Gov. Collins speaks May 2 at a luncheon of the Radio & Tv Executives Club at Royal York Hotel during the convention.

EIGHT

SEVEN

Ratings speak for themselves. WDAU-TV, CBS in Scranton-Wilkes Barre. Represented nationally by H-R.

WDAU TV

RAB wants stations' billing statements

CALLS IT ONLY WAY TO SELL MEDIUM TO NATIONAL ADVERTISERS

Station Representatives Assn. and RAB joined forces at the NAB convention last week to ask radio stations to help fill a major void in efforts to sell the medium to national advertisers.

In the Wednesday morning assembly, SRA President Ed Codel of The Katz Agency and RAB President Ed Bunker called on all radio stations to submit monthly statements on their total billings (Closed Circuit, April 1). And, Tom Wright, vice president of Leo Burnett Co., Chicago, said that radio billings information by product categories is a must for use by agencies and advertisers in planning national and regional campaigns.

Only by supplying such billings information to advertisers, can radio attain its deserved share of national and regional business, the panelists stressed.

The Tuesday morning radio session was highlighted by an RAB presentation of plans to conduct an independent audit of the audience measurement surveys (see page 27).

Mr. Codel said that of the major media, tv, magazines and newspapers give reps, advertisers and agencies the billings information they need to plan effective advertising campaigns. Radio "contributes the most to the data vacuum that confounds our attempts to study the competition's moves and strategy," he said.

"It seems to me that the sure way for radio to encourage its classification as a minor medium, or a supplementary one, is for it to continue to fail to provide advertisers and their agencies with the information they need to evaluate accurately radio's relative role in the media mix."

Dollar volume figures on competitive expenditures are one of the basic tools used by advertisers in picking media for campaigns, Mr. Codel told the broadcasters. Such figures indicate that a competitor is making use of a certain medium, the degree of such use as well as how it is being used, he said.

Noting resistance to listing brand expenditures on the grounds it would be a breach of good faith, the SRA president said that once a commercial is aired it becomes public information. "It would be ridiculous for magazine or newspaper publishers to claim that they could not report on the ads they run. . . . We feel it is just as ridiculous for the radio industry . . ." not to report, Mr. Codel said.

"My experience has led me to warn you not to expect us to accept the radio medium on faith so long as you are not willing to supply us with the information upon which to have faith," he said.

Gathering House ▪ If the stations are willing to cooperate, RAB will gather the billings information through an independent accounting firm, Mr.

Hope quips his way through NAB award acceptance speech

The industry's highest honor, NAB's Distinguished Service Award, was presented April 1 to Bob Hope at the formal opening of the industry's convention in Chicago by Gov. LeRoy Collins, NAB president.

James D. Russell, KKTV (TV) Colorado Springs, Colo., presided at the opening session. Mr. Hope accepted the presentation with a series of quips. He wound up his acceptance talk with a tribute to television's role in the American scene.

Here are excerpts from the acceptance talk:

"I know that it is the highest award in broadcasting and I realize the importance of it but I feel if you were really serious that you would have given it to me in prime time.

"I am not surprised to see Mr. Newton Minow (FCC chairman) here early today. He has to get up at 6 o'clock to watch *Continental Classroom.* He is sitting there listening and thumbing through the *Encyclopaedia Britannica.* Don't get me wrong, Mr. Newton Minow is a man of high ideals, whose needling, prodding and constructive suggestions have led our great industry up the path to the *Beverly Hillbillies.* How about that now? That's all we needed—outhouses in the vast wasteland.

"Broadcasting is a potent business. Imagine Congress taking time to investigate tv ratings. No wonder Khrushchev is so confident. And it all started when *Huckleberry Hound* topped the President's State of the Union message.

"This is really a wonderful medium. It is hard to believe that just a hundred years ago people were crossing the country in wagon trains and today we can shoot off rockets into space at 25,000 miles an hour and nobody is watching—they're all home watching *Wagon Train.*

"Television is a great medium for performers but there is one sobering thought—no matter how great you are, you can always be replaced by an old movie—probably one of your own. In Los Angeles my old movies



Bob Hope is escorted to the stage to receive the NAB Distinguished Service Award by Robert Kintner, NBC president (l) and Robert Sarnoff, NBC board chairman at the convention's opening.

Bunker said. Individual station figures will be kept in the strictest confidence, he pledged, and even the RAB will not have access to them. These are the figures RAB and advertisers are asking for from stations:

(1) Sum total of local billings each month; (2) total regional and national billings each month broken down by product categories.

Mr. Bunker said that RAB will conduct an actual pilot test of the planned reporting system before it becomes effective nationwide to guide stations in their reporting. If all stations in a given market cooperate, radio in that city "makes a great, big breakthrough because you no longer have to fly blind," the RAB president said. "You can see whether business is up or down. . . . You would no longer be in the position of wondering how well you and your salesmen are doing. . . . Without this information we are all handicapped."

The cost to individual stations will be low, Mr. Bunker and Ben Hoberman of KABC Los Angeles, told the radio broadcasters. Mr. Hoberman reported on such a project now sponsored by 10 Los Angeles stations which costs them only $2 each per month. Mr. Hoberman said the Los Angeles project was started six years ago and that the monthly reports, which are not published, make an excellent management tool.

In urging broadcasters to join in supplying the needed billings information, Mr. Bunker stressed that radio stations do not have to be members of RAB to participate. Reports by markets will be issued to all participating stations and to advertisers, agencies and reps.

RAB, Tuesday ▪ In its Tuesday presentation which featured ratings, RAB Vice Presidents Miles David (administrative) and Robert Alter (national sales) stressed that the radio selling bureau has targeted tv as a major competitor of radio and will sell hard against its sister medium (BROADCASTING, April 1). "If you do not want us to get competitive with tv, now is the time to say so," Mr. David told the radio broadcasters who remained silent.

And, Mr. Alter added, "we are going after the money that is being poured into tv." The goal, he said, is to create national radio accounts that did not exist before. National radio's growth lies in budgets from big advertisers that have not heretofore used radio, Mr. Alter said.

He said the highly successful Radio Test Plan, unveiled a year ago, will be continued in an effort to attract major, new advertisers to radio. RAB further announced plans to cover agencies more deeply than at any time in the past.

Mr. David reported on the new tv quintile study RAB now is using in attracting new accounts to radio (BROADCASTING, April 1). "We think it's time radio developed the proof that we deserve big budgets from big advertisers who are now heavily or almost exclusively in tv," Mr. David said in explaining the major change in RAB's selling activities.

Another change in RAB detailed by Mr. David are separate divisions for small market and large market stations. "We believe the time has come to recognize the differing problems of stations in markets of different size and orientation," he said. In the future, he said, RAB will completly separate its efforts for the two classes of stations except for those projects that obviously serve a purpose in both large and small markets.

Radio's Future ▪ Willard S. Schroeder, WOOD Grand Rapids, Mich., and chairman of the radio board, opened the Tuesday morning radio session with a report on NAB activities during the past year. Radio's future development will hinge on the approach the NAB takes in future dealings with the government, advertisers and the radio audience, he said.

He urged broadcasters to increase their own public relations efforts and to let their audiences know just how important radio is to the public. Membership in the code, he said, is a "tangible means whereby we can better our relationships with the public."

Twist and Bossa Nova ▪ Radio delegates were given a briefing at the Tuesday morning assembly of new jingles to be used during radio month in May. John Meagher, NAB vice president for radio, and John Couric, manager of public relations, cited nine different variations of jingles styled in all types of musical presentations.

Kits on radio month recently were mailed to all NAB member stations which include promotion ideas, speeches, radio facts, proclamations, spot announcements for use during the month. Theme for 1963 is "Radio—The Mobile Medium." An added service this years is a stereo disc of the jingles which is available free upon request from Mr. Couric's office.

Music Problems ▪ Radio broadcasters must continue to work together in efforts to negotiate industry-wide contracts with the three music licensing organizations, Robert Mason, WMRN Marion, Ohio, told the Wednesday morning radio assembly.

Mr. Mason, chairman of the All-Industry Music License Committee, pointed out that ASCAP performance licenses expire this December and that his committee hopes for a unified front in new negotiations. He detailed work of the committee since its organization in 1958 and said that radio stations paid ASCAP $10.4 million for performance rights last year.

But, he said, except for the work of the committee radio stations could have had to pay $20 million (the 1940 rate) or $16 million (under the rate in affect when the committee was formed).

Henry Clay, KWKH Shreveport, moved that a special subcommittee be appointed charged only with negotiating a new SESAC contract. He and others charged that SESAC will not negotiate and refuses to disclose its repertoire to stations. At Mr. Mason's request and promise to devote attention to the SESAC problem, the motion was withdrawn. Mr. Mason also read a resolution from the Arkansas Broadcasters Assn. urging the committee to push for an industry-wide understanding with SESAC.

Mitch Leigh, president of Music Makers Inc., New York, urged radio stations in small markets to start "producing" commercials instead of just writing a piece of copy. He said radio is the most effective sales tool for most advertisers' messages because it is there 24 hours a day. There is a "qualitative difference" between radio and tv, he said, and it favors the side of radio.

are on so many different channels at the same time that you can just flip the dial and watch my hairline recede.

"I have been very lucky in this business. I am not a doctor—I am not a cowboy—I am not a detective, and yet I have survived for over 25 years on radio and tv. I have a beautiful home, have sent my kids through college—I have everything I want all because I happened to see Bob Sarnoff coming out of that motel.

"You gentlemen really have a great responsibility. In case of war you will be the ones to alert the country, even if you have to break into a commercial. No, seriously, you do because you are responsible for the most amazing instrument of mass communication known to man —a 21-inch looking glass that shows the world full length. Just spin the dial—instant history.

"Broadcasting is the vital link in the chain between demand and supply—the supersalesman of American industry. Broadcasting is the dynamic force which helps turn the gross national product into that proud thing we call the American standard of living. Broadcasting is something far greater than that—it is the heartbeat of the nation, that pumps out the stuff which keeps the human spirit alive and alert."

Minow proposes second run uhf network

CALLS FOR MUST MEMBERSHIP IN NAB, THINNING OUT FCC RED TAPE

"Second run" networks of uhf stations and a divorcement of members of the FCC from handling both administrative and judicial functions were proposed by FCC Chairman Newton N. Minow at the NAB convention in Chicago last week.

In his third major proposal, the chairman asked for legislation requiring all radio and tv stations to join the NAB and to subscribe to code standards (see page 72).

Chairman Minow, in his third annual address to the NAB convention, also departed from his text to tell NAB President LeRoy Collins that "the time has come for more than speeches. The time has come for action in self-regulation." Mr. Minow also said it is time to review the "ever-enlarging rule books" of the FCC and broadcasting to determine if "we are already in danger of becoming prisoners of our own procedures."

Early in his speech, the chairman dealt with—but did not answer—reports that he plans to resign from the FCC. "Ladies and gentlemen, I shall make no announcements or statements today about these rumors," he said.

Addressing 1,992 broadcasters in the Conrad Hilton's International Ballroom, Chairman Minow said that widespread use of the 70 uhf channels will open up at least four new dimensions to television: (1) a nationwide educational tv system with classroom instruction by day and cultural programming in the evening; (2)nationwide system of pay tv if the public is willing to pay; (3) a fourth commercial network, and (4) a first service in many communities now without local service.

Two Affiliates ▪ Uhf, he proposed, can make it possible for networks to have two affiliates in the largest cities—"a first run and a second run affiliate." He visualized the second affiliate as a uhf station repeating programs previously offered by the network on its primary, or vhf, affiliate. "The public would then have a [second] chance to see the best the networks have to offer," Chairman Minow said.

As benefits of a second run affiliate, he predicted that new, less affluent advertisers could enter tv; program costs could be better amortized and participants could receive additional income for the "re-run." Uhf also provides "fresh opportunities to see programs from other lands," he said.

He said that broadcasters can meet this new challenge "by shaking those mind-forged manacles and by breaking through the crusty rigidity and stubborn complacency of the *status quo*. . . . You are too young, too vigorous, too creative to be bound by this year's rule book or last year's balance sheet. The enemies of progress, the twin ghosts of fear and habit, must not imprison you in your own procedures."

Government, Too ▪ The FCC also needs to re-examine itself, Chairman Minow said, in recommending that the commissioners' administrative functions be separated from judicial activities. "I must confess that I have found the FCC, too, a prisoner of its own procedures," he said. "The commission is a vast and sometime dark forest where we seven FCC hunters are often required to spend weeks of our time shooting down mosquitos with elephant guns.



Chairman Minow
Phooey on all that talk

"In the interest of our governmental processes, and of American communications, that forest must be thinned out and wider, better marked roads have to be cut through the jungles of red tape." He said the FCC has made substantial improvements in recent years but the administrative process still is a "never-never land we call quasi-legislative and quasi-judicial. The results are often quasi-solutions."

While he admitted to being in the minority at the FCC, Chairman Minow expressed a "deep" conviction that the judicial and administrative functions of the commission should be split. "I do not think it wise or even possible that we can be simultaneously regulator and judge," he said.

Mr. Minow did not go into detail over what changes he would like to see made, but he expressed a "sincere belief" that basic reform could materially improve the effectiveness of the FCC. He said that he would spell out his recommendations in "great detail . . . on some appropriate occasion."

Answers Collins ▪ Chairman Minow answered NAB President LeRoy Collins' criticism of the FCC's Omaha hearing into local tv programming with an implication that there will be more. "I believe that with broadcasting stations, as with income tax returns, the practice of making an occasional audit in depth is an effective though sometimes painful way of finding out whether the public interest is being served," he said.

"I cannot understand how local expression about broadcasting service can be interpreted as governmental interference with freedom. The public's right to insist on having a voice in your decisions and the public's right to free expression will be honored and maintained."

On radio, the chairman said the FCC should adopt different approaches than that used for tv. He said the commission will shortly propose new rules for radio which will tighten engineering standards. "We hope to eliminate a great many unncessary hearings which have eaten away time, money and energies . . . and which have created little in the long run except uncertainty, expense, delay and exasperation," he said.

Am and fm should be considered by the FCC as one aural service, he said, and radio stations in large communities should be encouraged to specialize in programming.

Chairman Minow praised both Gov. Collins and the operations of stations in such areas as the Cuban crisis, editorializing and expanded news and documentary programs. Of Gov. Collins, the chairman said he "is a man of principle, of conscience and of wisdom. . . He commands respect and confidence of the public and your government. He is a man to heed, to follow and to treasure."



Go to New Orleans for Boston Beans?

Of course not! They've got a special taste for beans in Boston. Successful advertising takes local flavor into account. Spot TV avoids the uniformity of "national" advertising. It gives you market-by-market emphasis.

Ninety-two of the top one hundred advertisers use Spot TV. It's used to bolster a softening sales picture; to meet the challenge of new competition; to apply seasonal control or timing; to test a program, a product, a merchandising idea. Market-by-market is the efficient way to buy TV today.

TvAR, representing a select list of major market TV stations, can show you how to get more out of your advertising dollars by buying on a spot-your market basis. TvAR's "Television Spot Test" enables an advertiser to document the effectiveness of Spot TV. TvAR's "Brand Comparisons," give the exact status of over 500 brands in our eight represented markets.

Spot TV is the flexible advertising medium. TvAR is the personalized service. Why not take advantage of both?

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WBZ-TV **BOSTON,** *WJZ-TV* **BALTIMORE,** *KDKA-TV* **PITTSBURGH,** *KYW-TV* **CLEVELAND** *AND KPIX* **SAN FRANCISCO** *(WESTINGHOUSE BROADCASTING COMPANY)*

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FCC PLANS HEARING ON RADIO

Panel of all seven commissioners answers questions ranging from license fees to limit on commercial time

All seven members of the FCC answered questions directed toward them by 1,500 broadcasters last Wednesday afternoon as the closing feature of the 41st annual NAB convention in Chicago.

The replies which the audience liked were followed by loud applause while the tough, regulatory ideas were greeted by silence. There were many outbursts of laughter.

This year all but a handful of the questions were asked live from the floor, a procedure which led to several speeches by the questioners. Moderator Clair McCollough of the Steinman Stations, NAB board chairman, kept the session moving and threw out some questions because they were based on individual cases.

In answer to questions, the commissioners disclosed that they plan an *en banc* hearing to explore fully the problems of am broadcasting. This follows the FCC-industry "shirt-sleeves" working conference early this year. The radio hearing is planned, the commissioners said, because the FCC's information and rules on radio are badly outdated. One subject of the hearing will be a discussion of radio and its relationship to other media of communications.

The FCC staff has been instructed to prepare a document announcing the hearing and setting the ground rules but no date for its start has been set.

Other subjects discussed included license fees, loud commercials, license renewal letters, program reporting forms, the am-fm freezes, Conelrad, community antenna tv and the FCC's controversial proposal to set a limit on commercial time through adopting the NAB time standards or via some other plan.

Code Proposal ▪ On the code proposal (see other convention developments in this area, page 72) Chairman Newton N. Minow pointed out that FCC already has a policy against overcommercialization and it is just attempting to clarify that policy for broadcasters.

Commissioner E. William Henry said that broadcasting claims to be a profession, but it has no effective sanctions against its members. "Broadcasting now has self-regulation without any teeth," he maintained. Asked what happens if a station is sold to the FCC limit, the new rule is adopted, a political campaign starts and the candidates want to buy spots, he replied: "In that situation, you've got a problem."

If a station is already a code subscriber, such a problem now exists in campaigns to keep from becoming overcommercial, Commissioner Robert E. Lee said. Commissioner Robert T. Bartley thought the licensee should reschedule regular spots to take care of the wants of candidates and still stay within acceptable limits.

Commissioner Rosel H. Hyde, on the other hand, maintained that the FCC proposal "illustrates the folly of too much federal regulation at the local level." He said broadcasters need more freedom and flexibility than such a rule would permit.

Chairman Minow said the thrust of his luncheon speech, when he recommended that all licensees be required by law to join the NAB and subscribe to its code (see page 60), was toward greater and more effective self-regulation and not more government interference with licensees.

Good News ▪ The FCC is reconsidering its new rule which requires every station to have a first-class operator inspect its transmitter daily and keep daily logs, Commissioner Kenneth A. Cox reported. He said the FCC now realizes that the rule works an undue hardship on stations in northern climates whose transmitters often are snowed in

Uhf committee takes new name, minus 'uhf'

The brand new executive committee of the almost-brand new Committee for the Full Development of Uhf Broadcasting met in Chicago Thursday after the close of the NAB convention and promptly came up with a brand new name for itself as the FCC-spawned organization which seeks with White House blessings to help foster the flowering of uhf television.

You guessed it. Uhf vanishes.

Now this brand new Committee for the Full Development of All Channel Broadcasting really doesn't have to do with quite *all* channels—meaning promotion of vhf of course, as an FCC representative explained. What it does mean is all uhf channels.

There is said to be some sort of a stigma that sometimes prevails when uhf is mentioned. So it won't be mentioned any more. (There is no "uhf" in the new all-channel law, either, which is designed to aid uhf growth).

Organized in Washington in early March, the full committee is under the chairmanship of FCC Commissioner Robert E. Lee (BROADCASTING, March 18). Commissioner E. William Henry is vice chairman. The executive secretary of the committee is Robert G. Weston, engineering assistant to Mr. Lee. Legal advisor is George S. Smith, Mr. Lee's legal aide, and special counsel is Arthur A. Gladstone, FCC hearing examiner.

The executive committee, all of whom were present in Chicago, includes: Ben Adler, Adler Electronics; Thad H. Brown Jr., Assn. for Competitive Television; Mort F. Farr, National Appliance and Tv Dealers Assn.; W. T. Hamilton, WNDU-TV South Bend, Ind.; Edgar W. Holtz, Hogar & Hartson; Frank G. Kear, Kear & Kennedy; Peter B. Kenney, NBC; Lester Lindow, Assn. of Maximum Service Telecasters; Edwin M. Marshall, American Assn. of Advertising Agencies; Frank Marx, ABC.

R. Wayne Master, Melpar Inc.; William L. Putnam, WWLP (TV) Springfield, Mass.; Percy H. Russell, Midwest program on airborne tv instruction; L. M. Sandwick, EIA; Seymour N. Siegel, WNYC-TV New York; Harvey J. Struthers, CBS; Sarkes Tarzian, Sarkes Tarzian Inc.; Vincent T. Wasilewski, NAB; Lawrence Webb, Station Representatives Assn.; Adam Young, Adam Young Inc.

Committee Meetings Open ▪ The executive committee voted that its sessions would be closed but those of its three working committees would be open to all interested.



This was the scene as broadcasters asked questions of the seven members of the Federal Communications Commission. (From l to r) Clair McCollough, moderator of the session; Commissioners E. William Henry, Robert E. Lee, Rosel H. Hyde; Chairman Newton N. Minow; Commissioners Robert T. Bartley, Frederick W. Ford and Kenneth M. Cox. Most of the questions were asked live from the convention floor.

for many months during the winter.

"There are no standards of any kind that I know of" on acceptable programming percentages by categories, Commissioner Frederick W. Ford said in answer to a question. He said the FCC soon will adopt its long-planned tv program reporting form and at that time standards will be made public to guide applicants. Several commissioners agreed that license renewal procedures are passing through an "interim" phase when questioned about renewal letters on programming.

Commissioner Cox said the New England tv renewals deferred two weeks ago (BROADCASTING, April 1) was only a "procedural" step and should not cause any alarm. (The action was taken on a 4-3 vote and the licenses were deferred because the stations did not propose regularly-scheduled, local live programming between 6-11 p.m. The deferrals constituted a reversal of an FCC order just a month ago that several dozen tv stations be renewed without regard to the prime time schedules).

Licensees should understand that FCC letters of inquiry on programming are not sanctions, Commissioner Cox said, and are for only for the purpose of determining the reasons behind a licensee's proposed program schedule.

Commissioner Hyde, on the other hand, maintained that deferred licenses do operate as sanctions and that the industry has fallen down in not convincing the FCC of this. He said it is an unhealthy situation for large numbers of license renewals to be deferred and that broadcasters submit too easily to "suggestions" by the FCC staff.

"Do you believe in taxation without representation?" the commissioners were asked. Chairman Minow replied that the fee proposal was not originated by the New Frontier but was authorized by a 1952 action of the House. He said that broadcasters, who get special privileges, should pay for the licenses they are granted.

Commissioner Hyde said that broadcasters should not have to apologize for making a profit and they are not "inflicted with an original sin" just because they carry commercials. Payment of a fee, he said, should be an obvious benefit in "the hope of getting your license promptly."

Commissioner Ford pointed out that the House action relied upon by the chairman is contained in very broad language in an appropriations bill and does not lay down sufficient standards to guide the FCC. The bill enables regulatory agencies to recover their costs and the FCC proposal will not do this, he said.

All commissioners indicated they were anxious to remove the am and fm freezes but it was made clear that such action is not in the immediate future. Commissioner Cox said the staff has been instructed to come up with a new rulemaking proposal (which is separate from the planned *en banc* hearing) and that additional comment and study will be needed before definite steps—including removal of the freezes—can be taken.

These three groups were asked to organize within the month and to report back their recommendations on their respective memberships and areas of study which each group would pursue.

The executive committee, which will meet again in Washington April 29, authorized Comr. Lee with the concurrence of Comr. Henry to name additional members to that body. Messrs. Lee and Henry also will designate the chairmen and vice chairmen of the three working committees. The agendas for all committee meetings shall be approved by the commission.

The three working committees, earlier called subcommittees in the FCC's notice of Feb. 21, are: (1) committee on technical development, (2) committee on uhf broadcast station operation and (3) committee on consumer information. A proposed fourth committee was dropped.

Big cities need vhf, according to AMST

"Uhf service is not a substitute for vhf service in the canyon-like sections of big cities," the Assn. of Maximum Service Telecasters was told in Chicago last week. Lester W. Lindow, AMST executive director, told 175 representatives of member stations that the FCC's uhf New York study and the AMST's own $100,000 independent measurements "conclusively demonstrate" that vhf signals are necessary.

Reporting to the association's membership at the NAB convention, Mr. Lindow said that despite vhf's "superiority," the studies showed that uhf is capable of providing a substantial amount of tv service of acceptable quality in such cities as New York. (AMST has been in a running battle with FCC Commissioner Robert E. Lee for several weeks over what the results of the FCC test proved [BROADCASTING, Jan. 28, Jan. 7, Nov. 26, 1962].)

AMST reaffirmed its position that uhf and vhf must be developed side-by-side. Ernest W. Jennes of Covington & Burling, Washington, AMST legal counsel, reported on developments concerning vhf assignments at short separation and attempts to have tv allocations assigned to other users. The membership announced that it would "continue vigorously" to oppose any attempts to reallocate tv frequencies.

Jack Harris, KPRC-TV Houston, was elected president of AMST, a post he has held since the association was formed in 1958. Other officers: Charles H. Crutchfield, Jefferson Standard Broadcasting Co., Charlotte, N. C., 1st vice president; Lawrence H. Rogers II, Taft Broadcasting Co., Cincinnati, 2nd

vice president; Harold Essex, WSJS-TV Winston-Salem, N. C., secretary-treasurer, and Mr. Lindow, assistant secretary-treasurer. Appointed to the executive committee were Messrs. Harris, Essex, Crutchfield and Rogers, C. Wrede Petersmeyer, Corinthian Broadcasting Corp., New York; John H. DeWitt Jr., WSM-TV Nashville, and John S. Hayes, Post-Newsweek Stations, Washington. Clyde M. Hunt, Post-Newsweek Stations, was appointed chairman of the technical committee.

No action was taken on the vacant position of assistant executive director. Charles Bevis, who formerly held that post, recently was named executive director of the newly-formed Assn. of Broadcasting Standards Inc.

Research projects outlined for ABS

The first annual meeting of the newly formed Assn. on Broadcasting Standards Inc. was held in Chicago Monday and heard reports on engineering research projects aimed at proposals in Congress and before the FCC which would extend operating hours of daytime radio stations.

Formed earlier this year in Washington (BROADCASTING, Feb. 18), ABS has taken no position officially on the daytime controversy pending completion of its research on am technical problems. The new group at its Washington meeting also had indicated concern over moves by clear channel stations for operation with powers in excess of 50 kw.

ABS President E. K. Hartenbower, KCMO Kansas City, told representatives of more than 78 am stations at the Chicago session that the association has begun study of FCC Docket 14419 (to allow pre-sunrise operation for daytimers under certain conditions) and of proposed legislation in Congress to give daytimers extended hours. The study would seek to determine the effect of these proposals on the nationwide radio service. The ABS goal is to "assure optimum radio service for the people of the U. S.," he noted.

Jay Wright, KING Seattle, chairman of the ABS technical committee, reported on engineering aspects of this study. Charles C. Bevis, ABS executive director, explained how the technical evidence can assist the commission and Congress in making their basic policy decisions.

ABS representatives explained that the organization is not a "regional broadcasters' group" but rather welcomes the membership of all am stations interested in preventing deterioration of am engineering standards and assuring optimum radio service. They said a total of 92 stations have indicated membership interest to date.

The ABS board authorized the technical committee to proceed with the recommended program of research. John E. McCoy, Storer Broadcasting Co. was elected to serve on the board. Mr. Bevis was elected secretary of the association. Andrew G. Haley is ABS' Washington counsel.

Let the networks do it

One broadcaster at the NAB convention last week hit upon an answer to the FCC's renewed campaign to force television stations to broadcast local, live programs in prime time.

Harold Essex, president of WSJS-TV Winston-Salem, N. C. (an NBC-TV affiliate), told David C. Adams, NBC senior executive vice president: "Dave, the network has got to give us stations a new service—local, live programming."

Clear channel group re-elects its officers

Edwin W. Craig, WSM Nashville, was re-elected chairman and Harold Hough, WBAP Fort Worth, was renamed treasurer of the Clear Channel Broadcasting Service at its annual meeting in Chicago March 31. The executive committee also was re-elected. It consists of Messrs. Craig and Hough, with Ward Quaal, WGN Chicago; Victor Sholis, WHAS Louisville, and James Shouse, WLW Cincinnati.

John H. DeWitt Jr., WSM, substituted for Mr. Craig and also reported on CCBS defense activities. Other reports were submitted by CCBS Director Roy Battles, R. Russell Eagan as legal counsel, and Mr. Hough as treasurer. CCBS is an organization of non-network-owned radio stations whose aim is to preserve the 25 Class 1-A clear channels from duplication and to seek authority for their use with powers above 50 kw. All 13 members were represented.

New NAB committee to study tv's future

A new NAB group—the Future of Television in America Committee—was activated at the convention last week. The committee was appointed to study the impact of community antenna tv on regular video stations and recommend a course of action for the NAB in its drive for federal regulation of the community antenna systems.

Last February, the NAB boards authorized the formation of the committee on catv (BROADCASTING, Feb. 11). The members, announced by Tv Board Chairman William Quarton, WMT Cedar Rapids, Iowa: Dwight Martin, WDSU-TV New Orleans; Bill Grove, KFBC-TV Cheyenne, Wyo.; C. Howard Lane, KOIN-TV Portland, Ore.; Clair McCollough, Steinman Stations, Lancaster, Pa.; John Murphy, Crosley Broadcasting Co.; G. Richard Shafto, WIS-TV Columbia, S. C., and Willard Walbridge, KTRK-TV Houston.

Lee foresees uhf spurt in next few years

Development of uhf television will take a definite spurt forward in the next two or three years, the Assn. for Competitive Television was told March 31 by FCC Commissioner Robert E. Lee at its first group meeting.

Luther M. Sandwick, director of consumer products, Electronic Industries Assn., said uhf "was on the threshold of assuming its proper role in the future of a truly competitive tv system." He pointed out that requests for uhf licenses in the past year were double those of previous years, with some of the biggest tv operators in the country now starting to develop uhf properties.

Mr. Sandwick said uhf operators will find equipment dealers and distributors cooperating enthusiastically with stations to provide maximum efficiency of equipment they sell and service.

John English, WSEE-TV Erie, Pa., former chairman of the group, announced plans for an intensive membership drive to build up the ACT membership and its role as the voice of the uhf medium. William L. Putman, WWLP (TV) Springfield, Mass., ACT president, led the meeting. Thad Brown, ACT executive director, presided at a closed meeting, outlining ACT's operating areas. He discussed the FCC's position on uhf.

Shapiro named to head ABC-TV Affiliates Assn.

Mike Shapiro, WFAA-TV Dallas, was elected chairman of the board of governors of ABC-TV Affiliates Assn. at a meeting March 31 during the NAB convention in Chicago. Thomas P. Chisman, WVEC-TV Norfolk, Va., was re-elected vice chairman; Herbert Cahan, WJZ-TV Baltimore, was named secretary, and Martin Umansky, KAKE-TV Wichita, treasurer.

Other new board members: Joseph L. Brechner, WFTV (TV) Orlando, Fla., and Joseph F. Hladky, KCRG-TV Cedar Rapids, Iowa. Incumbent board members: Norman Louvau, KCPX-TV Salt Lake City and WAPA-TV San Juan, P. R.; W. W. Warren, KOMO-TV Seattle, and Lawrence (Bud) Rog-

BALTIMORE FOR LESS



FORTY-SEVEN CENTS BUYS 1000 WCAO ADULT LISTENERS*

MORE ADULT WOMEN FOR LESS!

MORE ADULT MEN FOR LESS!

*No charge for all listeners under 18 years

QUALITY AND QUANTITY TOO!

WCAO . . . "first choice" of young growing families . . . the big money earners and spenders!

Call your WCAO representative and ask to see the LQR-100 (Local Qualitative Radio) for facts on WCAO's quality audience.

ADULT LISTENERS—AVERAGE ½ HR.
6 A.M.-7 P.M. Mon. thru Fri.

	ADULTS	MEN	WOMEN	RATING
WCAO	45,525	14,872	30,653	9.0
Station "A"	21,879	9,548	12,331	3.3
Station "B"	20,112	5,642	14,470	3.1
Station "C"	20,341	7,564	12,777	3.0
Station "D"	8,433	3,014	5,419	1.4

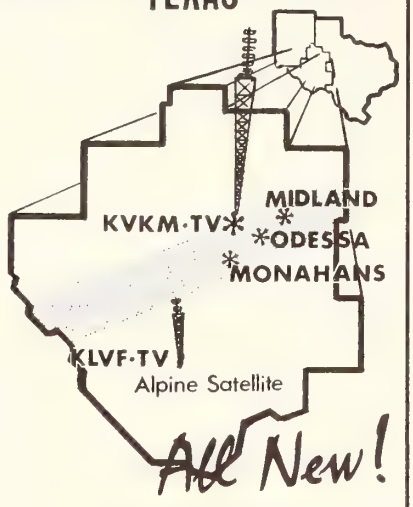
WCAO . . . FIRST ON THE RADIO DIAL AT 60
CALL MULBERRY 5-0600

Source: Pulse, Inc. Dec. '62-Jan. '63
Baltimore Metro Area

Radio Baltimore
WCAO
5000 WATTS • 600 KILOCYCLES
Represented Nationally by Radio-TV Representatives, Inc.

THE Plough, Inc. STATIONS / RADIO ATLANTA WPLO AM-FM | RADIO BALTIMORE WCAO AM-FM | RADIO BOSTON WCOP AM-FM | RADIO CHICAGO WJJD AM-FM | RADIO MEMPHIS WMPS AM-FM

DIVIDEND STRIP
Midland · Odessa · Monahans
KVKM-TV TEXAS Channel 9



All New!

NEW TOWER
1270' Above av. ground
4449' Above MSL

NEW POWER
Full FCC allowance

NEW EXPANDED MARKET
Now covering 28 counties in 2 states

NEW NETWORK
Full time live ABC

POPULATION 512,900
HOUSEHOLDS 144,160
CONS. SPENDABLE INCOME $976,863,000
CSI HH $6,572.
RETAIL SALES $675,089,000
TV HOUSEHOLDS 121,015
SATURATION 90%



SALES:
Masla Sales Assoc.
Clyde Melville,
Southwest

KVKM abc TV Channel 9

ers, Taft Stations.

In the first meeting, following ABC-TV officials' presentation of plans for their 1963-64 prime-time program schedule (BROADCASTING, April 1), the new board members said they fully expected ABC-TV's new season would be the best in that network's history.

"The schedule," Mr. Shapiro said, "combines great showmanship with many daring program innovations for which ABC-TV has been noted. We are all looking forward to a very exciting and diversified schedule this fall."

COMPUTERS WORK PRAISED

Admen will be abetted, not replaced by machines; Y&R vp's tell TvB session of automation benefits

The computer is an expediting tool to improve human decision-making in advertising, not replace it.

This assurance was offered to broadcasters and their salesmen last week at the NAB convention by Warren A. Bahr and Joseph St. Georges, vice presidents of Young & Rubicam, New York, one of the leading agency users of electronic data processing.

The computer forces agency decision makers to put values on many factors that in the past have been treated as assumptions, and thus—and in general—helps agencies to make better media selections, Mr. Bahr told the session conduted by TvB during the Tuesday-morning tv assembly.

Mr. St. Georges said although computers will greatly influence media selection for specific clients, will help determine markets and budgets and may affect network program selection, they will not "in the immediately foreseeable future" specify the stations or availabilities to be used in spot campaigns.

"The computer," he said, "provides cost-per-thousand data, reach and frequency data, gross-rating-point data, homes delivered, and costs. It does not provide program evaluations, market evaluations, station evaluations. And it cannot supersede the buyer's judgment in these areas.

"To us, it has the positive advantage of doing tremendous quantities of analytical arithmetic with great speed and complete accuracy. It enables us to make better buys faster with fresher availabilities. It does not prevent us from confirming hot opportunities the moment they are offered, and if anything, it frees the buyer to spend more time with reps, assuring himself that he is completely knowledgeable about the markets, stations and programs he is considering."

More Machine Use ▪ Mr. St. Georges went into some detail on Y&R's uses of computers, but noted that a number of other agencies also use "the machines" more and more extensively. In opening the computer session, TvB President Norman E. Cash had estimated that one-fourth of all national television business is now handled by so-called computer agencies. Mr. St. Georges cited Leo Burnett Co., Geyer, Morey, Ballard Inc., Lennen & Newell, Compton Adv. and BBDO, specifically.

The three basic uses, Mr. St. Georges said, are for (1) data processing, to handle paper work; (2) decision assistance, as in the evaluation of alternate choices, and (3) decision making.

Ideally in decision making, he said, a properly programmed computer model would make the media selection. Systems designed for this purpose, he said, are being used by C-E-I-R, BBDO and Y&R's own "high-assay system."

But, he added, all the necessary input information is not available yet, so that these models—which "will improve"—currently are best used to "pinpoint areas in which we must make subjective judgments" and to "force us to be much more scientific about ways in which we invest our clients' advertising dollars."

Mr. St. Georges described the decision-assistance operations of Y&R's spot-buying system, which he said is "truly operational" and "a great help in doing a better job with our most difficult media buying job—spot television purchasing."

How, When, How Much ▪ The spot-buying model, he said, does not go into play until after these basic decisions have been made: to use spot tv, which markets to use, dates, budgets per market, advertising objectives in terms of budget, reach and frequency—and after availabilities have been submitted.

It then provides "tremendous assistance" to media people in determining "which stations, which spots and how many dollars per station," in this way:

Availabilities data is fed into the machine. This includes program adjacencies, rating points, homes, audience target (women, teen-agers, etc.) and costs. The campaign objectives for each market—weekly budget per market, desired number of homes reached, exposure frequency—are fed in at the same time.

All this, Mr. St. Georges said, "is the same data that we would work with if we did not have the computer. The ratings used are those supplied by the representatives for the station, and are checked by our buyers. The same is

Caught with our personalities showing ... your salesmen



Howard Tupper



Dave Kidd



Charles John Stevenson



Leon Kelly



Bill Edwardsen



Don Tuttle



Martha Brooks



Randy English

We're caught and rather proud of having one of the most versatile groups of special people in radio. This is a favorite page from the family album of the area's foremost station, WGY.

From dawn 'til long after dark WGY's personalities pinpoint your sales message to specific buying groups. Full range programming makes WGY the most listenable station in the Northeastern New York and Western New England market.

810 KC • 50 KW

WGY

A GENERAL ELECTRIC STATION

ALBANY • SCHENECTADY • TROY

Represented by Henry I. Christal Company

Marketing data not media responsibility, St. Georges says

"It is not the responsibility of media to supply marketing information. This is the responsibility of the advertiser and the agency."

This in part is what Joseph St. Georges, media vice president and director of computer application at Young & Rubicam, *would* have said in addition to his other remarks at NAB last week (see story, page 66) had time permitted the completion of a panel discussion in which he participated.

But of a list of 20 questions submitted by station personnel to the panel of four—Mr. St. Georges, Warren A. Bahr, also a Y&R vice president and two TvB executives, President Norman E. Cash and George C. Huntington—only a few were answered because of time limitations. To round out the picture, BROADCASTING later in the week took the major unanswered questions," and posed them to Mr. St. Georges upon his return to New York.

Here are his views:

Question: How often do you change the information stored in your computer? How long before it is considered out of date?

Answer: "In terms of spot buying, the information is changed semi-annually when ARB makes its television set count estimates. We attempt to keep up to the minute on all input information for all media models."

Question: Which ratings do you feed into the machine?

Answer: "We use ARB as the source of local data for spot buying. On network shows considered by our Decision Making model, we use information based on the national Nielsen."

Question: Will the computer help increase the length of spot schedules market lineups . . or will they grow shorter?

Answer: "One does not necessarily follow from the other. In spot sales, in only one case does the computer have something to say about the number of markets. On occasion, the computer will help us reach our objectives for fewer dollars than we might anticipate; therefore, we could have monies left over to extend the market list.

Question: If marketing information is used in the machine, who is responsible for gathering it: agency, advertiser, or media?

Answer: "It is not the responsibility of media to supply marketing information. This is the responsibility of the advertiser and the agency. We look to media to supply information concerning audience exposure, then the agency combines this with marketing information for an interpretation."

Question: What about requests for added breakdowns of ratings by income groups, product users, etc. are they really needed and, who should pay for them?

Answer: "As I said, and I want to be clear on this point, media should not be responsible for providing accurate and detailed information about audiences. It is the advertiser's and agency's responsibility in terms of their customers and prospects."

Question: In case of disagreement, which will be considered right: the computer or the media buyer?

Answer: "In the case of the spot model, the judgment of the buyer is the final answer. In the case of the decision maker system, the problem is more complex.

"Assuming hypothetically that all the information fed into the computer is correct, and the process is correct, then the answer must be correct. But, obviously, our data is not perfect. Therefore we feed varying data into the machine so that there are four or five alternative solutions. The buyer's range of decision is narrowed, but remains just as important. The computer frees him to do more concentration in the more valuable aspect of the decision."

true for the rates. We do not attempt to store ratings or rates in advance."

The data thus fed in is converted into cost-per-thousand data which then goes to the buyer in three forms—(1) in the same sequence provided by the availabilities sheet, (2) in ascending order of cost-per-thousand homes delivered, arranged according to station, and (3) cost-per-thousand women or other target audience specified for the campaign and provided on the availabilities.

Using this information, the buyer evaluates the opportunities open to him in each market, considering not only cost per thousand but "program adjacency, day of the week, hour of the day and/or any other factor that is important in his particular circumstance."

Phone the Computer ▪ All the spots have been numbered by the computer, and when the buyer has some idea of what he wants to consider, he telephones the computer and reads off the numbers of the spots he has in mind in each market. The computer can store data for four different markets at one time and can evaluate several different possibilities for each.

The computer "almost instantly" shows what each possibility would produce in terms of reach, frequency and cost—and also indicates, for each market, whether the budget, reach and frequency objectives would be attained and, if not, by how much.

"The buyer," Mr. St. Georges continued, "can try one, two or three or more combinations of spots in the market in question until he finds the buy which most effectively and efficiently meets his objectives. When he settles on a buy, he then asks the computer for a complete print-out which provides, in addition to the data he already has, complete details on every spot he intends to buy, adjacencies, homes, women, cost, cost-per-thousand, name of station, etc.

"All of this data is provided in a matter of minutes and at this point the buyer is free to phone the reps and confirm the buy and/or go on to his next market."

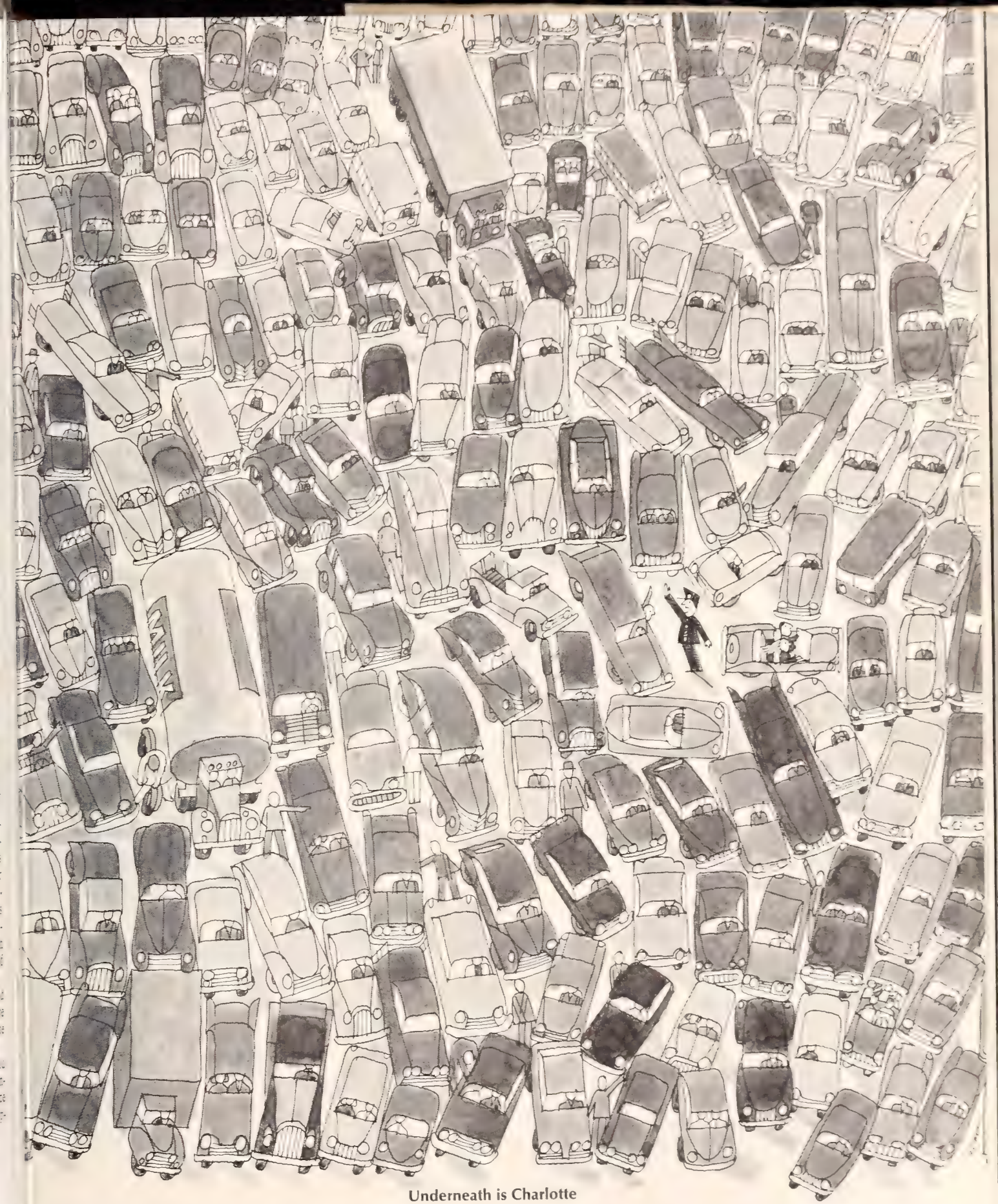
In response to questions, Messrs. St. Georges and Bahr said the computer will result in "nothing but benefit" for the creative man and the advertising professional, because it will need "people capable of making better decisions"; that reaching an advertiser's "best prospects" is more important than low cost-per-thousand alone; that computers and agencies need more and better data from stations regarding the make-up of their audiences; that computers will require agency people to understand more exactly the values of such qualitative factors as the impact of sound and motion, or of colors.

Computer services, they said, need not be limited to big agencies but are and will be available through service bureaus to small ones as well.

Mr. Bahr is Y&R's vice president and director of media relations and planning. Mr. St. Georges is media vice president and director of computer application.

Cash's figures show tv needs help locally

Competitively, television is moving strongly in national advertising business, total and new, but on the local level it could use some help. This was the gist of figures presented by Norman E. Cash, president of the Television Bureau of Advertising, in opening TvB's



Underneath is Charlotte

Beneath all the business and bustle is Charlotte. More than 100,000 cars enter this booming city on an average day. And you'll find more people in the Charlotte 75-mile radius than in a corresponding radius around Atlanta, Indianapolis, Kansas City, and Minneapolis. 8th in per family sales in the United States...5th in the wholesale distribution of industrial chemicals. With building permits exceeding even those of Pittsburgh and Buffalo in 1961. With major installations of 40 out of the 50 larger corporations in the United States. What better way to get at this thriving market than through WBT Radio Charlotte? For over 40 years, WBT has had the largest adult audience for the 37-county basic area. And this is the audience that receives and spends most of Charlotte's $2,612,784,000 worth of spending money.* Reach them with the station they turn to for responsible programming, outstanding service, and finer entertainment.

WBT Radio Charlotte Represented nationally by John Blair & Co.

JEFFERSON STANDARD BROADCASTING COMPANY

*SOURCE: SURVEY OF BUYING POWER

session on computers (see page 66) at the NAB convention last Tuesday.

In 1962, Mr. Cash reported, television billings represented 41.2% of all national business, as against a 23% share for newspapers. Of all new national business in 1962, he continued, tv billed 62.5% to newspapers' 8.9%.

In local billings, however, he reported newspapers with an 80.1% share in 1962 as against 8.1% for television. Of 1962 new local dollars newspapers got 77% to tv's 14.9%. In *new* local dollars over the 10-year period ended in 1962, he said, television's gain was $196,000 (and radio's $118,000)—as compared to a $1.053 million increase for newspapers in that span.

Carlisle announces first committee appointments

First appointments to the newly constituted NAB Membership Liaison Committee have been announced by William Carlisle, NAB vice president for station services.

The new committee, designed to assist NAB board directors in the recruitment and retention of station members to the association, was authorized by the NAB board early this year (BROADCASTING, Jan. 21). Committeemen are to be appointed by district directors of the NAB to represent states in their own districts. Eventually, each state and Puerto Rico is to have at least one member, with two broadcasters to be appointed from states with more than 200 am radio stations, Mr. Carlisle said.

Tenure on the membership committee continues during the term of office of the board member who made the appointment. Many other members are expected to be selected during the NAB convention this week. The following members were announced the past two weeks:

New York—Simon Goldman, WJTN Jamestown; Delaware — Harvey C. Smith, WDEL Wilmington; District of Columbia — Frederick S. Houwink, WMAL-AM-FM-TV Washington; Maryland—Robert B. Jones Jr., WFBR Baltimore; West Virginia—C. Leslie Golliday, WEPM Martinsburg; Arkansas—W. H. Mayo, KBRI Brinkley; Louisiana—Winston B. Linam, KSLA-TV Shreveport; Indiana—Robert B. McConnell, WISH Indianapolis; Michigan—R. Kent Kanaga, WELL Battle Creek.

Missouri — Mahlon R. Aldridge, KFRU Columbia; Iowa—Donald D. Sullivan, KVTV (TV) Sioux City; Nebraska—Robert E. Thomas, WJAG Norfolk; Oklahoma—J. R. Bellatti, KSPI Stillwater; Kansas—Fred L. Conger, KWBW Hutchinson; Western Texas—Lynn Christian, KODA Houston; Eastern Texas—Clint Formby, KPAN Hereford; Arizona — Tom Chauncey, KOOL Phoenix, and California—William E. Goetze, KOGO San Diego.

Maine—Jack S. Atwood, WCSH Portland; Rhode Island—H. William Koster, WEAN Providence; Massachusetts—Donald A. Thurston, WNNB North Adams; Connecticut—Robert S. Tyrol, WTIC Hartford; Pennsylvania—John G. Stilli, WFGB Altoona; Virginia—Charles P. Blackley, WTON Staunton; South Carolina—W. Frank Harden, WIS Columbia, and North Carolina—Allen Wannamaker, WBIG Greensboro.

QXR Network plans expansion of programming

Affiliates of QXR Network, serving 42 major markets, will soon receive sustaining programs on tape. The decision to expand programming was based on a recommendation by the affiliates board at a meeting held March 29-30 in Chicago just prior to the NAB convention.

The network announced Otto Ohland, formerly with the John Blair group, had been named president of FM Spot Sales, which represents all 42 of the QXR Network affiliates.

Harold Kassens, chief of the FCC's aural facilities branch, told the 35 affiliates represented at a March 30 station meeting the fm stereo system is "the world's finest." He paid a tribute to the industry for its development and testing over many years, thus aiding the commission in reaching its stereo decision. He said more than 1,000 fm stations are now on the air, with a fifth of them in stereo.

The network's leading sponsored programs are the General Electric *Victor Borge Show* and four dramatic productions and the *RCA Victor Premier Showcase.*

Brotherhood awards given at convention

The National Conference of Christians & Jews last week presented its Mass Media Brotherhood Awards, seven of which went to the broadcasting field, in ceremonies held concurrently with the NAB convention in Chicago.

Named best local radio station was KOA Denver for *The Rise and Fall of John Gaynor Locke,* a documentary on the activities of the Ku Klux Klan in Colorado in the 1920's; the best major station or radio network award went to WNEW New York for its show on real estate agents who capitalize on racial prejudices, *The Blockbusters;* best syndicated show was *Death Valley Days,* which won the award for its episode "Abel Duncan's Dying Wish," a drama of religious prejudice; *CBS Reports* won the best network documentary award for "The Other Face of Dixie," which delineated integration problems in the South; "The Indelible Silence" episode of *The Defenders* was named best network dramatic show for its portrayal of conflicting prejudices; WJRT (TV) Flint, Mich., won the best local station award for its Easter-Passover show *The Bridge;* and a special NCCJ Joint Recognition Award went to the ABC-Bell and Howell *Close-Up* series for its program "The Great Conversation," which interpreted the world-wide Ecumenical trend toward religious unity. This was the third year in which a joint ABC-Bell and Howell effort won recognition.

The awards were presented by James P. Mitchell, former secretary of labor, who termed the recognition "a just tribute to an ever increasingly responsible broadcasting industry."

The NCCJ awards are presented annually in 14 areas of the media.

ABC Radio affiliates form association

An ABC Radio Affiliates Assn. was formed last week in a special meeting following the formal session held by ABC Radio officials with the affiliates March 31 in Chicago (BROADCASTING, April 1).

Ben Laird, WDUZ Green Bay, one of the leaders in setting up the new group, said its purpose was to "promote and maintain an organization for the mutual advancement and welfare of its members and of the radio industry; to present the views of the association to ABC in matters relative to the mutual problems of the organization and the network, and to exchange and disseminate information among its members as to improvements and advancement in the radio industry."

A nine-man committee was elected to serve as a temporary board of governors which will solicit members and develop a constitution and bylaws for membership approval. The group consists of Mr. Laird, who is expected to be named chairman, and Simon Goldman, WJTN Jamestown, N. Y.; Victor Sholis, WHAS Louisville; T. B. Lanford, WSLI Jackson, Miss.; Robert Lee Glasgow, WACO Waco, Tex.; William Grove, KFBC Cheyenne, Wyo.; Fred Shawn, WSUN St. Petersburg, Fla.; Rod Johnson, KWJJ Portland, Ore., and Fred Houwink, WMAL Washington.

Mr. Goldman was expected to be named vice chairman of the temporary board, and Mr. Houwink, secretary and treasurer.

NEW



TYPE 315C/316C 5/10 KW
AM BROADCAST TRANSMITTER



SERIES 1100 TAPE TRANSPORTS AND
AUTOMATED PROGRAMMING/LOGGING
SYSTEM FOR AM/FM BROADCASTING



TYPE 20A-1
VIDICON CAMERA CHAIN

Continental Electronics

PRODUCTS COMPANY • MAILING ADDRESS: BOX 5024 • DALLAS 22, TEXAS
AD 5-1251 • TELEX CEPCO LTV SUBSIDIARY OF LING-TEMCO-VOUGHT, INC.
Designers and Builders of the World's Most Powerful Radio Transmitters

Codes become a major convention topic

COLLINS VOICES BROADCASTERS' OPPOSITION TO MINOW PROPOSAL

The FCC embraced the NAB radio and television codes last week for the second time within a few days and then proposed a shotgun marriage with the broadcasters' trade association.

Next to ratings (see page 27), the matter of codes was brought to NAB convention attention most frequently as the annual Chicago meeting covered a gamut of topics ranging from the fascination of suitcase video tape machines to the impact of federal controls.

Here are high spots of code developments during the convention:

▪ FCC Chairman Newton N. Minow, after noting the commission plans a serious study of a plan to write NAB radio and tv code advertising standards into the rules, proposed that NAB become an enforcement arm of the FCC.

▪ The Minow plan is based on a proposed new law similar to the Securities Exchange Act, with NAB becoming a semi-official trade group having the right to discipline members who violate code standards (including "revocation of the license to practice"). Broadcasters would be compelled to belong to NAB if they wanted to broadcast.

After the FCC chairman had charged broadcasters have shown neither the capacity nor will to enforce their codes, NAB President LeRoy Collins opposed (1) the basic idea of writing NAB commercial standards into the FCC rules and (2) the merging of FCC and NAB to adjudicate code violations by license revocation or other penalties.

President Collins also renewed his appeal for code amendments to eliminate cigarette advertising directed toward the young at a news conference in Chicago preceding the convention. In response to questioning, the NAB head said: "As time goes on, I am more convinced that what I said in Portland was the right thing to say."

Gov. Collins publicly called on broadcasters to reject tobacco advertising having juvenile appeal at the final NAB fall conference in Portland, Ore., last November. He singled out for specific criticism commercials featuring sports heroes endorsing cigarettes.

His Portland speech touched off a furor among broadcasters. At his news conference last week he volunteered that the reaction had been "exaggerated out of proportion at the stimulation of BROADCASTING Magazine."

At a meeting of the NAB boards in Phoenix last February the NAB president submitted his cigarette proposal, but the boards voted to take the matter under advisement pending the completion of a study by the U. S. surgeon general of the effects of smoking.

Last week the NAB president said: "I think it important to say that in spite of all that's been said, the board in Phoenix took no action to censor me. My contract was renewed [for three years]. I'm just as free to talk my conscience as I've ever been."

More on Smoking ▪ He said he expected to raise the cigarette issue again at the next meeting of the NAB boards in July—especially if the surgeon general's report is out by then. Broadcasters ought to be doing something about cigarette commercials on their own initiative, he said.

"Here again," said Gov. Collins, "is a case in which the broadcaster seems content to wait until the government acts."

In his keynote speech at the Chicago convention Gov. Collins took a firm stand against inclusion of the advertising provisions of the codes in the FCC's rules, referring to the commission's action setting the subject for rule-making.

"If this step is taken," Gov. Collins said, "for the first time in history our industry will have made a significant move toward public utility-type regulation. Because, if by government restraint the amount of advertising is limited, then pressures will surely ensue to provide—also by government order—a rate structure which will yield a fair return for an overall operation on such a limited base. We will oppose it with all the means at our command, he said, explaining code control "is and should remain a matter of self-regulation, not a matter of government fiat."

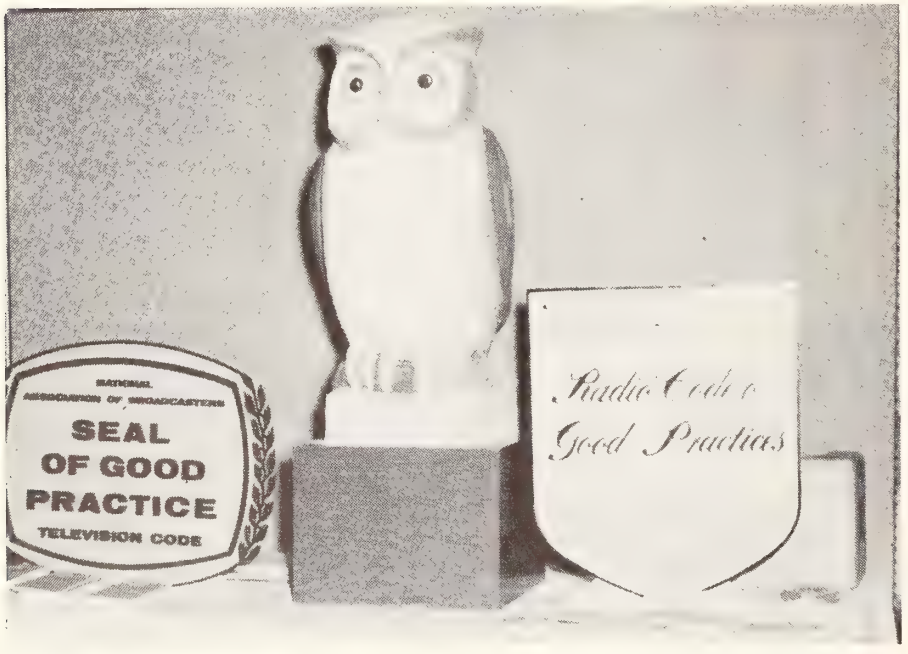
As to the proposal by Chairman Minow to set up an NAB-FCC pattern similar to that of the Securities & Exchange Act, he said, "we are not at a point where we can consider that sort of standard for the broadcasting profession. The subject demands a great deal of study."

Ineffective Codes ▪ Chairman Minow charged in his convention speech that the NAB codes were ineffective. He proposed the passage of a law requiring broadcasters to belong to the NAB and adhere to its standards. He said the American public is "drowning" in commercials and is "calling for help."

Mr. Minow said a television commercial is broadcast somewhere in the United States every 1.7 seconds.

"To figure out how often a radio commercial occurs would give a computer a nervous breakdown," he said.

In the broadcast codes, Mr. Minow told the broadcasters, "you have established reasonable standards." But, he said, "you have demonstrated neither



A solemn, silent stuffed owl was the key for NAB's radio and tv code recruitment program at the NAB Chicago convention. Unfortunately the recording gadget that was supposed to make the owl hoot went out of order so its promotional message wasn't heard. And anyhow, the poor old bird was perched at one end of a vast hall in the Conrad Hilton and few of the convention delegates knew it was there.

the capacity nor the will to enforce them."

Mr. Minow said: "You can no longer have it both ways. You cannot subscribe in principle and ignore in practice."

He said that the flouting of the code was the reason that a majority of the FCC had voted to consider a rulemaking to adopt regulations limiting the amount of commercial time (BROADCASTING, April 1). As for himself, said Mr. Minow, he favored still more drastic action.

What Mr. Minow proposed was a new law modeled after the Securities Exchange Act which established the National Assn. of Securities Dealers as a quasi-official trade association with the power to discipline members who violate its standards by measures as severe as revocation of the license to practice. Under Mr. Minow's proposal, the law would require broadcasters to belong to the NAB and would give the NAB the power to enforce compliance. Appeal from NAB actions against offenders would be directed to the FCC.

This proposal was advanced several months ago by Ashbrook P. Bryant, chief of the FCC's network study staff (BROADCASTING, Dec. 3, 1962). Mr. Bryant made the recommendation as part of a report on his investigation of network program control.

Mr. Minow told the broadcasters last week he could not understand why broadcasters failed to see the wisdom of seeking the type of law he proposed as an alternative to "further action from the government."

"I believe," said Mr. Minow, "that the long-suffering patience of the viewing and listening public has worn thin, and that in the long run you had best shake up your own status quo before you are shook up by a fed-up public."

More Discussion ▪ Comr. Robert E. Lee defended Tv Code Board Chairman William D. Pabst, KTVU (TV) Oakland-San Francisco, attacked FCC's code-into-rules proposal at a television assembly Wednesday morning.

Comr. Lee noted the commission's plan is broader than his own proposal to adopt the NAB code's commercial time limitations into FCC rules. The FCC plan not only embraces this proposal for consideration but also specifies that FCC does not wish to exclude study of other possibilities (BROADCASTING, April 1).

Mr. Lee emphasized that FCC's plan invites comments on the question of putting an FCC ceiling on commercial time. If the FCC decides to go ahead with such a plan, he said he would expect a second rulemaking proposal to deal with specific terms and language.

He cited as precedent for the FCC plan the Securities & Exchange Commission regulations and the post office's second-class mail privilege (maximum advertising: 75%).

He traced the history of self-regulation in radio-tv, claiming that the regulations almost invariably have been relaxed, not tightened. In times of "crisis" the code has been strengthened, but without much effect in curbing excesses, he asserted.

Non-Subscribers at Fault ▪ Mr. Lee said he found little disagreement among broadcasters that excesses do exist. He also indicated that in his view the bulk of excesses are traceable to a relatively few broadcasters. The FCC, he said, wants to "burden the few with the virtues of the many," rather than penalize the many for the excesses of the few. Non-subscribers to the code, he told the broadcasters, "are the ones who are really clobbering you."

Comr. Lee generated laughter—and applause—at the outset by asking his audience to consider that "these commissioners are not all sonsabitches—as a matter of fact, there might be only one or two."

Mr. Pabst countered Comr. Lee's defense by suggesting that "all broadcasters" ought to ask the FCC to rescind its notice of proposed rule-making.

He quoted FCC's suggestion that some stations, because of location in sparsely populated areas "or other factors," might need relief from code ceilings in order to continue operating in the public interest.

Rulemaking, he continued, takes time—and if nothing is done for such special cases, he said, broadcasters will be "demoralized."

Many "little fellows" who don't belong to the code, he said, operate under even stricter codes of their own.

Adopting the code provisions into

Anello predicts court appeal if FCC restricts commercial time

The NAB will appeal to the courts if the FCC adopts restrictions in its rules on the amount of time radio and tv stations may devote to commercial messages, Douglas Anello, NAB general counsel predicted last week.

Mr. Anello told an NAB convention session on secondary market television that the appeal would contend that the FCC does not have the authority to enforce such a rule. The appeal, he said, would not claim a First Amendment violation. "We'll have a damn good chance of winning," he said.

The NAB general counsel also reported briefly on the current situation relating to possible regulation of community antenna tv systems. He said the NAB is "apprehensive" over recent meetings between the FCC and the National Community Tv Assn. and reported NCTA is seeking FCC agreement to legislation in two limited areas: one-station markets and a prohibition against simultaneous repeating of the signals of local stations. Mr. Anello indicated that the NAB wants much stricter regulation than this.

Thomas C. Bostic, KIMA-TV Yakima, Wash., moderated a panel discussion of common problems of the small market tv station. Warren L. Braun, WSVA-TV Harrisonburg, Va., said that tv in small markets must fulfill the functions of advertising agencies. He advised stations to work out promotions which can be sold to many different participating advertisers in citing examples of such programming at WSVA-TV.

Raymond E. Carow, WALB-TV Albany, Ga., and WHJG-TV Panama City, Fla., told his fellow broadcasters how they could get "maximum production at minimum costs." He advised that personnel be trained to do two or more jobs and said both WHJG-TV and WALB-TV telecast 48 regularly-scheduled live shows weekly with low costs and minimum equipment because it has developed a flexible staff.

Rex Howell, KREX-TV Grand Junction, Colo., also stressed the desirability of personnel with multiple skills. In discussing cost control at small stations, he said one of the biggest hazards in wasting money is film buying. KREX-TV buys only a limited amount based on current revenues, he said.

Discussing "the broadcaster and his community," J. Allen Jensen, KID-TV Idaho Falls, Idaho, noted that it is hard to fulfill the FCC's indicated requirements on local programming. He said that he recently had the occasion to inform the FCC (in reply to a commission inquiry) that "Idaho Falls is not a community where people with great talent tend to settle down."

Richard D. Dudley, WSAU-TV Wausau, Wis., advised station operators on how to keep down employe turnover. Keep your employes happy by educating and advancing them, he said.

FCC rules, he argued, would destroy broadcasters' "incentive for self-regulation."

"Your procedure is demoralizing," he told Comr. Lee. When the FCC keeps saying that broadcasters are "bad, bad, bad," he continued, "pretty soon we'll start believing it ourselves, and it's not true."

While no report of the NAB radio and tv code group meetings during the convention was made by NAB, it was learned nine persons appeared to state their ideas on tv changes. These focused on the time standards for advertising, which have been under review for some time.

Aid to Independents ▪ In considering the special needs of independent tv stations, the tv board went into revised definitions. One proposal would affect non-prime time (par. 2 of time standards for advertising) by inserting the words "all local" ahead of the term "participation programs within any 30-minute time period in non-prime time," where it is specified that commercial material for both individually sponsored and participation programs may not exceed six minutes plus station break time. Belief was expressed this would be helpful to independents.

Both radio and tv code boards are scheduled to meet prior to the NAB combined board sessions in June.

Romney speaks out

Gov. George Romney of Michigan criticized "excess sovereignty" of the federal government in a luncheon address delivered April 3, final day of the NAB convention. He cited survey data indicating the American people show their approval of broadcasting. He recalled that his father-in-law Harold Lafount had been appointed to the original FCC by Calvin Coolidge.

Broadcasters themselves took a dim view of the proposed FCC-NAB liaison. Practically all of a random cross-section of delegates and official guests interviewed after the Minow speech voiced sharp opposition to inclusion of NAB code commercial standards in the FCC rules and regulations.

Here are typical views expressed in a fast button-holing in the luncheon room after the Minow speech:

▪ Carleton Brown, WTVI Waterville, Me.—"Incorporate the code in FCC rules or the Communications Act? Certainly not. This is repugnant to freedom. You might as well incorporate the *Good Housekeeping* seal into law."

▪ FCC Commissioner Frederick W. Ford—"No."

▪ W. Theodore Pierson, communications attorney—"No. I don't believe they can generalize or set standards for all stations that would be fair to all stations. If they invoke standards that permit all stations to operate and survive, then they must lower the standards below the NAB's levels." Reminded that some states, Florida for example, have associations in which membership is mandatory for the practice of law and medicine, with disciplinary powers attached, he said, "That is not comparable. Nobody tells me what cases to take and how to handle them so long as they are within the canons of ethics."

▪ J. M. Moroney Sr., WFAA-AM-FM-TV Dallas—"The less regulation we have the better off we'll be. All stations should belong to the codes and live up to them."

▪ Clyde W. Rembert, KRLD-AM-FM-TV Dallas—"I wouldn't like to see it. All stations should join and observe the codes."

▪ Melvin A. Goldberg, WHJB Greensburg, Pa.—"I'm not in favor—definitely."

▪ Harold A. Smith, vice president, Needham, Louis & Brorby, Chicago—"I would rather see NAB monitor the industry's commercial practices."

▪ FCC Commissioner Robert E. Lee—"We should inquire into the subject, as voted by the commission."

▪ George Whitney, KFMB-TV San Diego (former member of NAB Tv Code Review Board): "Too many stations can't live with the codes now. It would put 150 tv stations out of business."

▪ Hugh O. Potter, WOMI Owensboro, Ky.—"It would lead to increases in rates. Stations would be forced to raise rates. Thus advertisers would have to pay more for time. Besides it would lead to public utility regulation. The codes must be sufficiently elastic to permit small stations to operate and permit more commercial time during Christmas and other peaks."

▪ Calvin J. Smith, KFAC Los Angeles—"I'm opposed. There's too much government regulation already."

▪ Thad M. Sandstrom, WIBW-AM-FM-TV Topeka, Kan.—"The industry must do its own disciplining. We've seen the handwriting on the wall for three or four years. Now it's up to the industry to get busy and get more subscribers. Kansas has the highest code affiliation in the nation—70% of radio stations, 11 out of 12 tv stations."

▪ FCC Commissioner Rosel H. Hyde—"I voted 'no'."

▪ Kingsley H. Murphy, KOTE Fergus Falls, Minn.—"We don't feel we can comply with the advertising restrictions in the code during peak months and still do the job of supporting the economy of our trade area."



A citation for distinguished service as a member of the NAB Television Tv Code Board was presented Mrs. A. Scott Bullitt, board chairman of KING-TV Seattle, by William B. Pabst, KTVU (TV) Oakland, chairman of the code board. Mrs. Bullitt retired after serving two consecutive terms, making her ineligible for reappointment. She was a member of the original code board when it was formed a decade ago. The citation said Mrs. Bullitt "has provided the industry with a living example of courage, imagination and determination in upholding the high principles of the television code."



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To the silencing of the automobile, Chrysler Corporation engineers have applied so many original approaches that the whole literature of sound has had to be rewritten. A huge automotive laboratory—including an "electronic highway"—analyzes sound and vibration under all types of conditions, duplicating vibrations so powerful that they shake an entire car like a paint can in a mixer, or so fine as to be totally invisible.

Noise is only one of many challenges met by Chrysler Corporation through its diversified activities as the twelfth largest industrial company in America.

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CHRYSLER CORPORATION

A QUESTION OF CONTROL

Broadcasters contend there's too much already but educators want more government interference

A panel of six experts agreed unanimously last week on broadcasting's potential, but split half a dozen ways on how it is doing its job and how much it should be controlled by governments.

The discussion, on "Broadcasting in a Free Society," was a feature of Monday's sessions of the NAB convention.

W. Theodore Pierson, of the Washington law firm of Pierson, Ball & Dowd, contended that broadcasters are being robbed of their freedom by government intervention when, in fact, the government should be stricter in establishing licensee qualifications but then give broadcasters greater freedom in serving their communities.

Dean Roscoe L. Barrow of the U. of Cincinnati Law School, who headed the FCC network study group that produced the so-called Barrow report in 1957, insisted that broadcasters give too much time to entertainment and argued for stricter controls over the networks in particular.

Mr. Pierson and Dean Barrow made the major presentations and then joined in a wide-ranging exchange which also included Philip M. Hauser, chairman of the U. of Chicago's Dept. of Sociology; Charles H. King, dean of the Detroit College of Law and a former FCC commissioner; Laurence Laurent, radio-tv editor of the *Washington Post*, and Donald H. McGannon, president of Westinghouse Broadcasting Co. Erwin D. Canham, editor of *The Christian Science Monitor*, was moderator.

Bureaucrats? ▪ The exchanges, especially over the extent of need for government controls, sometimes became sharp. At one point, Dr. Hauser characterized broadcasters as "bureaucrats" making programming decisions, and Mr. McGannon countered that Dr. Hauser was "an egghead and an intellectual."

"It is amazing," Mr. McGannon said, "how an intellectual will fight for everything except letting the public decide what it wants and needs in entertainment and culture."

At another point, when Dr. Hauser suggested there are newspaper problems similar to some in broadcasting, Mr. Canham interjected: "Yes, and it's called 'managed news.' "

Dean Barrow, opening the session, held that broadcasting "is contributing much of value" but that industry initiative must be bolstered by additional regulation if radio and television are to "serve adequately the interest of the free society in this time of trial."

Cultural Erosion ▪ The use of tv "for mass marketing," he said, "has limited television's contribution to culture," and the culture is being "eroded" by an "imbalance of mass appeal entertainment." Advertising should be given "only secondary consideration," he said, with programming decisions based on "the needs, tastes and desires of the community served."

Dean Barrow renewed his contention that the networks dominate television broadcasting and called again for network licensing as well as for many other actions proposed in his original Barrow report.

"Industry self-regulation is the most desirable form of regulation," he said. "However, it is highly unlikely that the industry without supplemental governmental regulation, can overcome the commercial motives which have resulted in imbalance of mass-response programming."

Mr. Pierson countered that apparently Dean Barrow thought there's nothing wrong with the commercial system "except that it's commercial."

He contended that the qualification requirements for broadcasters should be strict, but that in order to qualify an applicant "should not be required to surrender his freedom to select the programs he is being qualified and appointed to select—otherwise his qualifications are irrelevant to what is selected."

Mr. Pierson called for agreement between government and industry on "the common goal of free, diverse and competing mass communicators"; for "an appreciation on the part of each of the constructive role of the other"—and for "no appeasement on the part of either to the abortive tendencies of the other."

Gamemanship ▪ He accused both broadcasters and the FCC of "gamemanship."

For example, he said, the FCC rightly insists that broadcasters constantly study the changing needs and wants of their markets—and yet "quite improperly" requires them to file, in advance, three years of program plans "that the commission will like."

On the other hand, he said, is the industry being "candid" in describing a trade-association code as "self-regulation"—or "is this not really an admission that the individual broadcaster is irresponsible and cannot regulate himself?"

Mr. Pierson suggested broadcasters set up "incoming channels of communication" which would make sure that they get detailed information on the needs and wants of their respective markets.

Data on "wants" could be ascertained through careful study of incoming mail and calls, through rating services, by audience studies, etc. For determining community "needs" he suggested systematic and continuing efforts to "draw in local expert knowledge and opinions on local problems and concerns"—not for specific program ideas but "principally to get knowledge of the community."

If the FCC can be assured about the efficiency of broadcasters' "incoming channels," he continued, this system should be "much more likely to produce an effective medium . . . completely consistent with the goals of a free society than the current bulk of artificial and generalized standards imposed by centralized and necessarily poorly informed agencies."

Competition ▪ Dr. Hauser called it "preposterous" to say, as Mr. Pierson did, that broadcasting is made up of "many, diverse, competitive and free" units. How, he asked, can 5,000 radio and 550 television "bureaucrats" — broadcasters—determine what the public needs when they are not responsible to the public?

He suggested that broadcasters may "find freedom through control," and that they ought to understand that the interests of the 190 million Americans are "paramount."

Mr. McGannon said some of broadcasting's biggest contributions have been made within the protection of the First Amendment and the law against censorship. He urged that broadcasters make the most of their potential, and warned against amiable compliance with every FCC whim.

"If your house is in order," he told the broadcasters, "I say stand up and

Continue access fight

A continued fight for access to legislative halls and courtrooms was urged by the NAB Chicago convention in a resolution adopted at a membership meeting held after the Wednesday luncheon. It said the American people are entitled to greater understanding of these instruments of democracy through broadcasts.

The resolution asked for continued and more extensive support of an exchange of news, programs and ideas among radio and tv stations of the hemisphere "to promote, preserve and further the ideals and advantages of free radio, free enterprise and freedom of speech."

be heard, and let the devil take the hindmost."

Option-Time Problem ▪ He expressed special concern over the "drying up" of program sources and suggested it might be cured, at least to some extent, if the FCC would act on the network-option-time question. He said he favored option time, but that FCC's cutting it from three hours to two-and-a-half hours has accomplished nothing.

Dean King argued that regulation is necessary not because the public owns the airwaves, as some contend, but to avoid technical conflict. He said percentages of program types mean nothing: "What we need is quality, which can't be measured mathematically."

Broadcasters, he suggested, are much more responsive to the public's programming interests than government officials are.

Mr. Laurent said the present system of broadcasting is the best the world has known, and that he is "not really appalled" at the present state of broadcasting regulation.

He felt that the lines of communications between broadcasters and their audiences have become "too clogged," and suggested that "the time may be right for an advisory committee to evaluate broadcasting." But he hoped the "tug-of-war" between broadcasters and regulators will continue, "for I am convinced that the ultimate winner—always—is the American people."

Freedom Through Regulation ▪ Dean Barrow, amplifying his earlier remarks, said that what he wanted was to help the broadcaster to be free, by regulating the "concentration of power" represented by networks.

Mr. Pierson said Dean Barrow was trying to put another set of shackles on broadcasters without taking any off. He said he failed to understand "Dr. Hauser's acrobatics about seven bureaucrats being better than 5,550."

Dr. Hauser suggested that perhaps broadcasters should be free to decide what the public wants in entertainment, but contended it is absurd to have public needs decided by anyone except people responsible to the public and with the advice of experts in the fields under study.

To Dr. Hauser's claims of non-competitiveness among 5,550 stations, Mr. McGannon noted that in radio there is a "depopulation" movement afoot because the competition is so keen that in many cases there has been a derogation of service.

SEC recommends tighter control on dealers

Broadcasters who heard FCC Chairman Newton N. Minow suggest that NAB and the FCC join in a partnership similar to that between the National Assn. of Securities Dealers and the Securities & Exchange Commission (see page 72) are in for a shock.

One day after Mr. Minow made his suggestion, a special study of the securities markets was made public—and one of its first recommendations is a more widespread and tighter control of dealers and personnel engaged in the stock market.

In essence the report found over 1,000 broker-dealer firms are not members of NASD. It recommended that membership in NASD or "an appropriate self-regulatory group" be mandatory. At the present time, when a member of NASD violates the dealers' code, he is penalized by SEC.

And, it goes on, if compulsory membership should not prove feasible, then non-members should be required to pay extra fees to SEC to defray the added costs of direct governmental supervision of trading activities.



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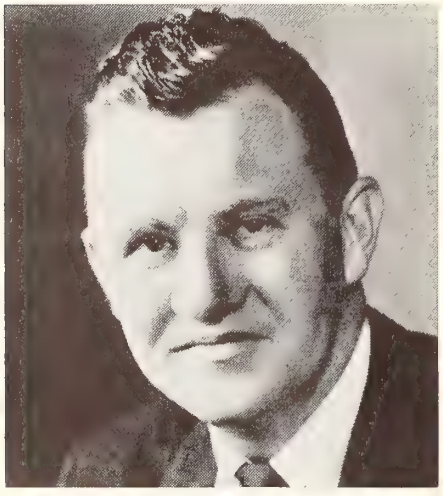
TFE gets traffic and signed contracts

EXHIBITORS HAIL JOINT DISPLAY AS BEST SINCE TV GREW UP

Sales of tv film programs and features ran beyond the million-dollar figure and many future contracts were initiated at Television Film Exhibit '63, held at the Pick-Congress Hotel, Chicago, during the NAB convention.

Exhibitors contacted as the convention was winding up its business April 3 generally agreed that the film industry's joint display was the most successful since tv became a major medium. Eighteen TFE members showed their wares on the second floor of the hotel, drawing huge crowds during three of the five exhibit days.

While the exhibit opened March 30, the traffic was light until Sunday afternoon. Despite a rain storm, NAB delegates trooped up Michigan Avenue two blocks from the Conrad Hilton Hotel, where the convention was headquartered. From that point, according to TFE, at least two-thirds of the exhibit suites were teeming with traffic.



TFE co-chairman Rich

Every exhibitor agreed the one-floor exhibition was vastly superior to the scattered suites spread around nearly 30 floors of the Conrad Hilton at the 1962 NAB convention. Last year they could not set up displays.

The Pick-Congress exhibition provided quarters for quiet conferences between exhibitors and station owners. Business was great, most reported. By Monday noon Desilu hinted it had already signed $350,000 in contracts.

Broadcasters reported the centralized exhibition was a fine time-saver since they could make the rounds quickly and explore specific films or packages in which they were interested. Exhibitors had predicted—and correctly—that broadcasters who would walk the two blocks to the Pick-Congress would be genuinely interested in the exhibits.

The film show was brought in just under the TFE budget. Main arrangements were handled by the TFE executive committee: Robert Rich, Seven Arts Assoc., and Robert Seidelman, Screen Gems, co-chairmen; Richard Carlton, Trans-Lux Television; Alan Silverbach, 20th Century-Fox Television, and Harvey Victor, Jayark Films Corp.

More than half the exhibitors felt most of the important tv station executives had visited the displays or had attended the opening cocktail party. Some said that FCC members and others active in industry affairs might show more interest if the exhibit were held in the same hotel as the convention. Several majors who did not join the TFE exhibit—MCA Tv, ABC Films, CBS Films, Buena Vista NBC Films—had hospitality quarters.

Here are comments made by TFE exhibitors:

▪ Barry Lawrence, director of promotion, advertising and publicity, Allied Artists Television Corp.—"The unity of this exhibit is great. We're pleased with the whole situation for the first time in history."

▪ Chuck Whipple, midwestern sales manager, Desilu Sales—"Sales are very good; interest in *Fractured Flickers* and *Untouchables* was tremendous."

▪ Len Firestone, vice president-general manager, Four Star Distribution Corp.—"This was a 1,000% improvement over recent years but we should be on one floor at the same hotel as NAB. We made many sales; this hadn't happened in years. And we had good inquiries." Four Star had Robert Taylor, Chuck Conners and Janet Degore in its suite.

▪ David Bloom, general sales manager, Hollywood Television Service division of Republic Pictures—"Very effective; much better than past years."

▪ Irving Klein, advertising director, Independent Television Corp.—"The cocktail party was a tremendous success. We like the exhibition in one place."

▪ Harvey Victor, vice president-general sales manager, Jayark Films Corp. —"More than satisfied. We had high-quality traffic and few radio people."

▪ Gene Plotnick, creative services director, King Features Syndicate—"Traffic wasn't superb but it was good."

▪ Edward Montanus, central sales manager, Metro-Goldwyn-Mayer Television—"We saw top people we hadn't seen at an exhibit in years. The Conrad Hilton would be ideal if we were all on one floor."

▪ Robert A. Behrens, sales vice president, Official Films—"We did a lot of business, especially in second-year renewals of *Biography II*."

▪ Frank Paxton, south-west sales manager, Screen Gems—"More sales and inquiries than at past conventions. Interest was high in *Naked City* and Hanna-Barbera cartoons."

▪ Harvey Chertok, director of advertising-promotion-publicity, Seven Arts Associated Corp.—"There isn't any comparison with the old convention deal. Traffic at the Pick-Congress was excellent with a lot of interest shown, especially in 'Films of the 50's, Volume 6.'" Emmett Kelly and Dawn Addams appeared in the suite.

▪ Trans-Lux Television Corp.—Traffic was heavy.

▪ Alan M. Silverbach, syndication director, Twentieth Century-Fox Tele-



TFE co-chairman Seidelman

vision—"The most successful in history; better than expected. Delegates liked the one-floor idea."

▪ M. J. Rifkin, executive vice president, sales, United Artists Corp.—"I like this type of TFE-operated exhibition. We did an awful lot of business. The idea is excellent and should be perpetuated. If we exhibit under NAB auspices we must be on one floor."

▪ Joseph Kotler, vice president, Warner Bros. Pictures Inc.—"A great chance to showcase our products. It was the most dignified exhibition in history and we want it that way. The circus days are over." Connie Stevens and Louis Quinn appeared in person.

▪ E. Johnny Graff, vice president for television, Embassy Pictures Corp. —"It's a very small step forward. We should be in the convention hotel and not treated as a stepchild. We made sales but didn't feel we were part of the NAB convention."

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FRED STEINER inherited his musical genius from his father. Since 1943, when he graduated from the Oberlin Conservatory, he has been composing, arranging and conducting for films, radio and on recordings. Since 1950, when he composed and arranged for the Ed Wynn and Alan Young shows, he has concentrated on TV where his credits are many and varied, and include "Twilight Zone," "December Bride," "Rawhide," etc.

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HAPPY DAYS ARE HERE AGAIN



SHOW BUSINESS made its way onto the agenda of the National Assn. of Broadcasters convention in Chicago last week. It was like old times. The networks had their best faces forward at parties featuring talent ranging from Lawrence Welk (ABC) to Frankie Fontaine (CBS) to Joey Bishop (NBC). SESAC kept the Hilton alive with Woody Herman (above). Sad-faced Emmett Kelly kept Seven Arts in smiles. Even the opening convention session, in years past more pomp than circumstance, got into the act: it brought on Bob Hope, who brought down the house. NAB '63 will be a hard act to follow.



Desilu's twisters at TFE's party . . . . . and a Gaslight Girl upstairs.





Warner's Connie Stevens and fan.



Sweet sixteen at King Features.



Lawrence Welk went on live both for ABC and for NAB.

MUCH of the credit for putting new life into the NAB week went to a comeback routine: the Television Film Exhibit held two blocks up Michigan Boulevard at the Pick-Congress. Banished from the past several conventions for having distracted delegates from more serious concerns, the 17 film distributors who put together TFE lowered the skirts and hiked the necklines this year: they were serving chocolate sodas at King Features. But even without the bumps and grinds it was a good show. The Sunday afternoon cocktail party which kicked it off was one of the convention's best, and best-attended. It was also good business, as witness the story on page 78. Film men proved that showmanship and salesmanship mix.



Louise O'Brien belted one for NBC.



This model smiled prettily for GE's cameras . . .

. . . while this one made MGM's prospects welcome.





ITC's "Saint" Roger Moore, two "angels" and a client.

What tv stations can do to improve image

TIO'S DANISH: INFORM VIEWERS ON TV'S 'HOWS AND WHYS'

Television broadcasters can do much to improve the public's opinion of their stations by letting people know more about the "hows" and "whys" of television, Roy Danish, director of the Television Information Office, told the TIO session of the NAB convention last Tuesday.

The viewer's expectations of tv, as well as the performance of the station itself, figure in the public's attitude toward it, he asserted. If viewers expect too much, or are led to expect too much, the station image suffers. By making them better acquainted with what television and the station do, "the broadcaster can hope to bring people's expectations into better balance with his actual performance."

Mr. Danish reviewed material available from TIO to help stations in this educational project.

He also announced three new projects already under way: (1) a study of the community activities and outside interests of television broadcasters, (2) a "resources book" on television for social studies teachers, similar to TIO's earlier book on the use of television in the teaching of English, and (3) a survey of television editorials.

Mr. Danish also revealed preliminary results from the tv broadcaster study, indicating the "composite" tv operator is in his early 40's, married, college educated, is apt to have been in his present job for five years—and has a military-service record showing a considerably higher than average incidence of volunteering for "hazardous duty."

Among the tools furnished by TIO to help broadcasters in their local informational work he listed a four-part color-slide presentation on "Television in the USA"; bibliographies on television for distribution to schools, universities and libraries, and a new index which coordinates and cross-references materials sent out by TIO since September 1959.

Seven broadcasters explained the various uses to which they put TIO materials in their home areas: Robert S. Buchanan, WJW-TV Cleveland; Merl Galusha, WRGB (TV) Schenectady, N. Y.; Dale Larsen, KTVH (TV) Wichita, Kan.; Roger LeGrand, WITI-TV Milwaukee; Robert McConnell, WISH-TV Indianapolis; Warren Mead, KWWL-TV Waterloo, Iowa, and Marshall Pengra, KLTV (TV) Tyler, Tex.

Their various efforts to inform the public about television included operation of a speakers bureau, a course about television for local teachers, a quarter-hour program each morning answering questions from viewers, public speaking engagements for staff members, community relations activities for salesmen, close personal identification with viewers and formation of a community advisory board to consult with station officials.

Pioneers give awards during convention

Awards to broadcasters who have served the industry were presented at the April 2 dinner meeting of Broadcast Pioneers, held during the NAB Chicago convention. Ward L. Quaal, WGN-AM-TV Chicago, presided as Pioneers president.

Franklin D. Roosevelt was admitted to the Pioneers Hall of Fame posthumously. Paul W. Morency, WTIC-AM-FM-TV Hartford, Conn., as chairman of the fame and awards committee, made the presentation. It was accepted by FDR's son, Rep. James Roosevelt (D-Calif.), who reminisced about his father's Fireside Chats and radio's important role in the '30s.

Other awards went to: H. V. Kaltenborn, commentator, distinguished service award; to Armed Forces Radio Services (accepted by Norman S. Paul, Dept. of Defense); Sol Taishoff, editor and publisher of BROADCASTING Magazine, and to Ed Wynn, actor.

Ernest Lee Jahncke, NBC, becomes Pioneers president July 1 when Mr. Quaal's term ends.

Rep. Roosevelt cited a list of FDR's pioneering projects in broadcasting:

- First President to broadcast from a foreign country (July 10, 1934, from Cartagena, Colombia, over combined networks).
- First President to broadcast in a foreign language Nov. 7, 1942, address to French people in their language when American army participated in invasion of French territorial possessions in Africa.

Rep. Roosevelt recalled that his father "chose wisely" not to expose himself excessively on radio, averaging one to three Fireside Chats a year.

In one of his public addresses, FDR said, "The use of radio in those days not only to appeal directly to the people, but also to describe fully the facts about legislation which were not always given by many press reports, was the beginning of similar use of the radio by me as President. . . . Radio has proved a direct contact with the people available to only two Presidents before (Coolidge and Hoover)."

And Rep. Roosevelt spoke of a June 17, 1935 letter to BROADCASTING Magazine through which FDR extended greetings to the 13th NAB convention. The letter commended broadcasters for self-regulatory steps "to corect certain shortcomings in connection with programming." He referred also to other letters written to Sol Taishoff, editor of BROADCASTING, extending greetings to NAB conventions and emphasizing the industry's role in the nation's life. In reminiscing about Fireside Chats he recalled that Carleton Smith, NBC; John Daly, CBS; and the late Walter Compton, MBS, introduced the President.

3,437 convention delegates sets record

Just as predicted, the 41st annual convention of the National Assn. of Broadcasters last week in Chicago attracted more delegates than any previous gathering.

At the close of the convention last Wednesday, 3,437 management and engineering delegates had registered officially. This is over 300 more than the previous high of 3,101 which attended the 1961 session in Washington. In addition, approximately 1,000 others were in Chicago's Conrad Hilton Hotel last week to man convention exhibits, hospitality suites and other convention activities.

The Hilton's huge exhibition halls and ballrooms were filled to capacity on numerous occasions during the 4-day gathering of the nation's leading broadcasters. Counting newsmen, there were over 2,000 persons at the Tuesday luncheon addressed by FCC Chairman Newton Minow. Just a few less were attracted to the other principal luncheons and similar audiences attended the joint assemblies and closing banquet held on Wednesday night.

GAB pledges support

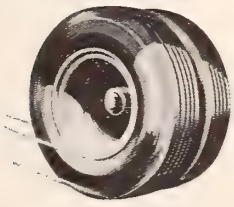
The Georgia Assn. of Broadcasters wired NAB President LeRoy Collins its "renewed cooperation" in Chicago last week. Noting alleged efforts to form an association of state associations outside the NAB (CLOSED CIRCUIT, April 1), GAB told Gov. Collins it "repudiates" such attempts. "GAB will retain its independence to act as it sees fit in the best interests of all broadcasting but is proud to give you a solid vote of confidence as leader of our industry."

The telegram was signed by Charles Smith, WDEC Americus and GAB president, and Jack Williams, executive secretary.



SO MUCH RIDES ON A TURN OF THE WHEEL

Truck-loadings are now a top index of U.S. business. When truck wheels turn, America hums. Without trucks—well, when you realize everything you eat, wear or use travels by truck, you know how much rides on each turn of the wheel, how much trucks mean to industry, agriculture, commerce.



AMERICAN TRUCKING INDUSTRY

THE WHEELS THAT GO EVERYWHERE

American Trucking Associations, Inc. • Washington 6, D. C.

ATA

TECHNICAL ADVANCES DISPLAYED

Many of them, especially in video-tape developments, have significance for agencies and advertisers

Technological advances displayed among the multi-million dollar exhibit of broadcast equipment last week during the NAB's Chicago convention are significant for the agency-advertiser field as well as station operators and the public.

The new system for automatic editing and animation on television tape introduced by Ampex Corp., for example, means that the video-tape recorder now can become an important production tool capable of any editing function for commercials or programs at costs much lower than film, and in less time than is normally required to get back daily film "rushes" alone.

Advertisers, station operators and the public alike will be interested in studying the home set results produced by the new four-tube color film camera chains introduced by both RCA and General Electric. Both systems add a monochrome picture signal via the fourth tube to enhance definition and improve the monochrome receiver picture as well as that on the color set. RCA's unit is experimental; GE's commercial.

Automation ▪ The diversity of program automation systems, especially for am and fm but also for tv, could enable broadcasters to free their people from mere mechanical chores. They could turn them loose to create new program and commercial formats as well as sell.

The FCC's coming new rules to allow automatic transmitter logging, which will join provisions already permitting automatic program logging, have stimulated interest in the various equipment several firms displayed last week.

Automation, more sophisticated cartridge tape systems, trends toward more efficient solid state components and simpler low-cost vidicon camera systems—all were to be seen last week—plus technical advances in products vital to the fm stereo and SCA multiplex fields.

Exhibit observers felt these developments hold prospects of new operating economies and efficiencies for the broadcaster and promises of imaginative new program formats and services for the advertiser and listener, which could flower from such growth and diversification.

Ampex Editec ▪ The video-tape editing innovation Ampex has trademarked as Editec. It is a time element control system which combines with the Ampex Electronic Editor. C. Gus Grant, vice president-general manager of the Ampex video and instrumentation division, explained that the usefulness of the Videotape recorder in program-commercial production "has previously been limited by the difficulty of making accurate splices."

The Electronic Editor feature introduced last year, he said, solved part of the problem, "making possible push button editing without cutting tapes. Combined with Editec, the editor now becomes the complete production accessory, permitting frame-by-frame editing."

Ampex explained that with Editec a program or commercial may be assembled scene-by-scene into a first generation edited tape. Scenes may be recorded in any sequence convenient to the scheduling of artists or equipment. The start and end of each scene is precisely located and may be shortened or lengthened by one or more frames with a turn of a dial.

Scenes may be inserted into existing tapes precisely, hence action can be reshot as often as desired and electronically "spliced" into the tape where desired.

Use of the time-sequence feature also was shown in the production of an animated puppet commercial. And as a pastry baked in a small oven at the Ampex exhibit, it was "shot" in time lapse over a quarter-hour. The tape sequence when completed played back the whole process in a few seconds of animation as in a typical tv spot.

The Editec system is priced at $9,500; Electronic Editor, $3,850.

Transistorized VTR ▪ Ampex also introduced its new fully transistorized VR-1100 Videotape recorder ($35,000) designed for medium and smaller station markets. Besides studio system flexibility, the VR-1100 is good for mobile use, Ampex said. It is equipped for operation at either 7½ or 15 inches per second and employs modular construction for maintenance ease. Ampex also displayed a new portable tv recorder for closed circuit use only ($11,900).

RCA's experimental color tv camera chain uses the same four-tube concept that the company applied to an experimental live color camera at NAB's 1962 convention. C. H. Colledge, vice-president-general manager of RCA's Broadcast and Communications Products Div., said the new experimental color film camera was developed to "demonstrate a number of advanced concepts, many of which may be incorporated in future tv camera designs."

The film camera uses solid state components throughout. It employs a new 1½-inch electronstatically focused vidicon tube for the monochrome or "luminance" channel which is entirely separate from the "chrominance" or color signals delivered by the three 1-inch vidicons. RCA describes the principle as comparable to four-color printing which includes black for definition.

New Monochrome Camera ▪ RCA introduced its newly improved TK-14 monochrome camera for studio or field use which is claimed produces "the highest quality pictures ever obtained with a 3-inch image orthicon tube." A new shielding technique has eliminated cross-talk from the deflection coils into the image portion of the tube. Other circuitry advances include solid state power supply.

RCA also unveiled a new transistorized tv film camera using the larger 1½-inch vidicon for 800 line resolution, a new 16mm motion picture projector ($10,000) for tv which provides a high degree of automatic operation for greater reliability in film programming and new pre-set switching equipment which sharply reduces manual operations in tv control rooms during station breaks.

RCA announced it will deliver its 100th TR-22 transistorized tv tape recorder sometime next month. The deluxe model demonstrated color at the exhibit. RCA already has delivered 80 TR-22s since introduction last October.

Included in the complete range of

Craven lauded by NAB

T. A. M. Craven received a standing ovation at the NAB convention last Wednesday when the annual FCC panel was interrupted for a surprise introduction of the former commissioner who now is a consultant to the FCC on space communications. In acknowledging the reception, Mr. Craven said this "is one of the best NAB conventions that I have ever attended. I like it even better, because this time I have no responsibilities."

broadcast product shown by RCA last week was the company's equipment for automatic logging of am, fm and tv transmitters. Available in either 12 or 24-function systems, the gear records all data needed for the FCC on a single strip chart. The design also makes provision for incorporating automatic monitoring and control of transmitter power output later. For the fm broadcaster, RCA introduced its new tape cartridge system for stereo. A new studio audio consolette also was shown.

GE Color Developments ▪ General Electric Co. announced its four-tube color film camera chain as a commercial product ($39,500) with orders accepted for fall delivery. It is all-transistorized also and uses four 1-inch vidicons, the fourth for monochrome.

GE also displayed its re-engineered three image orthicon color studio camera (about $55,000) now transistorized and introduced its new solid state PE-23 entry into the economy vidicon studio camera chain competition. The PE-23 is being used at ABC-TV's Washington news center. An even smaller vidicon camera, featuring complete remote control operation, made its debut for General Electric.

A new line of uhf tv transmitters was exhibited by GE which claimed for them inherently more stable and efficient operation since they do not use complex circuitry to maintain frequency tolerance. The small 100-w model serves as driver for the larger 12.5 kw and 25 kw uhf transmitters.

GE also introduced its new "zig-zag" panel antenna which can provide an almost unlimited variety of radiation patterns to suit uhf coverage needs. It operates on the traveling-wave principle with the zig-zag radiating element fed from a point in the center of the panel.

Among several audio gear innovations was GE's new gated unilevel amplifier which automatically maintains the same frequency response and distortion control at all levels of gain up to 30 db with a compression ratio of 10 to 1. GE also introduced its line of three new vidicon camera tubes and announced new versions (GL-7629-A) of its highly sensitive magnesium target image orthicons, first used for night color baseball by WLWT (TV) Cincinnati in 1959.

Live Demonstration ▪ Gencom Division of Electra Megadyne Inc. presented live demonstrations of its new completely remote controlled vidicon tv camera system. A table-top switching control console enables the operator to select up to five different pre-set camera shots from simple push buttons which can be repeated in any desired sequence.

The new EMI Model 201 studio vidicon camera is designed for live programming of simple commercials, product demonstrations, newscasts and similar formats that make up about 80% of the local station's live programs, Gencom said.

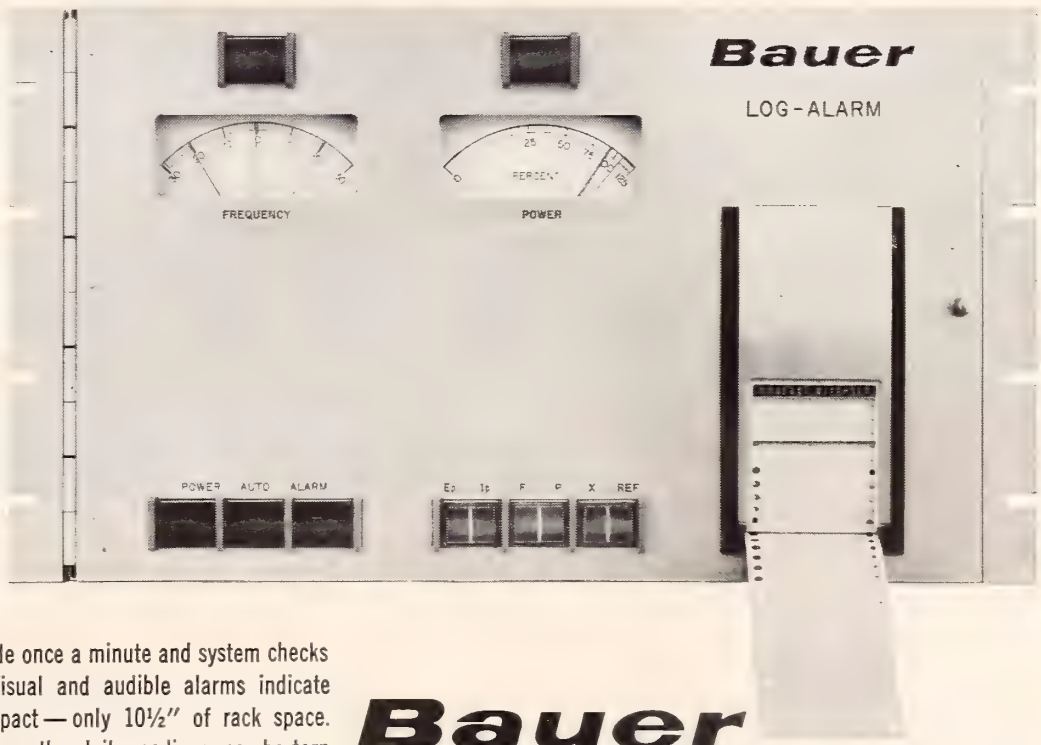
Also featured at the Gencom exhibit was the EMI 4½ inch image orthicon camera, custom studio control consoles and solid state amplifiers. Gencom also introduced its new CDMS dial monitor system, a novel solid state equipment which reduces interconnecting cables between monitor and monitor control and enables the operator to select by telephone dial the display desired.

Visual Electronics Corp., representing a diversified family of specialty manufacturers as well as its own product lines, introduced a new line of compactly styled image orthicon cameras featuring built-in 10-to-1 zoom lens and solid state circuitry. The entire camera weighs only 58 pounds yet incorporates all the standard features of tube-type cameras. Pricing is not set.

Program Automation ▪ Visual also featured its series 6000 tv program automation system with modifications for operation by IBM punch cards and its transistorized video switching systems which feature modular unitized construction allowing a station to expand facilities at will. A full line of solid state video and pulse distribution equipment also was shown.

From firms that Visual represents

LOG FCC REQUIRED TRANSMITTER READINGS FOR ONLY $3.00 A MONTH!



Buy a Bauer "Log Alarm"! The Bauer "Log Alarm" logs all required parameters — Transmitter Frequency, Power, Plate Voltage, Plate Current and Tower Lights for only $3.00 a month (operating cost). Parameters are logged continuously and readings correlated automatically because they are printed on a single, pressure sensitive, chart. Readings are made once a minute and system checks calibration every 26 minutes. Visual and audible alarms indicate out-of-tolerance conditions. Compact — only 10½" of rack space. Reload chart paper only twice a month—daily readings may be torn off for filing in a convenient log book. You can start saving money right now! Send for complete details today!

Bauer
ELECTRONICS CORPORATION
1663 Industrial Road, San Carlos, California
Area Code 415 591-9466

came these new products among others: a solid state tv sync generator by Spectron Inc. which provides either FCC monochrome or color sync pulse, bar and dot pulses, gen sync capabilities and complete remote control facilities; the KRS Electronics reversible continuous-loop multiple-deck cartridge tape unit that holds six cartridges in less space than normally required for one reel-to-reel unit; the Allen Model 1114 solid state video-tape recorder frequency modulation system for upgrading performance of older video-tape machines; restyled Spotmaster cartridge tape units by Broadcast Electronics Inc., including modified stereo units, and transistorized wireless microphone system by Comrex.

Visual Electronics this year repeated its post-NAB technical seminar on Thursday.

Solid-State Gear ▪ Sarkes Tarzian Inc. introduced its complete line of solid-state tv studio gear featuring new electronic design concepts plus exterior styling along modern functional lines by Schory-Steinbach Assoc. Tarzian's new VIS-75 switcher and control panel ($7,000) for example incorporates "human engineering" features for ease and simplicity of operation.

Solid state and modular construction also highlight the new switching, distribution and processing gear as well as sync generator (under $3,000). The 1500L studio camera ($8,500) is fully transistorized as is Tarzian's 1500F film camera system. Both feature the new 1½-inch vidicon image pickup tube.

General Precision's GPL Division entered the low cost vidicon live camera competition with its new Precision 800 Viewfinder chain ($5,000) which features 800 line horizontal resolution and large 8-inch viewfinder. GPL said the new camera should fill a basic need for an economical but efficient standard studio operation for the new tv station or for educators. Modular design permits additional cameras or control units to be added once a basic system is operating.

Camera Chain ▪ Telequip Corp. exhibited the new Mark V 4½-inch image orthicon camera chain ($18,000, less lens) of Britain's Pye Ltd. which represents a re-entry into the American market. Telequip also introduced the new portable Mauer-Matic film processor and dryer ($895) which needs no external plumbing and will handle 5-to-18 feet of film per minute.

Telequip now is northeastern representative for International Nuclear Corp. which introduced its new Model TCA3 transistorized camera amplifier ($295) to replace hot, noisy or microphonic tube components. Telequip continues in the used equipment field too.

Traffic-stopper at the Collins Radio Co. display was the Collins 300F 250 w transmitter installed in 1938 at WGAU Athens, Ga., which won the company's recent old transmitter contest. It was paired with the Collins 20V-3 transmitter awarded WGAU. Collins also displayed its 1 kw and 10 kw fm transmitters along with a complete sampling of its broad product line.

New equipment shown by Collins included the transistorized 900C-1 fm stereo modulation monitor which measures main channel, sub-channel, pilot carrier and SCA carrier insertion as well as stereo separation, crosstalk and pilot phase. Collins also displayed its new 26U-2 stereo peak limiting amplifier and the new Marti remote broadcast transmitter and improved matching receiver.

Collins announced a new two-year warranty policy which it claims is a first in the industry. The warranty covers all broadcast gear manufactured by the company. Warranties previously were one year. Last Wednesday Collins flew FCC representatives and broadcast consultants to its main plant at Cedar Rapids, Iowa, for an fm symposium.

Gates Radio Co. drew interest with its new transistorized modular-constructed Cartritape II system designed for stereo or monaural operation and featuring one, two or three cue tones for automated programming. Basic playback and record unit with one cue tone ($929) can be expanded by means of plug-in modules to switch to additional cue tone operation or stereo. The automatic audio switching unit has



17 broadcasters who have never missed a meal

BMI's fifteenth anniversary dinner reunion at the NAB's annual convention in Chicago last week brought together 17 broadcasters who hadn't missed a single one of the annual gourmet extravaganzas. Seated (l to r): Robert D. Enoch, WXLW Indianapolis; John Elmer, WCBM Baltimore; John Patt, WJR Detroit; Carl Haverlin, BMI President; Paul W. Morency WTIC Hartford, (who shot the quail served as the "fish" course); Sydney M. Kaye, board chairman, BMI; Clair R. McCollough WGAL Lancaster; Hoyt C. Wooten WREC Memphis.

Top row (l to r): Judge Robert Burton, vice president, BMI; Cal J. Smith, KFAC Los Angeles; Robert Mason, WMRN Marion O.; William B. Ryan, Blackburn & Co., Chicago; Leonard Kapner WTAE Pittsburgh; H. W. Slavick, WMC Memphis; O. L. Ted Taylor, broker, Dallas; Howard Lane KOIN Portland, Ore.; T. A. M. Craven, retired member of FCC Washington.

plug-in relays. The remote control unit allows extremely tight cueing.

Gates introduced three new broadcast microphones, a new speaker line and also its new BC-1G 1 kw am transmitter. Gates also showed a full range of its broadcast gear, including fm transmitters, stereo generators, turntables, amplifiers and audio consoles, including stereo and transistorized models. Gates displayed a model of its 50 kw helicopter transportable system which it soon will deliver to the U. S. Army Signal Corps.

Dial-Type Operation ▪ Automatic Tape Control's exhibit featured ATC's new complex of systems for full program automation, including telephone-dial type systems programmer, a program time control unit and an automatic program logging system which features a coded digital print-out strip for minute-by-minute accounting of on-air events. The system incorporates the ATC 55 tape cartridge bank for spots, reel-to-reel playback units or music fill and combinations of the ATC PC-2 single cartridge playback units to insert news, ID's, talk tape and actualities or features. ATC said its original tape-in-magazine system is used now in more than 600 radio-tv stations.

MaCarTa Inc. introduced a new automatic pre-selector system which further automates the firm's familiar Carousel cartridge tape deck. MaCarTa also showed its new combination recorder-playback single cartridge tape unit ($795) and a new Model 208 dual-track playback single-cartridge tape unit ($695) for stereo. A new Model 800 dual-track stereo recorder ($495) was also introduced.

Aitken Communications Inc.'s new automatic spot selector system ($7,750) allows advance random selection of up to 960 different commercials by dialing a telephone-style memory tape unit. The system employs four MaCarTa Carousel cartridge tape wheels. Aitken's manual pushbutton automatic spot-selector system ($6,750) permits double, triple or quadruple spotting when desired.

Level Control ▪ CBS Labs. showed new Audimax II RZ automatic level control ($625) and reported one of five tv stations already are equipped as a defense measure in the "loud commercial" controversy. With stereo adapter ($150) two units can be paired for use in stereo fm. Unique feature of the new Audimax unit is the gated gain stabilizer which recognizes noise and background effects and automatically holds gain constant during pauses or returns gain to normal at standby.

CBS Labs. also introduced its new VA-1 video distribution amplifier, a solid state unit that is fully compatible with tube-type equipment, and the digital display units which were components of the digital display system seen on CBS-TV during the 1962 election coverage. Digital display is remote controlled.

CBS Labs. also introduced its new BTR-150 record ($10) for adjustment of all audio equipment including stereo. The disc includes tests for ballistic calibration of VU meters and for adjusting limiters and automatic gain control amplifiers.

Tape-Athon Corp. presented its new automatic program system ($2,849) designed for use with Magna-Tronics Inc. music service. Quadruple tape decks, timer and switcher provide 32 hours of continuous programming with no repetition of selections. Tape-Athon also introduced its new Model 507 precision tape rewinder ($400) and Model 702 tape repeat player.

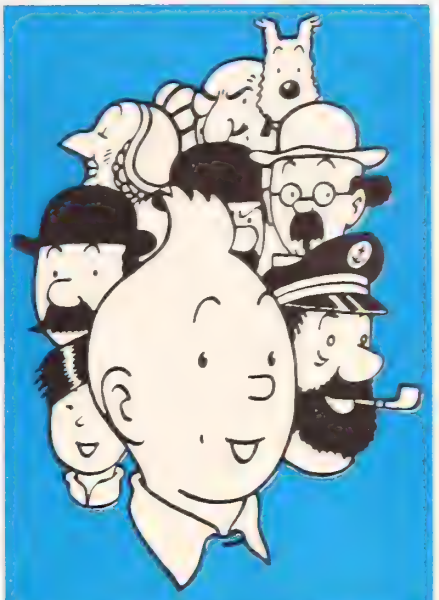
Schafer Electronics introduced three new program automation systems plus its new automatic program logging system that meets FCC's log requirements and records a full day's program on a single 75 cent 7½-inch reel. Also shown was Schafer's new TM-2 audio clock system featuring 640 time jingles split between two tape decks for automated operation.

The Schafer Model 800 automation system ($7,700 up) enables preparation of full day's programming in a few hours. The Model 700 system ($4,990) is designed for the station that wants to use a pre-timed program service that can be supplemented with its own pre-timed format. The new automatic network programmer system ($3,975) coordinates the other systems to network feeds, enabling affiliated stations to more fully automate.

Timecaster ▪ Sparta Electronic Corp. showed the new automatic timecasters system it is producing for Lee Jeffries Inc., which is marketing the entire time-jingle package. Minute-by-minute time jingles and station promos automatically keep pace with the clock and can be instantly cued during the first 50 seconds of every minute. Sparta also previewed its new Model 600 reel-to-reel full track tape recorder (about $595) which features feather-touch control and instant start without wow effect.

Bauer Electronics Corp., which now has more than 100 of its "kit form" am transmitters in the field since introduction at NAB's 1960 meet, drew interest this year with its new Model 440 Log-Alarm automatic transmitter logging system ($1,495). Bauer said that in addition to a daily log and continuous frequency and power monitoring, the system can be used to automatically correct power output values. Bauer also introduced a new Model 920 Peak-Master limiting audio amplifier ($440).

Continental Electronics showed its



TiNTiN

- FIRST FULLY-ANIMATED CARTOON COMIC STRIP OF ITS KIND MADE ESPECIALLY FOR TV.
- 89 FIVE-MINUTE EPISODES IN FULL COLOR.
- ADAPTABLE FOR 10 MIN., QUARTER HOUR, HALF HOUR OR AS FULL LENGTH FEATURE.
- THE ADVENTURES OF AN 11-YEAR-OLD BOY AND HIS DOG — ADVENTURE FOR CHILDREN WITH CONTINUING CENTRAL CHARACTERS THROUGHOUT ALL EPISODES.
- IDEAL FOR INTEGRATION INTO EXISTING CHILDREN'S SHOWS.

"I thought it was about time to tell NTA how pleased we are with TINTIN—and both our film director and I feel that it has made a definite contribution to our daily 'CARTOON CIRCUS.' Letters and comments that we have received from parents indicate a high percentage of approval of the quality acceptability of TINTIN."

TED W. COOKE
Director of Operations
KOIN-TV,
Portland, Oregon.

NTA

8530 WILSHIRE BOULEVARD
BEVERLY HILLS, CALIFORNIA

444 MADISON AVENUE N Y 22

Series 1100 tape transports and automated programming-logging systems which include both monaural ($13,000) and stereo ($14,000) versions. The systems also may be expanded to permit wide format flexibility, including incorporation of Alto Fonic tape programming service. Continental also displayed its new 5 kw and 10 kw am transmitters which will be available for delivery in about four to six months.

Surrounding Sound Inc. displayed the new solid-state version ($3,750) of its monaural tape system and introduced also the firm's stereo equipment ($5,400). The device enables the broadcasters to synthesize the acoustic properties of all types of enclosures in which sounds are likely to be produced or listened to. Its time-delay feature permits previewing of live programs.

Logging Gear ▪ General Electronic Labs. exhibited the new ready-for-delivery model of its automatic transmitter logging system first displayed at NAB last year in conjunction with the Rust remote control systems. The GEL Autolog records all essential transmitter data on site or at remote locations with the 31-day strip-chart rolls providing continuous 24-hour directly written logs which meet the new FCC regulations. GEL also introduced its new Model AC-8 stereo audio console ($3,000), a transistorized unit with 32 inputs.

International Good Music Inc.'s display of its Simplimation system of program automation included Teletronix Engineering Co.'s new Telelog automatic transmitter logging equipment which can perform from remote location as well as at the transmitter site.

The remote control will operate up to 24 different functions while the logger reads up to 12 different transmitter parameters with six sets of readings taken each hour as required by the new FCC rules. All functions are accomplished on two telephone lines. IGM's Simplimation system ranges from limited automation package ($3,725) to complete package ($14,055) with the latter including new time-announcer unit and both program and transmitter logging.

New to the convention was Cummins Engine Co. which displayed a full-sized cutaway model of its NT-400-GS 125 kw standby power generator set ($10,500 with automatic start control). Cummins has a full line of generator sets from 50 to 400 kw. The firm has pioneered in the diesel engine field for more than 40 years.

A junior-size 17-inch version of RCA's 21-inch color picture tube caught attention at Conrac's booth where it was seen in Conrac's new rack-mount CYA17 color monitor ($2,450). The tube is made by Conrac by Hitatchi of Japan under cross-licensing with RCA. The monitor weighs only 85 pounds, uses 350 w power for its 21 tubes and 95 transistors. Conrac said it sold 50 to RCA for its monitor line as RCA TM-27.

Conrac also featured its new CZA8 solid state 8-inch monochrome monitor ($675), two of which can be paired in the standard 19-inch rack mount. Also introduced: CWA10 kinescope recording monitor ($900) and CVA23 23-inch display monitor ($400).

Monitors ▪ Miratel Electronics Inc. demonstrated its new line of solid state modular 8-inch tv monitors which also feature plug-in transistors. The single T8MP monitor (chassis $510) is also supplied as a twin 8-inch monitor ($995) which fits a standard rack. Miratel also claims the smallest portable 8-inch tv monitor ($264). The firm supplied monitors for ABC's all-transistorized news studio in Washington.

3M Co.'s Mincom Div. featured its new dropout compensator ($3,250) which restores signal dropouts in video-tape playback. The equipment represents Mincom's entry into the broadcast field. The division has been competitive with other manufacturers in fields such as aerospace. The dropout compensator provides insurance against drop outs, for example, to advertisers seeking production savings through video-tape commercials even when reused video tape is employed.

Drop out appears as random white flashes on the tv screen. The compensator restores signal lost by substituting the same portion of the previous line which has been stored in a 63.5 microsecond delay channel.

How rapidly the technical field is changing is seen the case of Vital Industries. Just a year ago Vital began design of its new modular solid-state video distribution amplifier ($1,100 for pack of four) when the field had but three or four suppliers. By the time Vital hit the market last week its competitors had jumped to a dozen, indicating the keen interest in the potential of a market where 90% of today's tv outlets still use less efficient tube circuits. Vital soon will introduce its solid-state line of clamp and pulse distribution amplifiers.

Among the other dozen firms in this fast growing field may be found a specialty company like Dynair Electronics Inc. which last week also introduced its new lines of solid-state modular amplifiers and signal processors. Others on the list include Visual Electronics, Sarkes Tarzian, EMI, Telechrome, Riker, CBS Labs. and International Nuclear, most described elsewhere, plus the diversified majors like RCA and GE.

Although very small packages in physical size, the solid-state units represent comparatively high values economically and replace bulky, hot and less stable tube equipment.

Camera Crane ▪ Mitchell-Vinten Inc. demonstrated the high mobility of its Heron hydraulic power-operated studio camera crane ($15,700), a one-ton rig marketed already in Europe but new to the U. S. Its design enables all functions to be performed by a two-man camera crew instead of three. The crane moves about with almost complete silence, its low skirts snubbing the smallest cables or cords. Mitchell-Vinten also introduced its new line of hydro-pneumatic studio pedestals for standard ($4,900) and vidicon cameras ($1,469). The firm's pan-tilt head ($895), has been in the U. S. for two years.

Moseley Assoc. featured a test demonstration of fm stereo and SCA multiplex broadcasting to show how its direct fm subcarrier generator ($695), direct fm 10-w exciter unit ($1,850) and stereo generator ($1,200) comprise a system which enables the fm station to successfully air fm stereo and SCA multiplex at the same time. Moseley claims its direct fm technique overcomes non-linearities inherent in some phase modulation systems which have made combined stereo and SCA operations impractical.

McMartin Industries Inc., which last year introduced its TBM-4000 fm modulation and SCA multiplex monitor for use by fm broadcasters, this year brought out a new fm stereo re-broadcast receiver which will enable certain fm transmitters to directly re-transmit fm stereo or SCA multiplex without de-modulating and regenerating these programs. McMartin also showed its new rf amplifier (88-108 mc) which is used in conjunction with the firm's TBM series fm station monitors when remote operation is necessary.

Vitro Electronics, whose line of Nems-Clarke field test and monitoring equipment and related gear are well known to broadcasters, introduced two new specialized units of importance in

Appendectomy for Cross

Former FCC Commissioner John S. Cross, 57, flew home to suburban Washington from the NAB convention Tuesday night, suffering what he thought was food poisoning. After his arrival and an examination by his family physician, however, his ailment was diagnosed as appendicitis. Within two hours, he was undergoing an appendectomy at Suburban Hospital, in Bethesda, Md. Mr. Cross is resting comfortably and expects to be discharged from the hospital this week.



Elderly couple turned back into East Berlin by communist guards at Berlin wall.

FREEDOM IS NOT LOST BY GUNS ALONE

The greatest threats to personal freedom may come from guns and terror outside our borders. But there's also a quiet threat within. It is the steady expansion of federal government in business—and into our daily lives.

For 30 years this threat has grown. Today the federal government owns many thousand businesses, from shoe repair shops to rope factories. In the field of electricity alone the output of federally owned plants has risen from less than 1% of the industry's total in 1935 to more than 15% today. And advocates of government-in-business press constantly for more.

They advocate a dangerous course. When government owns business, it can control both goods and jobs. It adds economic powers to its vast political powers. When it does that, it can tell you where to work and live, even what to do or say. Then freedom has slipped quietly away.

A quiet threat can be the deadliest. You may not know it's there until too late.

Investor-Owned Electric Light and Power Companies... *serving more than 140,000,000 people across the nation*

Sponsors' names on request through this magazine

the growing fm field. The new Nems-Clarke SDM-520 spectrum display monitor ($1,450), which stems from custom gear developed for WTOP-TV Washington, has wide field testing and monitoring applications in fm stereo-multiplex broadcasting as well as tv.

The SDM-520 measures tv or fm frequency deviation and is capable of determining the amount of sideband or subcarrier attenuation as well as locating spurious radiation and identifying sources of interference. Other new gear is the FMR-101 fm re-broadcast receiver ($950) which permits more efficient and economical fm networking.

Riker Industries Inc. added a tv special effects generator to its solid state modular product line. The basic nine-wipe system ($2,560) can be expanded with new modules to comprise the complete system ($4,650) that is capable of virtually unlimited effect combinations. A joy stick control permits full position flexibility with each effect.

Vectorscope ▪ At the Tektronic Inc. booth the firm's familiar Type 526 color tv vectorscope ($1,655) shared attention with its line of video waveform monitors which now feature illuminated "zero-parallax" graticules on the display scopes for greater accuracy. Special model Type RM527 Mod-132 ($1,230) has all capabilities of the Type RM527 plus line selector and video distribution amplifier features. The line selector, for example, permits detailed analyses of single tv picture lines. Type 527 waveform monitor ($925) and the Type RM527 ($1,000) are the same except for mechanical packaging for varied rack mountings.

Television Zoomar Co. unveiled its new lines of all purpose lenses developed by Angenieux-Evershed and Zoomar, including the servo-driven studio 10-to-1 zoom model ($8,300). The latter soon will be followed by a smaller system for vidicon cameras.

SoundScriber reported great interest in its S-124 monitor ($895) as a result of FCC authorization of automatic program logging. The unit is a continuous tape recorder-reproducer which stores 24 hours on a single 300 ft. tape.

Tv station interest in translators this year was greater than in all previous years combined according to Electronics, Missiles & Communications Inc. which introduced its new Emcee 20 w uhf translator ($3,750), a baby version of its 100 w model ($5,900) used for chs. 70-83. Emcee's exhibit attempted to clear up broadcaster confusion over FCC's translator rules, showing many outlets could add translators who are not aware of it. The firm also makes vhf translators and related gear.

Telemet Co. introduced its new Telechrome special effects generator, an all-transistorized model filling but 5¼ inches of rack space and featuring plug-in waveform generator cards which can be added as station needs or budget expand to produce up to 72 different effects. Other transistorized Telechrome gear included color-bar generator, color encoder, EIA sync generator and a full line of distribution and related equipment in module form. The Telechrome test gear and tube-powered lines also were shown.

Japan's Sony Corp. showed its new $10,900 video tape recorder entry in the industrial, medical and educational field. Not intended for broadcast use, the Sony PV-100 has 250 lines horizontal resolution and has slow motion playback or complete frame freeze features. Sony has a line of professional audio gear for broadcasters.

Film Inspector ▪ Harwald Co. displayed its new Mark IV Q automatic 16mm film inspection-editing machine ($5,450) designed specifically for tv use. It features fast and slow forward or reverse, splice and footage counting and automatic stop for any physical defects in the film. The machine also automatically cleans film of surface dirt and electronically applies Protect-O-Film solution. Harwald also showed its standard Model Q inspector-editor ($3,450).

With more British-made camera chains entering the U. S. market, even cable system suppliers must keep pace. Boston Insulated Wire & Cable Co., which has supplied tv cable to the tv market ever since the 1939 World's Fair, displayed its new Mark IV camera cable systems which are interchangeable with EMI, Pye and Marconi cameras.

Akustische U. Kino-Gerate GMBH introduced its new AKG C-12A capacitor microphone ($485) whose multiple patterns can be selected with the switch on the remote control power box. This small mike has flat response from 10 cycles through 20 kc. AKG also introduced its new D19C model ($55) for general application including fm.

ELECTRONICS: AN AID TO PROGRESS

Ramo cites corollary help to sociological advances

As broadcasters and scientists employ electronics to increase man's intellect, enabling him to concentrate more on sociological improvement, the world will be able to correct the great mismatch that the space frontier has caused between technological and sociological rates of progress.

This was voiced Wednesday by Dr. Simon Ramo, vice chairman of the board, Thompson Ramo Wooldridge Inc., in a talk before the closing luncheon meeting of the NAB's Engineering Conference in Chicago. The engineering conference registration this year passed the 700 mark, well above last year's attendance.

"Communications satellites symbolize the world's technological progress," Dr. Ramo said, "and proclaim the broadcasting profession, along with the space and 'intellectronics' scientists, today's technological frontiersmen." Intellectronics, he explained, is the science of extending human mind by electronics.

Sidney Metzger, engineer and manager of RCA's Project Relay, predicted the intercontinental transmission of radio and tv through communication satellites will be commercially feasible in the near future. Addressing Tuesday's luncheon meeting, Mr. Metzger related details about the satellite relay now obbiting and recalled technical electronic problems posed before the launch by the space administration.

At Monday's luncheon meeting, Dr. Edward E. David, director of the computing information and research center of Bell Telephone Labs., said the future orderly development of economical overseas voice communications may depend upon transmission of artificial sounds. These would be transmitted within a very small amount of spectrum space and then decoded at the reception point into normal voices.

Dr. George A. Town, dean of engineering at Iowa State U., was presented NAB's 1963 Engineering Achievement Award (OUR RESPECTS, March 25).

Expects No Change ▪ Among many speaking during separate radio and tv sessions, Harold L. Kassens, chief of the FCC aural facilities branch, outlined provisions of the commission's new automatic logging rules. He strongly doubted that the FCC would consider any relaxation of the requirement that all equipment be inspected at least five days each week at intervals of at least 12 hours.

Mr. Kassens indicated that the FCC is aware this rule may work hardships on those stations which have strayed into the practice of having only an occasional visiting first class engineer. But the commission found that 24% of the renewal applications filed disclosed technical problems requiring attention.

His prediction for the next step after automatic logging: transmitters which will correct themselves with respect to frequency stability and adjustment of power within certain limits.

Irvin C. Abrahams, consultant in advance engineering for General Electric, described GE's new four-tube vidicon color tv film camera chain which adds monochrome signal for denition (See equipment story page 84).



The 2nd look



Announcement of Collins new two-year warranty on broadcast equipment at the recent NAB show caused a lot of second takes. We weren't exactly keeping this industry first a secret, but we did expect to get in some edgewise words about our quality, our advanced product engineering, our neat new designs and our new stereo equipment which we had in the booth. But everybody kept asking about our new two-year warranty. So this is what we told them.

The new warranty helps you cut costs. By extending the warranty you get two full years of protection, against repair costs — well through the critical shakedown period of new electronic equipment. If... (and we use the word advisedly) ...if you need service, Collins around-the-clock field service is available to you at our expense for warranty work for the full two years. *You can buy with greater confidence, too.* In offering this extended warranty period, we're backing up all our statements about superior performance and reliability with positive, no-nonsense action. There's a lot more to the warranty, but this will give you an idea of what it means to you. Ask your Collins Broadcast Sales Engineer for full details. Or write us today.

COLLINS RADIO COMPANY • Cedar Rapids • Dallas
Los Angeles • New York • International Division, Dallas

Giant strides ahead for fm?

CHICAGO MEETINGS TOLD STEREO FM TO HAVE BIG IMPACT

Fm broadcasting is going commercial in an important way with the help of stereo's impact, its station and network principals felt last week after two days of meetings and conferences held March 30-31 in Chicago.

Technical and program improvement augmented by a sharp increase in advertiser-agency interest in the medium promise to lead fm into eventual radio dominance, according to predictions made over the convention weekend.

Two main meetings dealt in detail with the fm medium. First, the National Assn. of Fm Broadcasters met all day March 30 and a half-day March 31. On the afternoon of the second day, NAFMB's members joined NAB in a three-hour series of panel discussions held under NAB auspices and titled "Fm Day."

NAFMB achieved its longtime objective by electing a paid president, James A. Schulke (BROADCASTING, April 1). Mr. Schulke is opening a fulltime NAFMB office in New York and will direct a Radio Advertising Bureau type of sales promotion activity for the membership.

Here are highspots of fm's immediate status and its prospects:

- A study by the Harvard Graduate School of Business developed projects that would find fm passing am radio in the 1970s (see story page 93).
- Many fm operators using stereo are convinced the entire future of fm—perhaps of radio—is hinged to stereo.
- The FCC is expected to approve monitoring equipment types in the near future.
- Kellogg, Chevrolet, Robert Hall, Sacramento tomato juice, Campbell-Ewald and other major advertisers and agencies are closely observing fm stereo progress/and are using the medium on a test basis.

Harold Tanner, WLDM (FM) Detroit, said Campbell-Ewald is giving dozens of its staff stereo experience by producing its own stereo commercials and another large agency is doing the same thing. L. M. Sandwick, Electronic Industries Assn., said fm is now second in acceptance only to tv as an electronic medium, with over a million fm stereo sets to be produced this year. Small stereo sets can't be counted because of a disclosure problem and custom installations can only be estimated. Mr. Sandwick said stereo output is 70,000 sets a month; will reach 1 million in 1963; all fm, 2¾ million in 1963.

FCC Commissioner Robert T. Bartley, who has been engaged in fm in various roles for a quarter-century, recalled the difficult course the medium has traveled.

In the discussions of advertising problems the point was made that a major set maker had asked for one free spot for every co-op spot purchased. Most operators agreed that fm as a whole has fallen down on the job in selling time.

A feature of the NAFMB meeting was presentation of the annual FMMY award to Harold L. Kassens, chief of the FCC's aural existing facilities branch, for his role in the development of the medium.

Intensive enthusiasm for stereo was shown by the 200-odd stations now broadcasting the multi-dimension service, with belief voiced that all the optimistic predictions made at the 1962 NAB-NAFMB conventions had come true and in some cases were being surpassed. Technical and economic problems have arisen but these are being solved. Live stereo programming is increasing but it is extremely limited, it was shown.

Ben Strouse, WWDC-AM-FM Washington, keynoted the NAB Fm Day program as panel moderator. He cited the move of "more and more advertisers into fm" and noted the increase in sale of fm sets. He reviewed work of the NAB Fm Committee, of which he is chairman. Mr. Strouse described as a significant victory the FCC's winter announcement that it did not contemplate any change in the existing facilities of fm stations, a change from an earlier proposal to require power and antenna cuts for 130 operating fm stations.



Mitchell Hastings Jr. (r) outgoing president of the National Assn. of Fm Broadcasters, greets his successor, James A. Schulke.

Develop and Promote ▪ In the opening Fm Day panel, "Financing the Station Profile," Lynn Christian, KODA-FM Houston, advised stations to develop a program concept, promote and then "let advertisers know what you're doing." He said his station's monthly letter to the local media fraternity costs about $50 a month and advised managers to do a similar letter themselves. John D. Kennedy, WDRK (FM) Greenville, Ohio, said his county now has 70% fm set ownership. Jack Kiefer, KMLA (FM) Los Angeles, explained how a station's stereo programming can be adapted to dealers' sales activities. James Sondheim, QXR Network, New York, told how local interest in the station can be generated and then be reflected in sales.

Second Fm Day panel was based on a series of questions generated by comments made by each of the panel members at the 1962 NAB Fm Day program. James Gabbert, KPEN(FM) San Francisco, pointed to stereo's growth during the year and improvement in quality. He felt, however, that there is still need for compliance to high standards.

David Polinger, WTFM (FM) New York, who had complained about the stereo performance of recordings in 1962, said he has found improvement in the last year. Mr. Tanner said he is now an ardent stereo enthusiast, with WDLM carrying 110 stereo hours a week compared to about one hour a day a year ago. He suggested the entire future of the radio business may lie in fm stereo.

Everett Dillard, WASH (FM) Washington, D. C., said he prefers discs to tape for stereo because of convenience in handling and storing as well as the fewer cueing problems encountered.

Mr. Sandwick predicted the FCC will take action on one of stereo's major problems—the lack of FCC type-approved monitoring equipment for stereo. This is the final step needed to insure high performance standards, he said.

The panel's discussion ranged from technical to advertising and program production subjects. At its close Mr. Dillard and Mr. Tanner remained for the final panel titled "FM Forum." Other members were L. N. Bentson, WLOL-FM Minneapolis; Merrill Lindsay, WSOY-FM Decatur, Ill., and Henry Slavick, WMC-FM Memphis, Tenn. Fred Rabell, KITT (FM) San Diego, Calif., was unable to attend because of illness.

At the NAFMB Session ▪ Commissioner Bartley recalled the bitter early days of fm and the continued struggle

Fm to lead am by '75, projections show

A series of fm growth projections, based on a study conducted by Harvard Graduate Business School, estimates a steady growth in fm radio through the sixties, with fm passing am radio by 1975.

The study was presented to National Assn. of Fm Broadcasters at its March 30-31 meeting held just prior to opening of the NAB convention in Chicago. T. Mitchell Hastings Jr., Concert Network, outgoing NAFMB president who became board chairman, incorporated the Harvard study in his presidential address.

Mr. Hastings explained the Harvard figures "represent historic trends of revenues and costs projected into a meaningful picture of the future."

According to the Harvard figures, radio (am-fm) found a level in the national advertising picture in 1962, or 5.83% of the national advertising expenditure. Using National Planning Assn. projections, the study shows total national advertising expenditures for all media rising steadily from $13 billion in 1963 to $16 billion in 1967 and $20.5 billion in 1973.

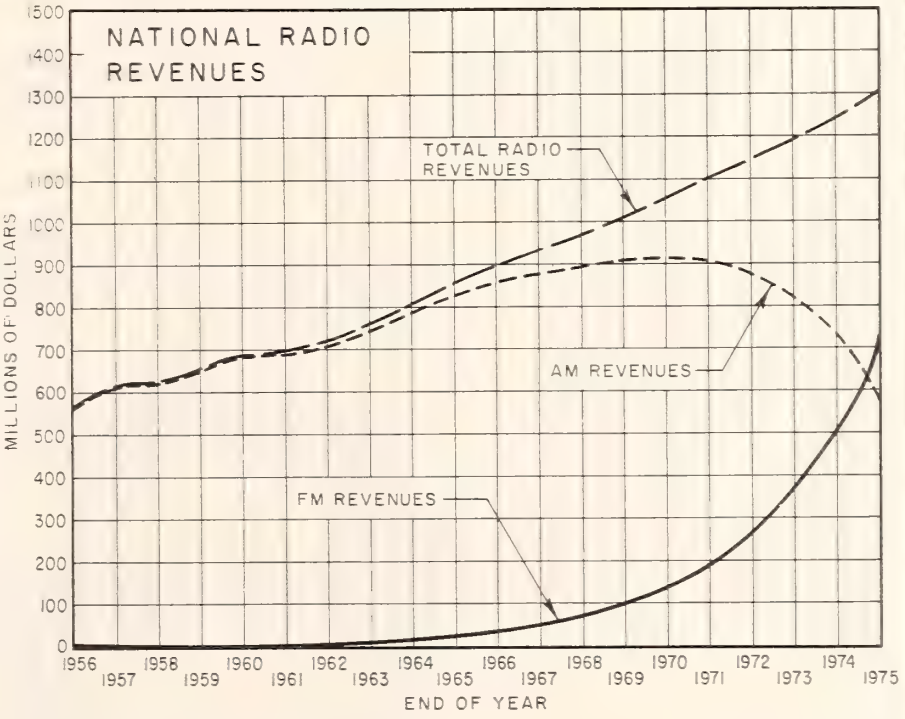
National fm revenues (fm-only), Harvard predicted will rise from the $7.1 million FCC figure shown for 1961 to $9.8 million in 1962; $13.7 million in 1963; a big jump to $19.4 million in 1964; a still bigger jump to $27.4 million in 1965. Then national fm revenues are expected to jump in spurts to $101.2 million in 1969; $141 million in 1970; $197 million in 1971; $270 million in 1972 and $374 million in 1973.

In projecting independent fm revenues, the Harvard study predicted the turning point at which am revenues will start to decline will occur in the year 1971 at a little over $900 million am revenue, compared to less than $200 million for fm or a total radio income around $1.1 billion. Radio's total will move upward, but by 1975 am radio will fall under $600 million whereas fm will pass $700 million, with a top figure of $1.3 billion for am and fm combined.

Circulation of fm will increase steadily during the next five years, it was predicted. Taking factory totals, Harvard's figures predict that annual fm set output by 1967 will equal am output at a little over 9 million for each. Output in 1968 was estimated at 11.4 million fm sets compared to 9.2 million am sets. In 1962, 2.5 million fm sets were produced compared to 9.7 million am sets; the 1963 output is estimated at 3.4 million fm sets and 10 million am sets.

Harvard predicted the number of fm stations on the air will rise from an average of around 1,300 to 2,200 in 1967; as choice markets are saturated, a slowdown will set in until a total of 3,200 operating fm stations will be on the air by 1975.

An average profit position is anticipated for 400 independent fm stations in 1964, according to the Harvard analysis, pulling the medium out of the red. This will be a slim $1,500 profit for the average station. In 1965, 469 independents will have an average $6,450 profit which will rise to $12,100 for 550 fm independents by 1966. These figures assume the number of fm independent stations will continue to grow at a rate of 17% (the 1956-61 growth rate); they assume average per station costs (1962-66) will increase at a rate of 50% of revenue increases.



to develop equipment and to obtain recognition and audience. He said stereo is now broadcast by 200-odd stations in 160 markets and hoped the FCC's fm freeze will be lifted by the summer recess. New action looking toward elimination of background music simplexing was taken March 28, by the FCC, he said (BROADCASTING, April 1).

Mr. Sandwick, urged fm stations to get off the defensive and lauded low-pitch commercials. Eric Isgrig, Zenith Radio Corp., said fm stations should intensify efforts to develop co-op advertising but said he had heard about dubious billing practices by stations plus fictitious rate cards.

In one Zenith check during the fall of 1962, Mr. Isgrig said, the company's distributors had spent only 38% of the Zenith co-op budget. "Somebody isn't selling these distributors," he suggested. He said some agencies complain about the difficulty of documenting fm's audience and coverage.

John Coyle, KVIL-FM Dallas and head of Commercial Recording Corp., advocated use of station-break jingles in stereo and explained how tailored jingles are produced for advertisers.

Understanding ▪ Stephens Dietz, senior vice president and marketing services director of Kenyon & Eckhardt, said fm's problem is mainly one of getting advertising people "to understand and act on the change brought about by fm radio."

Mr. Dietz added, "You have given our media buyers a new alternative to consider—and you therefore automatically become a problem to them. Change doesn't happen; somebody has to make it happen."

Posing a rhetorical question, "What

am I looking for when I plan a media program," he said:

"First, I am looking for an audience. For Brylcream it is men with hair; for Metrecal, overweight people; for Nabisco Shredded Wheat, people of all ages who eat breakfast; for Lincoln Continental, men with incomes over $10,000. I need to know the size of this audience and where it is located," he stated.

"Second, I look for a medium which is capable of transmitting the message I wish to send—in the way I wish to send it. If sound alone will do the job, I look at radio," he stated.

"Third, I look at the editorial environment which will surround my message. Of these three, you can tell me about two—your audience and your station's editorial environment. Cost per thousand prospects is my yardstick, not cost per thousand."

Mr. Dietz wondered why a Radio Advertising Bureau study "Why Buy Radio Now That Tv Is So Big?" does not mention fm. He said he listens to fm at least an hour a day. While commending the quality of the service, he was critical of some signal quality in reproduction of good music.

NAFMB's new slate of officers: Mitchell Hastings, Concert Network, board chairman, and Mr. Schulke, president; Arthur K. Crawford, KCBH (FM) Beverly Hills, Calif., vice president; Will Collier Baird Jr., WFMB (FM) Nashville, secretary; Abe Voron, WQAL (FM) Philadelphia, treasurer (re-elected).

Three new regional directors, elected in a mail ballot, were seated. They are Frank Knorr Jr., WKPM (FM) Tampa, Fla.; Martin R. Williams, WFMS (FM) Indianapolis; Harold Engel, Wisconsin State Broadcasting Service, educational director.

Re-elected directors were David H. Polinger, WTFM (FM) New York; Stan Hamilton, WMAL-FM Washington; Hugh E. Trotter, WSEV-FM Sevierville, Tenn.; Ted Leitzell, WEFM (FM) Chicago; Lynn Christian, KODA-Houston; Gary M. Gielow, KPEN (FM) San Francisco; Jack R. Kennedy, CFRB-FM Toronto.

Kennedy praises radio-tv

President John F. Kennedy paid tribute to "the increasingly important service which radio and television are providing to the American people" in a message of greeting sent April 1 to the NAB convention in Chicago. He expressed "the appreciation of all citizens for your vital role in keeping us informed as well as entertained."

The President's message was shown on a large screen as the convention opened. He added a personal message of congratulations to Bob Hope, winner of the NAB Distinguished Service Award, describing him as "a great American who has served his nation in time of peace and war . . . one of our finest ambassadors of goodwill around the world."

Evans stresses need for unfettered radio-tv

CITES DANGERS OF FEDERAL INROADS AT CHICAGO MEET

It is far more preferable to accept the risks inherent in freedom of expression than to give the "power of broadcasting" to government, Herbert E. Evans, president of Peoples Broadcasting Co., told the Assn. for Professional Broadcasting Education in Chicago March 31.

NAB's delegate to the Inter-American Assn. of Broadcasters, Mr. Evans said broadcasting is the most important ingredient in molding public opinion, a fact modern dictators quickly grasp. "No dictator can stay in power without some control over radio and television," he said.

IAAB currently is fighting a trend in Latin America to require the use of tv and radio sets capable of tuning but one station, Mr. Evans reported. One-station sets make program control much easier, he indicated. President Nasser of the United Arab Republic, he noted, had sets built and sold cheaper than imported models in order to reach his people.

Mr. Evans said that everywhere he travels he finds great interest in broadcasting and "even in the most dismal village there is a transistor radio." Peoples Broadcasting stations are WRFD-AM-FM Columbus-Worthington, Ohio; WTTM-AM-FM Trenton, N.J.; WMMN Fairmont, W. Va.; WGAR-AM-FM Cleveland; WNAX Yankton, S.D., and KVTV (TV) Sioux City, Iowa.

New Officers ▪ APBE elected W. Earl Dougherty, KXEO Mexico, Mo., as president, succeeding Dr. Harold F. Niven, U. of Washington, who joined the staff of NAB last Monday as assistant to the vice president for planning and development, (APBE new officers' picture, page 106).

Melvin A. Goldberg, NAB vice president-research director, told an APBE



Mr. Evans

panel discussion there is too much "after the fact" research in broadcasting today. New methods must be found, he said, which will "let us predict how our programs and campaigns will do."

The need for pure research to help "practical communicators," however, was voiced by Dr. Leon Arons, vice president-research, Television Bureau of Advertising, who explained that there is too big a chasm between knowing what is available and knowing how to understand and use what is available.

John S. Coulson, vice president-research, Leo Burnett Co., suggested that universities could help in the job by taking on small segments of the problem and then "trying to find a synthesis from this."

Much has been learned about the dynamic elements of human behavior and motivation, Dr. Ira O. Glick, associate director of Social Research Inc., related, but much of early research deals only with numbers. "We now have a broader, more general concern," he said. Dr. Glick saw no possibility in the predictable future when anyone would discover "how to push a button and control our audience."

Research Aid ▪ Arthur Laird, Canadian Broadcasting Corp.'s director of research, suggested that universities might assign researchers to work with commercial broadcasters, but he cautioned against placing them on the day-to-day firing line which could deter their research efforts. Research panel moderator was Dr. Bruce A. Linton, U. of Kansas.

American U.'s Prof. Don Williams and John M. Couric, NAB's manager of public relations, described their jointly-sponsored public-service institute held in Washington earlier this year. Loyd Sigmon, executive vice president, KMPC Los Angeles, and Dr. Kenneth Harwood, U. of Southern California, described the public-affairs seminar held

by the Southern California Broadcasters Assn. in cooperation with USC.

Richard Mendenhall, editorial director, WSB-AM-TV Atlanta, and Prof. Worth McDougald, U. of Georgia, previewed the editorial workshop to be held this summer at the school under sponsorship of the Georgia Assn. of Broadcasters. Moderator for the broadcaster-educator cooperation panel was Dr. Robert E. Summers, U. of Texas.

Two broadcasting students, Ernest Boston Jr., Baltimore, and Burnhill Clark, Denver, are winners of the Harold E. Fellows $1,100 scholarships given annually by the NAB, it was announced Monday by APBE President Dougherty. Mr. Boston presently works as parttime news writer for WFBR and WJZ-TV, both Baltimore. He plans further study at American U. Mr. Clark, who has worked at KMOR Denver, plans graduate study at Denver U.

Background music group plans promotion drive

An industry-consumer promotion drive to enhance the stature of the background music business was approved by the membership of the new National Assn. of Background Music Operators in Chicago March 29. Background music now represents an annual volume of some $52 million.

The NABMO membership also elected an interim executive committee to direct association affairs under the chairmanship of Joseph Bein, Pan-American Broadcasting Co., Los Angeles. Others include Sam Adelman, WCRB (FM) Boston; Dick Williams, WGLM (FM) Richmond, Ind.; Leslie Cooper, Musicast of New York; Milton Boom, Muzak, Chicago; Jack Kiefer, Musicast of Los Angeles; Edward Davis, Musicast of San Francisco, and William Collins, Transistor Services. Mr. Davis is NABMO vice chairman; Mr. Cooper, treasurer.

By-laws and plans for California incorporation also were approved by the NABMO membership. The group's next meeting will be held in October to elect board members. NABMO was founded last November.

Local tv programming tips given

FIVE BROADCASTERS EXPLAIN THEIR TECHNIQUES

Local programming and public service, both off the air and on, can go a long way toward maintaining and improving a station's "image" and position in the community.

That was the theme of a session in last Tuesday's television assembly at the NAB convention, with five tv broadcasters supplying "how to" information out of their own experience.

Mike Shapiro, WFAA-TV Dallas, who was moderator, sketched the benefits of a program such as the one on which he answers viewer's questions on the air.

A. Louis Read, WDSU-TV New Orleans, said his station seeks to be a local force through its own programming, its editorials, news coverage and various special promotions including "caravans" of station celebrities sent for public appearances and the taping of originations in communities throughout its coverage area.

John F. Dille Jr., WSJV (TV) Elkhart-South Bend and WKJG-TV Fort Wayne, Ind., presented a specially produced film with clips from editorials which, he said, help give his stations a position of local leadership. He said the editorials occasionally include some for children—to point up such lessons as that children should get along together despite ethnic or religious differences.

Harold Essex, WSJS-TV Winston-

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Rugged . . . Dependable . . . Economical — only partially describes the PROVEN merits of the SPARTA-MATIC 200 Series (illustrated)

Transistorized control circuitry for improved tone-burst cueing. Frequency response is ± 2db from 30 to 12,000 cps; distortion is less than 2%; wow and flutter are under 0.2% RMS.

Compare with any other equipment. You'll see SPARTA-MATIC offers from 20% to 40% greater dollar value!

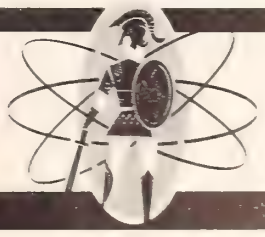
200R/P — $545.00 **200P — $385.00**

** P.S. — We sell these, too. Fidelipac at LOWEST PRICES!*

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Mr. Essex Mr. Swartley



Mr. Shapiro Mr. Read Mr. Dille

Salem, N. C., stressed the importance of off-the-air participation in community life. Station executives and personnel, he said, should take part in local activities and the station should integrate itself into the community to such an extent that it becomes known to its public as "our station."

W. C. Swartley, WBZ-TV Boston, emphasized the contributions of public-affairs and documentary programs to a station's position in its community. The three criteria for public service, he said, are "breadth of interest, depth of concern and height of originality." With Mr. Essex, he challenged the choice of the word "image" to describe a station's standing. A station's principal concern, he said, should not be with "image building" but with "problem solving."

THE MEDIA CONTINUED FROM PAGE 53

control room equipment manufactured by Gates Radio. WGEM is on 1440 kc.

Chicago sign ▪ NBC-owned WMAQ and WNBQ (TV) Chicago have renewed their contract in cooperation with Pepsi-Cola General Bottlers Inc. for sponsorship of the 13-story high electrical spectacular in that city at Michigan Avenue and Roosevelt Road. Time-and-temperature readings in 16 foot letters have been added to late news headlines already featured.

Polk award to WNDT (TV) ▪ The annual George Polk Memorial Awards in Journalism have been announced with WNDT (TV) Newark N. J. (New York City area) winning in the television reporting category. The new educational station was cited for "uniformly good programming" in spite of "serious initial obstacles." The awards commemorate the death of George Polk, CBS correspondent, killed in Greece in 1948.

Topeka tower ▪ Preliminary work on a new antenna tower has been begun by WIBW-TV Topeka, Kan., and station officials hope to have the new plant in operation late in August. The tower will rise 1,255 ft., but with the help of the hill on which it is to be situated it will be 1,614 ft. above downtown Topeka. WIBW-TV will use RCA equipment in the new plant, which is to be built by Kline Iron & Steel Co. Columbia, S.C., the firm which recently contracted to build the world's tallest tower for KTBS-TV Shreveport, La. (BROADCASTING, Feb. 25).

Demographic data ▪ The Home Testing Institute reports it has added a special demographic section to its TvQ research service. This permits clients to compare tv tastes of grade-school-educated adults with those of high school background; examine the program opinions of viewers in large metropolitan areas, smaller towns or rural areas; trace changes in attitudes from East to West, South to Midwest, and compare opinions of viewers who watch tv often with those who watch moderately or seldom.

Editorial impact ▪ The impact of on-the-air editorials sometimes may be hard to define but WIND Chicago has reported that an editorial aired four times on March 18 brought over 1,100 pieces of mail within a few days. The editorial opposed a bill in the state legislature to clip one month off daylight saving time. The bill subsequently was defeated.

ABC-TV to get new agency ▪ ABC-TV and Doyle Dane Bernbach, New York, have jointly announced termination of their relationship as client and agency, effective April 30. They said the parting was mutual and amicable. ABC-TV has not announced appointment of a new agency.

Western winners ▪ Recipients of the annual Western Heritage awards for best fictional and non-fictional tv shows have been announced by the National Cowboy Hall of Fame and Western Heritage Center. Winner in the non-fiction category was "The Hat That Wore the West" episode of *Death Valley Days,* a show that told the story of John Stetson and his famous hat. "The Contender," an episode of *Stoney Burke,* won the fiction award. Wrangler trophies were given for the programs at the Western Heritage awards presentation in Oklahoma City April 4.

Religious roundup ▪ WBBM Chicago is taking its tape recorders into small communities and other places not normally visited by major mass media to document people and events in the daily life of ministers and clerics in new weekly half-hour series, *Directions of Faith.* First program told the story of how Rev. Ted Rockwood gave up his radio announcing-public relations career to enter the ministry.

KCOH builds ▪ Construction is underway on a new $150,000 building to house KCOH Houston. Located at the corner of Almeda and Wichita Sts., the new building was designed by Gloyd & James and is being built by Jacobsen Construction Co. The new structure is to open June 1.

Religion and power radio ▪ Trans World Radio will begin operation of the world's most powerful Protestant radio station Oct. 1 on the Caribbean Island of Curacao. The station will initially have a 250 kw to 500 kw short wave transmitter. An am transmitter is planned with a power of 50 kw "and possibly as great of 750 kw," TWR said. The short wave transmitter was built by Continental Electronics in Dallas. Plans also call for the construction of an fm station and a tv station on ch. 2 in Curacao.

'Dixie Pixie' ▪ WRGR Starke, Fla., has changed its call letters to WPXE ("The

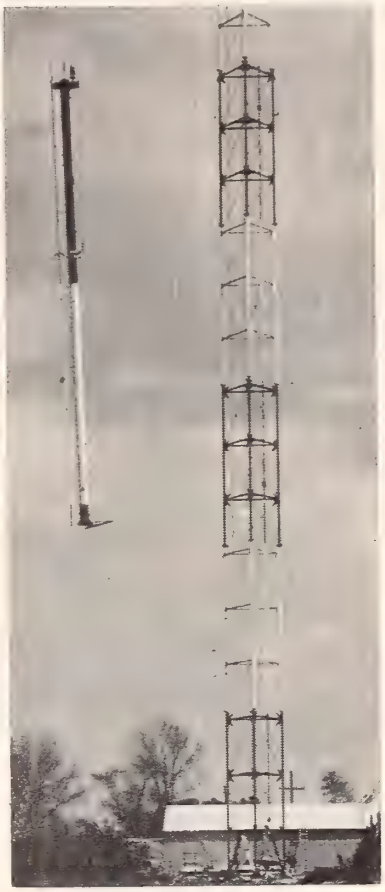
Dixie Pixie") and has adopted a top 40 format, with expanded news coverage, George Gothberg, new owner of the station, has announced. George Gothberg Radio Inc. bought the station last month. Former station personnel have been retained.

KMEX-TV billing ▪ The addition of three more national advertisers, MJB Coffee, Santa Fe Wines and Los Angeles Soap Co.'s White King D, has brought KMEX-TV Los Angeles's annual billings for its first six months in operation over the $500,000 mark. The uhf (ch. 34) station programs exclusively to the 1.2 million Spanish-speaking inhabitants of the Los Angeles metropolitan area.

Joins TAC ▪ WZZM-TV Grand Rapids, Mich., has become a subscriber station of Television Affiliates Corp. (TAC). WZZM-TV, which began telecasting in November 1962, has access to more than 100 public affairs-cultural programs distributed by TAC.

T-L agency ▪ Time-Life Broadcast has appointed de Garmo Inc., New York, as its advertising agency for corporate domestic and foreign activities. This does not include advertising for the five owned and operated radio-tv stations of the firm, which will continue to be handled by the stations and local agencies.

Agency appointment ▪ WFOL (FM) Hamilton, Ohio, has appointed Cye Landy Adv., Columbus, to handle all advertising and merchandising activities, it was announced by station's general manager, Walter L. Follmer. A new program format is among the new agency-directed plans.



Tower completed

An 85-foot, six-ton antenna is hoisted into place to complete the new tower of WRDW-TV Augusta, Ga. The 1,520-foot tower is reputed to be the tallest in the Southeast. Target date for first telecast from the new facility is April 30, with the station expecting to serve an additional 75,000 homes.

KTLA(TV) expands its news department

Following the departure of Clete Roberts to concentrate on his own news production company, KTLA (TV) Los Angeles is dropping its former big-name newscaster policy and shifting the emphasis to live news coverage on a round-the-clock basis. Three new reporters have been added to KTLA's news staff, bringing its total to six on-the-air newsmen to bring viewers in the Los Angeles metropolitan area on-the-spot coverage of the area news as it happens. The station's news-gathering units, the Telecopter, a flying tv studio, and the Telemobile, ground mobile unit that can transmit a live picture while on the move, will be used frequently.

In its new structure KTLA's news operation will feature no segments and no specific format, according to Sam Zelman, news director. "We're not going to have just news programs," he stated. "We're going to be a news station. From sign-on to sign-off we'll cut in whenever the news warrants an immediate report."

Newsman, 6 stations get Headliner awards

Three television stations, three radio stations and a network television newscaster were named Friday (April 5) as medal winners in the radio-tv portion of the 29th annual Headliner Awards, conducted by the National Headliners Club, Atlantic City.

Outstanding local editorial awards went to WSB-TV Atlanta and WTAX Springfield, Ill.; public service awards to KAKE-TV Wichita, Kan., for its portrayal of special education services offered by the Derby, Kan., public schools and WOWO Fort Wayne, Ind., for its "Pigs for Peace" project; local news coverage awards to WFBM-TV

FACTS PROVE CONCLUSIVELY!

K-NUZ IS HOUSTON'S No. 1 ADULT AUDIENCE BUY!

Here are the latest **FACTS** and **FIGURES** on cost per thousand **ADULTS** delivered by Houston Radio Stations. **K-NUZ** again is conclusively Houston's **No. 1 BUY!**

Mon.-Fri.	STATION	COST PER 1000 ADULT AUDIENCE
6 - 9 A.M.	K-NUZ	$ .99
	Ind. "A"	1.06
	Net. "A"	1.93
	Ind. "B"	1.81
	Ind. "C"	2.33
9 - 10 A.M.	K-NUZ	$1.12
	Ind. "A"	2.04
	Net. "A"	2.14
	Ind. "B"	2.26
	Ind. "C"	2.66
10 A.M. - 3 P.M.	K-NUZ	$1.74
	Ind. "A"	2.25
	Net. "A"	2.85
	Ind. "B"	3.19
	Ind. "C"	3.22
3 - 4 P.M.	K-NUZ	$1.71
	Ind. "A"	2.95
	Net. "A"	2.87
	Ind. "B"	3.46
	Ind. "C"	3.00
4 - 7 P.M.	K-NUZ	$1.43
	Ind. "A"	1.71
	Net. "A"	2.48
	Ind. "B"	2.38
	Ind. "C"	3.27

SOURCE:

Oct.-Nov., 1962 PULSE—Rates Published in Jan., 1963 SRDS.

THE KATZ AGENCY INC.
NATIONAL REPRESENTATIVE
IN HOUSTON call
DAVE MORRIS JA 3-2581

K-NUZ

Indianapolis, and WMPS Memphis, the latter for concise coverage of the campus riots at the U. of Mississippi.

NBC-TV newsman Frank McGee received a medal for outstanding tv network newscasting. He became the second man in the history of the awards to become a winner in both radio and tv newscasting. The other was Edward R. Murrow, who won awards in both categories at CBS. Mr. McGee won the network radio newscasting award in 1958.

ASCAP members suing International Good Music

A suit has been filed by members of the American Society of Composers, Authors & Publishers in the U. S. District Court in Bellingham, Wash., seeking minimum damages of $18,000 for copyright infringement, from International Good Music Inc. and that company's owner, Rogan Jones.

The suit stems from alleged performances without authorization of 72 different compositions over KGMI Bellingham, Wash., one of the International Good Music stations. Other IGM stations are KGMJ (FM) Seattle; KFMU (FM) Los Angeles; WBAY (FM) San Francisco; KFMW (FM) San Bernardino and KGMG (FM) Portland.

ASCAP members have brought two other copyright suits against IGM recently, involving minimum damages of $16,250. This, however, is the first time that Mr. Jones has been named individually by ASCAP as a defendent.

Students disagree with Nielsen ratings

An informal poll of 223 students at the U. of Judaism, Los Angeles, shows that 25% did not care for the programs rated by A. C. Nielsen Co. as the top 10 in the nation.

The survey, taken to ascertain the television habits and preferences of a diversified segment of the student body, was under the supervision of Saul Rubin, director of development for the school.

Asked to rate the top ten shows, regardless of whether they liked them, the respondents put *Ben Casey* (ranked fifth by Nielsen) at the top of the list, with 20% favoring it. The top rated Nielsen show *Beverly Hillbillies* rated fifth with the students, getting 10%; *Andy Griffith,* rated second by Nielsen, was tied for eighth by the students (2%).

In answering questions about the type of show preferred, the students chose news, drama and motion pictures in that order. Asked what they would like to see more of, they specified drama, educational programs and good movies.

The study was primarily designed to assist the university's radio-tv department in preparation of one of its television series, *Ethics,* shown over KNBC (TV) Los Angeles.

While the survey does not claim scientific validity or completeness, a copy has been forwarded to Rep. Oren Harris (D-Ark.) whose House subcommittee has been conducting the five-week old ratings hearing.

$50,000 fire destroys WXUR studio building

A lend-lease program took place in the Philadelphia area following a fire which destroyed the studios of WXUR-AM-FM Media, Pa. Damage, in the fire of undetermined origin, was estimated at over $50,000.

The helping hand came from WPBS (FM) Philadelphia, owned by the *Philadelphia Bulletin,* which supplied 80 albums to the WXUR transmitter, and followed with tape recorders, tapes, microphones and amplifiers. WXUR remained on the air broadcasting from the transmitter.

The stations went on the air within a few months of each other in 1962.

EQUIPMENT & ENGINEERING



WIIC(TV) builds 'do-it-yourself' camera boom

A do-it-yourself boom camera is now in operation at WIIC (TV) Pittsburgh. It cost about $400 compared to a regular boom camera's price of some $8,000.

Behind the homemade equipment's development, a story:

An electrically driven "Big Joe" warehouse-type fork lift has been in use at WIIC for the past several years as a camera position for local telecasts. But it had its limitations: the cameraman had to stand and the camera panned only 90 degrees.

Shelton Weaver, production and operations manager, worked out the homemade version (see picture) by designing a swivel wood base for a chair that allows camera panning at least 270 degrees, and by mounting the camera on the swivel base the camera can come within 20 inches of the floor compared to a previous 53 inches.

Cordless microphone developed by Woodard

A cordless microphone which requires no attached antenna and with a power output so low that it avoids necessity of FCC licensing has gone on display in New York.

Application of the microphone to broadcasting, a spokesman said, could be made in such events as political conventions or audience participation shows where a speaker's mobility is necessary.

The "Tally-Ho," developed and produced by Woodard Research Corp., a small firm in Herndon, Va., was designed specifically for public speakers who desire the mobility of a portable mike without the resulting inconvenience of trailing cords. It is available in three styles—a clip-on lavalier-type microphone, a head-phone type, and a closeup mike which eliminates any sounds farther than an inch away from the microphone.

Acting as an antenna is a thin wire loop which may cover up to 500 square feet and is placed near the normal microphone input receptacle. The speaker must remain within the wire loop area. The "Tally-Ho" employs a nine-ounce transmitter which may fit into the speaker's pocket, and it is inductively coupled to the receiver to pre-

vent broadcast pick-up from other bands. Transmission to other receivers in the area is prevented by the fact that the power output of the transmitter is only 1.5 milliwatts.

Technical topics...

Obstruction lights ▪ Rohn Manufacturing Co., Peoria, Ill., manufacturer of communication towers and accessories, is now offering a complete line of obstruction lights and beacons for tv, microwave and transmission line towers, or other structures where required. Designated Rohn B-1 300 MM Code Beacon, the equipment is manufactured, according to the firm, to meet complete FAA and FCC specifications.

To make color tv ▪ International Electrohome Inc., Chicago, subsidiary of Dominion Electrohome Industries Inc. of Canada, plans to introduce its own new line of color tv sets in U. S. market this summer. Sets will use RCA's color tube. Canada presently does not have color tv broadcasting.

IGM signs rep ▪ International Good Music Inc., Bellingham, Wash., has signed Tele-Measurements Inc., Livingston, N. J., as its eastern representative for IGM radio automation equipment. Tele-Measurements will sell IGM program services and Simplimation equipment in the 11 state area from Maine to Virginia.

Portable power pack ▪ Terado Corp., St. Paul, Minn., has announced production of a new portable power unit, CinePower #25, which can be used as a power supply for 110 volt AC cameras in the field. CinePower #25, which weighs 12 pounds and comes in a leather case with a shoulder strap, generates its power with self-contained 9 volt lantern batteries. Price is $79.50.

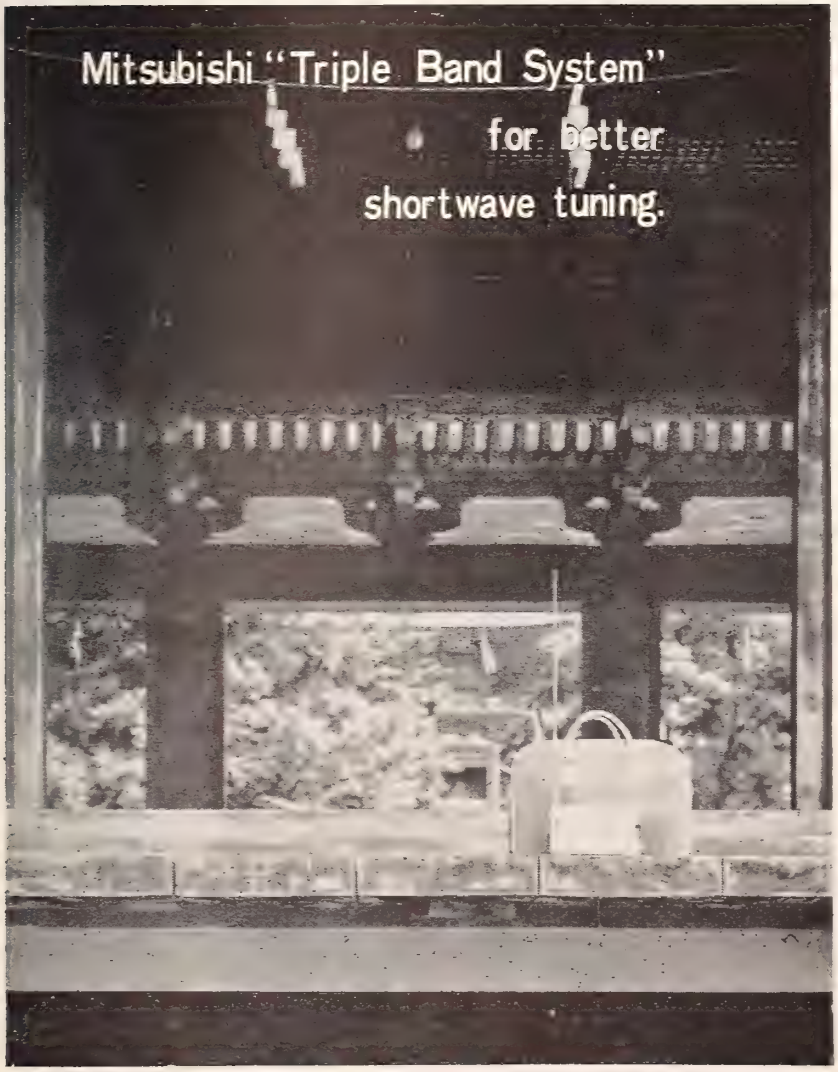
Monaural to stereo ▪ Gray Research & Development Co., Newington, Conn., has introduced a new passive record equalizer for stereo and monaural discs, flexibly designed to permit broadcast stations to install new stereo facilities, to convert existing monaural facilities to stereo, or simply to improve existing monaural performance. Called the 604M/S, the new equalizer is priced at $137.50. Complete technical specifications are available from the company, Box 12, Elmwood, Conn.

16-inch color set ▪ Tokyo Shibaura Electric Co. (Toshiba) introduced a new color television receiver using a 16-inch rectangular picture tube at the IEEE show at the New York Coliseum in New York, March 25-28. The television sets reportedly will not be introduced for sale in the U. S. this year.

Log series antenna ▪ Prodelin Inc., Hightstown, N. J., has introduced a low-cost new antenna series for base station services in the 150 and 450 mc bands with gains up to 10 db. The antenna is built around a basic unit which employs a background wave log periodic structure providing it with gain and impedance essentially constant.

Shure mike ▪ Shure Brothers Inc., Evanston, Ill., is distributing a new dual impedance microphone, specifically designed for lavalier use. Also useful as a hand mike, the model 560 unit weighs 5 ounces and is listed at $42.50.

Home study courses ▪ Introduction of home study course in radio, tv and electronics for Spanish-speaking students was announced last week by RCA Institutes Inc. The courses will be made available to students in Latin America.



The "three band system" makes it much easier to tune in adjacent shortwave stations on the Mitsubishi Electric 9X-900S. The "band spread" of the smartlooking 9X-900S is twice that of ordinary models since shortwave frequencies have been divided into upper and lower bands (Band 1; 4 MC-9 MC, Band 2: 9 MC-18.5 MC) so that "clustered" stations are much further apart on the dial. The fine-tuning adjustment, 9-transistor circuit and "three band system of the 9X-900S make its receptivity something spectacular. Ask your nearest dealer for a demonstration.

MITSUBISHI ELECTRIC MANUFACTURING COMPANY
Head Office: Tokyo Building, Marunouchi, Tokyo
Cable Address: MELCO TOKYO

Mattel dolls to promote NBC-TV shows in the fall

Mattel's Ken and Barbie dolls, which became big sellers through television commercials, are going to be put to use by NBC-TV in the network's promotion for fall series.

NBC dressed up 12 dolls in a variety of costumes to illustrate themes and stories of a new dramatic anthology series. The costumes depict leading characters in each of the shows in the series.

While all of Barbie's costumes came from the standard Mattel line, four of Ken's costumes—cardinal, Santa Claus, airline pilot and baseball player—were designed and created in minature by the network's wardrobe department.

Pebbles contest drew half-million entries

Screen Gems has announced the winner of a national contest to guess the weight of the baby that was born on its *Flintstone* series on ABC-TV. He is an Orlando, Fla., meatcutter named Joseph P. Domingos, who wins a trip around the world for two and $2,000 in cash to defray other expenses. The baby, called Pebbles, weighed 6 pounds, 12 ounces. Mr. Domingos guessed the correct weight.

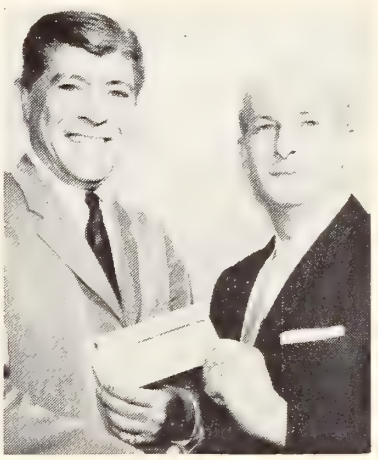
The contest drew about 500,000 entries, and Mr. Domingos' name was drawn from among those guessing the correct weight by lot. The winner, who was born in Portugal, will probably use his trip to visit relatives. He has them in Portugal, Brazil, Venezuela and Portuguese Africa.

'Biggest in history'

Anyone still doubting the power of radio should contact the Chamber of Commerce of Hobart, Ind. The city has planned a week-long promotion involving every facet of the community and including special sales, school essay contests, awards, etc., as a result of Sig Sakowicz's plans to "salute" Hobart during his regular show on WGN Chicago on April 8. J. S. McMahon, the chamber's executive secretary, said the radio salute has prompted the "biggest event in the history" of the chamber.

Four Star sales aids

Four Star Distribution Corp. reports expenditures over $20,000 for compilation of market-by-market rating data on its off-network syndicated shows. Four Star will supply stations buying its series with each show's ratings history as a sales aid for the stations in selling the programs to advertisers.



KFWB's charity check

J. Joseph Bernard (l), general manager of KFWB Los Angeles, presents a check for $5,969.54 to Burt Zinn, vice president and general manager of Radio-Television-Recording Industries-Advertising Agencies Charities Inc. The check represents the proceeds of a basketball benefit and star-studded halftime show presented at the Los Angeles Sports Arena before a sold-out house at 98 cents a person. The benefit was staged by KFWB and Southern California Record Industries Promoters.

Voice of Democracy winners

Richard J. Behrens, 16, of Westfield, N.J., was announced last week as the first place winner in the annual Voice of Democracy contest, sponsored by the Veterans of Foreign Wars in cooperation with state broadcaster associations.

Behrens' winning script on "What Freedom Means to Me" gained him a $5,000 college scholarship.

Second place went to Jeffrey J. Radowich, 17, of Hyattsville, Md.; third was Yvonne Ferguson, 16, of Portsmouth, Ohio; and fourth was Bill Lindberg, 16, of Olympia, Wash.

The awards were presented at the banquet ending the VFW Department Commanders conference in Washington. A gold medal and citation were given to William R. McAndrew, executive vice president NBC News for having produced the NBC-TV series *Profile of Communism*.

Junior Achievers run station

A weekly half-hour radio show is put on by 15 high school boys and girls in Pensacola, Fla., operating as WJRA. The youngsters, members of the Pensacola Junior Achievement group, use rented facilities of WCOA Pensacola, 8:30-9 a.m. Saturdays. Income from participating spots goes to pay salaries, operating expenses, rent and annual dividends to stockholders, with every Junior Achiever belonging to the board of directors.

Capitol library as prize

The entire 1,250-album Capitol Records library is being given away by WWDC-AM-FM Washington, in its "1,001 Nights of Glorious Entertainment" contest.

The contest will run five weeks, on a round-the-clock basis. Excerpts from five records will be broadcast each week with listeners asked to identify music and artist. At the end of the five weeks, the listener who has identified the most tunes and artists will win the library in monaural or stereo.

Drumbeats . . .

Oscar's spots ▪ The ABC research department estimates that 425 million "viewer impressions" will have been telecast over ABC-TV promoting the network's "Oscarcast" (April 8, 10 p.m.) before the Motion Picture Academy Awards are presented. Spots of 20 and 60 seconds, made by various Hollywood personalities are being telecast on ABC-TV programs.

WGN congratulates ▪ Cards of congratulations are being sent to more than 300,000 new car buyers in the market area of WGN Chicago by Charles E. Gates, station manager. He extends "welcome to our family of listeners on wheels" and tells them how WGN's radio services make driving more enjoyable.

Fm listeners heard ▪ Mail from listeners of WMMM-FM Westport, Conn., indicates a preference for semi-popular orchestral music over vocalists or classical selections, according to a report from the station. Also, the listeners said they'd like to hear school details, local commuter and weather reports before news broadcasts.

Pepsi, please ▪ Flag-pole sitters have nothing on Bob Harper, disc jockey for WING Dayton. During one of the recent cold spells in the city, Mr. Harper broadcast for 10 days from the top of a 72-foot high spectacular Pepsi-Cola sign, which overlooked a main highway. The gimmick: Mr. Harper broadcast passing auto-license numbers and when a driver heard his number, he was entitled to a free case of Pepsi-Cola if he telephoned the station within a half-hour. During the 10 days, 188 of 321 motorists whose plates had been spotted called the station.

AD AGENCY'S NET INCOME DOUBLES

Papert, Koenig, Lois billings rise to $14.7 million

Papert, Koenig, Lois Inc., New York, the first advertising agency "to go public" since 1929, last week reported net income for 1962 of more than double the 1961 figures. The company earned $269,880 (52.7 cents a share) in 1962, compared to $114,458 (23.8 cents a share adjusted) in 1961.

The firm's annual report also stated that gross billings more than doubled, increasing from $5,888,816 in 1961 to $14,756,382 in 1962. The billings increase represents additional spending by existing clients and new accounts acquired during 1962. The new accounts are Clark Oil Co., Consolidated Cigar Co. (Dutch Masters) and Martin Marietta Corp.

Net operating income increased from $233,476 in 1961 to $554,134 in 1962. As of Nov. 30, 1962, current assets less current liabilities were $347,859, up from $132,665 in 1961. At the end of 1962, certain equipment leases expired, decreasing annual rental expense from $57,228 to $22,170.

The report stated PKL's net profit in 1962 was 11.5% of gross income. (A comparative figure for 1961 was not provided.) Since the closing of the 1962 fiscal year, PKL acquired three new accounts, McGregor-Doniger Co., the Breakstone Foods Div. of National Dairies and National Airlines. The company is planning to open a Miami office to service the airline in its home city.

PKL announced several activities now in development:

- An increase in tv production and traffic facilities for the agency's growing use of the medium, which is expected to represent 70% of total billings in 1963.
- The use of an outside computer service for estimating, billing and other accounting procedures.
- The organization of a library to help in the preparation and execution of advertising and marketing plans. The department is under the direction of Polly Lybeck, manager of information services.
- The establishment of a market development department with Theodore Levenson as director. This unit will assist account managers in new product development and new marketing concepts for existing products.
- The agency has begun a school for assistant account executives and trainees with little or no experience in media and research. The school consists of two classes a week, taught by Paul Hiromura, director of media research.

The company's annual stockholders' meeting will be held April 15 at La Fonda del Sol restaurant in New York.

Scripps-Howard public offering oversubscribed

The first public offering of Scripps-Howard Broadcasting stock was oversubscribed last week when 375,000 shares of common stock were offered at $19.25 per share by the First Boston Corp. and associates (BROADCASTING, March 18).

The shares represent approximately 15% of the company's outstanding shares and are being sold by four individual shareholders and the E. W. Scripps Co. Following the offering, the Scripps Co. will retain 66⅔% of the company's shares, and the four selling shareholders will hold about 12% of the common stock.

Scripps-Howard Broadcasting, which has been engaged in the broadcasting business since 1935, owns WEWS (TV) Cleveland, WPTV (TV) West Palm Beach, Fla.; WCPO-AM-FM-TV Cincinnati, WNOX-AM-FM Knoxville, and WMC-AM-FM and WMCT (TV) Memphis.

Home Entertainment files amended registration

Home Entertainment Co. of America has filed an amended registration with the Securities & Exchange Commission covering the issuance of 300,000 shares of common stock (50 cents par) which the company proposes to offer to the public at $10 a share.

The new registration would raise a net of $2.7 million for the company which proposes to establish a wired pay tv system in Santa Monica, Calif. The system should be in operation in April 1964, the company said.

The Santa Monica system will be operated by the Home Entertainment Co. of Los Angeles, a wholly owned subsidiary of the parent company.

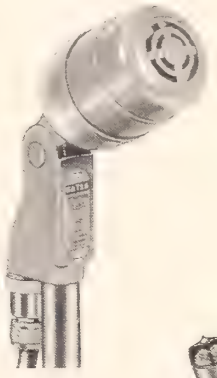
The previous registration, last January, proposed to offer 230,000 shares of the Los Angeles firm, together with 23,000 warrants of the parent company, at $100 a share. This would have

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SPECIAL INTRODUCTORY OFFER

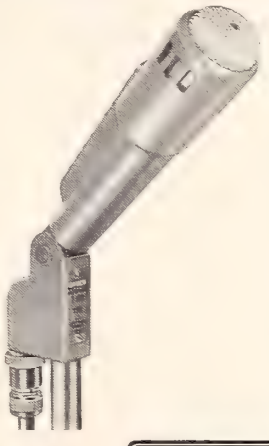
Clip this ad and attach to your order—take 5% discount! 10% discount applies on orders for six or more microphones! Offer expires April 30, 1963.



G-100
A rugged dynamic microphone with smooth frequency response and low wind noise. Ideal for remotes—excellent for control room and studio. Has omnidirectional pattern when held upright—cardiod when horizontal. Finished in Gates TV gray (nonglare), 150 ohm impedance. 20 ft. cord supplied.
$37.50

G-200
A slim, trim dynamic microphone—inconspicuous on camera. Has extended frequency range for excellent music reproduction. Adaptable to any broadcast or professional use. Gates TV gray finish; 150 ohm impedance; 20 ft. cord supplied.
$51.50





G-300
Our finest microphone. True hi-fidelity reproduction of the entire audible range. Don't let the price fool you—compare the G-300 with the best available. Recommended for FM—or any application where faithful reproduction of voice and music is important. Gates TV gray finish; 150 ohm impedance; 20 ft. cord supplied.
$60.50

GATES
GATES RADIO COMPANY
Subsidiary of Harris-Intertype Corporation
QUINCY, ILLINOIS
Offices in: HOUSTON, NEW YORK, LOS ANGELES, WASHINGTON, D.C.
In Canada: CANADIAN MARCONI COMPANY
Export Sales: ROCKE INTERNATIONAL CORP. 13 EAST 40th ST. • NEW YORK CITY
HARRIS INTERTYPE CORPORATION

'Hillbillies' pulls Filmways from financial outhouse

Thanks in part to the success of the *Beverly Hillbillies* on CBS-TV, the show's producer, Filmways Inc., reports that it has climbed out of the red ink and into a comfortable position on the black side of the ledger for the six-month period ending Feb. 28.

The firm announced last week consolidated earnings of $136,436 and net income after taxes of $58,036 for the six-month period, as compared to losses of $128,755 and a net loss of $54,155 for the same period last year.

Lee Moselle, president, attributed the gains to "the expansion of motion picture and television activities, and the shift of production of commercials from the East Coast to the West Coast."

For next year, Filmways will produce a new series by *Beverly Hillbillies*-creator Paul Henning, in addition to its continued production of *Hillbillies* and *Mr. Ed.* The firm also plans production of five motion pictures during the next 12 months.

raised a net of $2,070,000 (BROADCASTING, Jan. 21).

Under the amended registration, the public will own 61.8% of Home Entertainment Co. of America and the present principals (Oliver A. Unger, H. W. Sargent Jr. and Ely Landau among others) will own 38.2%.

Wometco reports increase of 13% in first quarter

A first quarter increase of 13% in gross revenues was reported April 1 to stockholders by Mitchell Wolfson, president of Wometco Enterprises Inc.

Still incomplete, Mr. Wolfson said, are the gross figures for the first 12 weeks of 1963, but they are approximately $5 million as compared to the same period in 1962 when the gross was $4,436,441. Cash at the end of the quarter was $1,617,000 compared to last year's $1,084,000, he added.

The Wometco board declared a regular quarterly dividend of 15 cents a share to Class A stockholders and 5½ cents a share to Class B stockholders, payable June 14 to stockholders of record May 31.

Named to a new post of vice president in charge of sales management-broadcast division was William R. Brazzil. Mr. Brazzil was WTVJ Miami vice president in charge of sales.

All directors were re-elected by the stockholders.

Wometco stations are WTVJ (TV) Miami, WLOS-AM-FM-TV Asheville, N.C., KVOS-TV Bellingham, Wash., and 47.5% of WFGA-TV Jacksonville, Fla. It also owns and operates theatres, vending machines, soft drink franchises.

Plough earnings up for 11th straight year

For the eleventh consecutive year, Plough Inc., pharmaceutical manufacturer which also owns five radio stations, reported all time highs in sales, earnings and earnings per share.

Net sales in 1962 totaled $50,097,336, up 8% over 1961's $46,399,735. Net income after taxes was $3,525,334 ($1.31 a share) up $301,043 over 1961's $3,224,291 ($1.20 a share). The company's net worth at the end of 1962 was $22,090,842, an increase of $2,053,203 over the prior year.

The annual stockholders meeting will take place in Memphis on April 16. Plough stations: WMPS-AM-FM Memphis, WJJD-AM-FM Chicago, WCOP-AM-FM Boston, WCAO-AM-FM Baltimore, WPLO-AM-FM Atlanta.

Motorola net rises 28%

Motorola Inc., Chicago, has reported that 1962 sales hit a record volume of nearly $346.9 million, an increase of 16% over 1961. Net earnings in 1962 were nearly $12.2 million ($3.03 per share), 28% above the previous year.

Motorola President Robert W. Galvin said all six divisions of the company improved their sales performances with Motorola attaining the largest share of the tv set market the firm has yet achieved. Motorola's semiconductor division won the industry's No. 2 position, he said. He predicted specific growth prospects in 1963 in color and monochrome tv for the manufacturer.

Chris Craft revenue up, but net income drops

Chris Craft Industries Inc., a diversified company that owns two tv stations, reported net income after taxes of $2,084,893 ($1.51 a share) on revenues of $69,399,700 for 1962. This is a drop of 9% from 1961 earnings of $2,298,750 ($1.67 a share). Revenues moved upward by 2.6%; in 1961 they were $67,595,931.

Chris Craft sold KTVT (TV) Fort Worth, Tex. to WKY Television System for $800,000 in August 1962. Other CC stations: KCOP (TV) Los Angeles and KPTV (TV) Portland, Ore.

Sony registers stock

Sony Corp., Tokyo, Japan, has filed a registration statement with the Securities & Exchange Commission on an offering of 3 million shares of company stock to be offered to the public at an estimated $2 a share through Smith, Barney & Co. and Nomura Securities Ltd., both New York.

American purchasers will receive American Depositary Receipts, representing American Depositary Shares.

Financial notes . . .

United Artists dividend ▪ A first quarter dividend of 40 cents a share was declared by United Artists Corp.'s board of directors. The dividend, equivalent to that declared last year for the same period, is payable to stockholders of record June 14 on June 28.

Columbia Pictures dividend ▪ The board of directors of Columbia Pictures Corp. has declared a regularly quarterly dividend of $1.06½ per share on the cumulative preferred stock. It is payable on May 15, 1963, to stockholders of record at the close of business on May 1.

6-MONTH RKO FIGURES SHOW RISE

Consolidated sales rise 6.6%, net 38% over '62 period

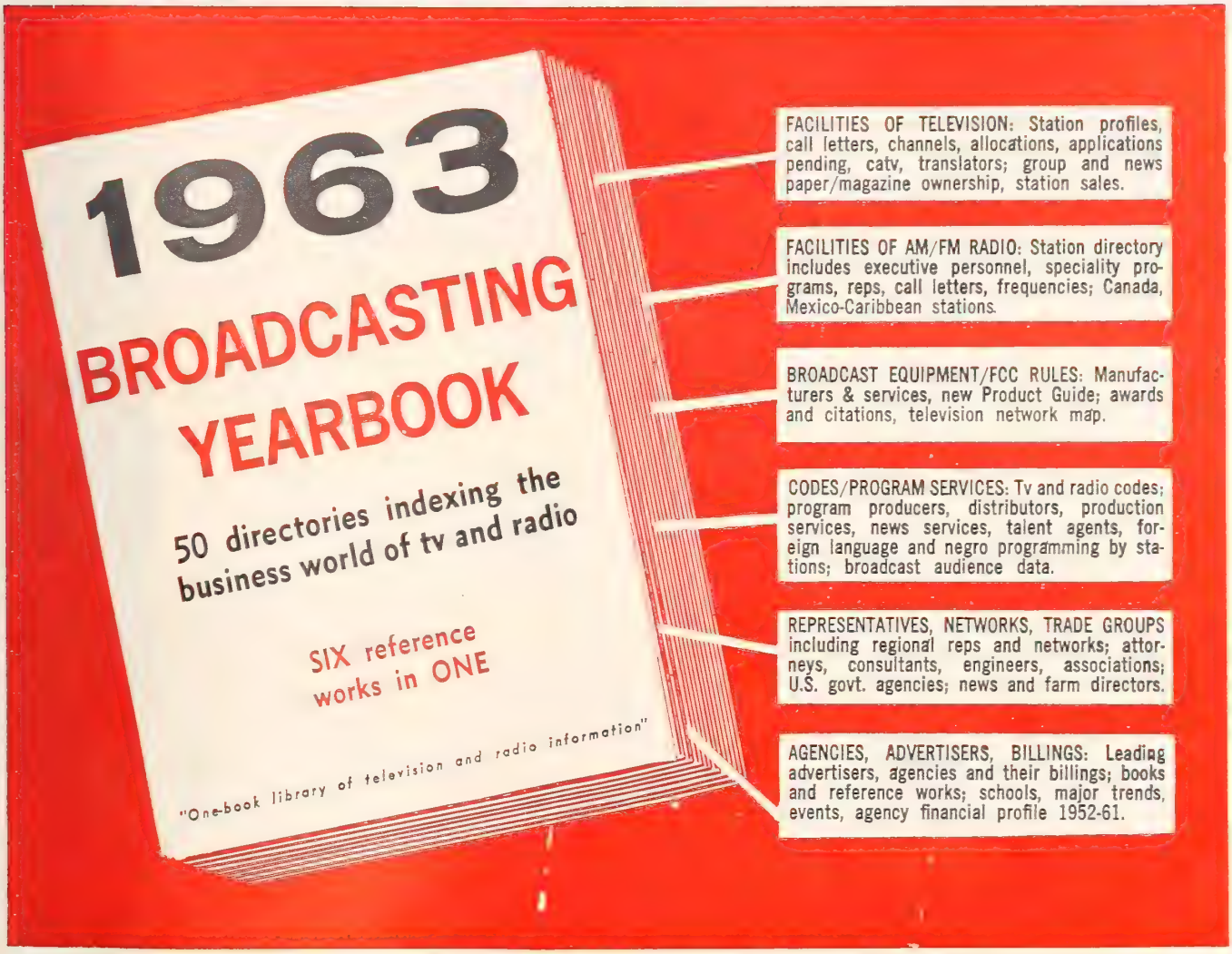
RKO General Inc. consolidated sales for the first half of fiscal 1963 ended March 31, rose to $26.5 million, an increase of 6.6% over the corresponding period last year, Thomas F. O'Neil, board chairman of RKO General and the General Tire & Rubber Co., reported last week.

Consolidated earnings of RKO General for the first six months amounted to $6.3 million before taxes, an increase of 41% over the previous period. Mr. O'Neil noted that net profit after taxes was $3.37 million, an increase of 38% over the first six months of fiscal 1962.

Broadcasting activities accounted for 75% of RKO General's total sales, Mr. O'Neil revealed at an annual General Tire meeting in Akron. Theatre and community antenna operations contributed 20% and other activities 5%. Profit before taxes of broadcasting operations was 30% above last year.

He attributed the "unusual rise" in broadcasting profits partly to the New York newspaper strike, which, he said, contributed significantly to the increase in audiences and revenues for WOR-AM-TV New York during the first half year. He predicted that the broadcast division would show a gain of 15% after taxes over last year for fiscal 1963.

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BROADCAST ADVERTISING


Mr. Mendler

Clifford C. Mendler, former sales vp of Sunbeam Corp., Chicago, joins Schick Inc., Lancaster, Pa., as director of marketing. Mr. Mendler will be responsible for administering marketing program aimed at broadening product distribution. He joined Sunbeam in 1948.

James F. Black and **William A. MacDonough,** senior vps of Kudner Agency, New York, elected executive vps. Mr. Black joined Kudner in 1957 as account executive. He is member of board and executive committee. Mr. MacDonough, also member of board and executive committee, joined Kudner's executive staff in 1956.

D. Milton Gutman Jr., in charge of tv and creative departments of Gutman Adv. Agency, Wheeling, W. Va., elected president. Mr. Gutman Jr., 30, is son of late president and founder of firm, D. Milton Gutman Sr.


Mr. Cary

F. Strother Cary Jr., vice chairman of executive committee of Leo Burnett Co., Chicago, assumes added duties as agency's treasurer. Mr. Cary, who was original member of staff when agency was founded in 1935, will be responsible for financial and administrative matters, including personnel, accounting, Hollywood and New York offices, Leo Burnett Co. of Canada and Burnett, Nicholson & Partners in London, England.

William E. Brennan, group supervisor on general consumer product accounts for The Rumrill Co., New York, elected vp. Mr. Brennan joined Rumrill in September 1962 after three years with Young & Rubicam. **John Zrybko,** senior accountant with Price Waterhouse & Co., appointed Rumrill controller, with offices in agency's Rochester, N. Y., headquarters.

Richard L. Munson, account executive, and **John R. Murray Jr.,** senior art director at Doherty, Clifford, Steers & Shenfield, New York, elected vps.

Marvin S. Corwin, Joseph R. Daly, Robert Gage, Ted H. Factor and **Edward T. Russell** elected to newly created posts of senior vps at Doyle Dane Bernbach Inc. Mr. Corwin, who joined agency in 1954, has been vp, director of plans in media, research and marketing and management supervisor of General Mills account. Messrs. Daly and Russell, vp's and management supervisors, have been with firm 14 and 11 years, respectively. Mr. Gage, chief art director and vp in charge of art department, joined DDB in 1949. Mr. Factor, vp in charge of west coast operations, joined firm in 1954.

4A's St. Louis Council

John C. Macheca, vp of D'Arcy Adv., elected chairman of St. Louis Council of American Assn. of Advertising Agencies, succeeding **Casper S. Yost,** president of Ridgway, Hirsch & French, who was named to two-year term on board of directors. **David P. Ferris,** vp of Gardner Adv., named vice chairman, and **Frank Block,** president of Frank Block Assoc., named secretary-treasurer. **William L. Sandborn,** president of Winius-Brandon Co., elected to fill unexpired term of late Enno Winius on Council's board of directors.

Robert M. Curtis, former vp and account supervisor at Doherty, Clifford, Steers & Shenfield, New York, joins Fuller & Smith & Ross, that city, in similar capacity.

John F. Bonsib, president of Bonsib Inc., Fort Wayne, Ind., elected governor of Sixth District of Advertising Federation of America, New York.

Donald S. Frost, vp of Bristol-Myers Co.; **L. W. Bruff,** vp of Liggett & Myers Tobacco Co., and **Charles H. Brower,** president of BBDO, all New York, named vice chairmen of United Community Campaigns of America.


Mr. Orenstein

Larry Orenstein, creative director of Kenyon & Eckhardt, Los Angeles, joins Carson/Roberts, that city, as vp and creative supervisor. Other additions to Carson/Roberts staff are **Richard D. Crisp,** supervisor of marketing services; **Jeanne Rains,** art director; **Pat Shields,** tv producer; **Warner Toub Jr.,** director of creative tv film; and **Herb H. Yager,** account executive.

William Brennen, assistant to Lewis Titterton, director of radio-tv programming at Compton Adv., New York, assumes added responsibilities of department manager formerly held by **Bertrand Mulligan,** who resigned.

Manning M. Exton, director of marketing for Stokely-Van Camp, Oakland, Calif., joins Downyflake Foods, New York, as general manager.

Daniel I. Knight, formerly with Young & Rubicam and M-E Productions, joins George H. Hartman Co., Chicago-based advertising agency, as director of broadcast services, newly created post.


Mr. Clay

William H. Clay Jr., supervisor of brand marketing and advertising program for Toni Co., division of Gillette, Chicago, appointed director of sales planning for home laundry products of Norge Div. of Borg-Warner Corp. Prior to joining Toni, Mr. Clay was marketing executive with Sylvania Electric Products, New York, and N. W. Ayer & Son, Philadelphia.

Rudolph R. Perz and **Thomas W. Laughlin,** copy supervisors at Leo

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Burnett Co., Chicago, promoted to associate creative directors. Mr. Perz, former copywriter at J. Walter Thompson Co., Chicago, joined Burnett in 1959 as tv copy supervisor. Mr. Laughlin joined Burnett also in 1959 as copywriter and was made copy supervisor in 1961. He formerly was copywriter at McCann-Erickson, Chicago.

Lincoln E. Smith, former vice president of Weightman Inc., Philadelphia, appointed creative director of T. L. Reimel Adv., that city.

Stephen R. Feldman, formerly copywriter with Grey Adv., New York, joins Lawrence C. Gumbinner, that city, in similar capacity. **Jeff Maguire** joins agency as tv producer. Mr. Maguire served as tv producer for N. W. Ayer & Son prior to joining Gumbinner.

Danny E. Kirk joins Tracy-Locke Co., Dallas-based advertising agency, as writer-producer.

THE MEDIA


Mr. Stone

Morton S. Stone, former account supervisor at Harshe-Rotman & Druck, New York, joins QXR Network, that city, as vp. Mr. Stone will be responsible for managing all phases of network operations, including station and public relations. **Elliott M. Sanger Jr.,** promotion manager of WQXR New York, appointed to newly created post of director of news programs. **Allan Israel** succeeds Mr. Sanger as promotion manager. Mr. Israel joined WQXR in promotion department in 1960.

Charles Rutledge, former program director of WTRU Muskegon, WGRD Grand Rapids, and WTRX Flint, all Michigan, elected president of Westmoreland Broadcasting Corp. (WQTW Latrobe, Pa.). **John J. Stewart,** sales representative for Knorr Corp. (WKHM-AM-FM Jackson and WELL-AM-FM Battle Creek, both Michigan), named secretary-treasurer of Westmoreland Broadcasting and general manager of WQTW. **Tom Sidwell,** formerly with WTHM Lapeer and WIOS Tawas City, both Michigan, to chief engineer and program director of WQTW.

Donald W. Reynolds Jr., account executive with KOAT-TV Albuquerque, N. M., elected president-general manager of KPUB Pueblo, Colo. He has also served as general manager of KOKL Okmulgee, Okla., and KOLO Reno, Nev. Other KPUB appointments: **James Smith** and **Bob Mahaffey,** account executives; **Jon Matthews** and **Willie Rogers,** air personalities. KPUB is new radio outlet which began operations on April 1.


Mr. Strouse


Mr. Schroeder


Mr. Baudino


Mr. Dille


Mr. Marshall

Strouse elected NAB radio board chairman

Ben Strouse, president-general manager of WWDC-AM-FM Washington, elected chairman of NAB radio board of directors at election held by board at windup of Chicago convention. He succeeds **Willard Schroeder,** WOOD-AM-FM Grand Rapids, Mich. **Richard W. Chapin,** KFOR Lincoln, Neb., was elected vice chairman.

NAB tv board elected six new directors but deferred voting on chairman and vice chairman until June board meeting. New tv board members are **Joseph E. Baudino** of Westinghouse Broadcasting Co., **John F. Dille Jr.** of WSJV (TV) South Bend-Elkhart, Ind., and **Glenn Marshall Jr.** of WJXT (TV) Jacksonville, Fla. Incumbents re-elected are **James D. Russell** of KKTV (TV) Colorado Springs, **Otto Brandt** of KING-TV Seattle, Wash., and **Robert E. Wright** of WTOK-TV Meridian, Miss.

The term of **Clair R. McCollough,** Steinman Stations, joint board chairman, expires in June. Size of television board has been increased from 14 to 15.

Arch L. Madsen, president of Radio Service Corp. of Utah (KSL-AM-FM-TV Salt Lake City), and **A. R. Munger,** retired president of Seattle First National Bank, elected to board of directors of Queen City Broadcasting Co. (KIRO-AM-FM-TV Seattle).

Jack Manning appointed general manager of KGLA (FM) Los Angeles.

Hugh Robinson, assistant manager of WMEG Eau Gallie, Fla., appointed regional sales manager of WFTV (TV) Orlando, Fla. **Robert Davidson,** formerly in sales at WTVM (TV) Columbus, Ga., joins WFTV's local sales staff.


Mr. Waddell

Harold W. Waddell, general manager of WKBZ Muskegon, Mich., elected executive vp and member of board of directors of WKBZ Radio Corp. Mr. Waddell, who joined WKBZ in 1959 after five years in executive positions with NBC, fills board position formerly held by **Walter Patterson** of Detroit, who resigned upon sale of his stock interests.

Harold Hirschmann, for past three years with Trigg-Vaughn stations—KROD El Paso, Tex., as sales manager, and KRNO San Bernardino, Calif., as general manager—appointed sales manager of Crowell-Collier Broadcasting Corp.'s KEWB Oakland, Calif. He replaces **Dick Ullman Jr.,** who resigned. Prior to working for Trigg-Vaughn, Mr. Hirschmann was promotion manager for *Baltimore News Post.*


Mr. Brazzil

William R. Brazzil, vp in charge of sales for WTVJ (TV) Miami, Fla., appointed vp in charge of sales management for broadcast division of Wometco Enterprises Inc. **Louis Wolfson,** Wometco vp and director of broadcast operations, has won two-year term as representative from Dade County to Florida House of Representatives. Wometco owned and affiliated stations are: WTVJ (TV) Miami; WLOS-AM-FM-TV Asheville, N. C.; KVOS-TV Bellingham, Wash.; and 47.5% of WFGA-TV Jacksonville, Fla.

Robert Bochroch, former national sales representative for WCAU Philadelphia, joins CBS Radio Spot Sales, Chicago, as account executive.

William F. Sherry, account supervisor at S. E. Zubrow Co., Philadelphia advertising agency, joins WIBG-AM-FM, that city, as local sales manager.

Ray Muer, account executive and media buyer on Schweppes and Pepsi Cola Bottling Co. accounts for Jack W. Runyon agency, San Francisco, joins Blair Radio, that city, as account executive. Mr. Muer fills vacancy created



APBE elects slate for 1963-64 term

Assn. of Professional Broadcasting Education elected **W. Earl Dougherty** (seated second from left), KMEO Mexico, Mo., as president at its meeting in Chicago March 31. He succeeds U. of Washington's **Dr. Harold F. Niven,** who joined National Association of Broadcaster's staff Monday.

APBE's officers for new year include (standing l to r): **Dr. Robert Summers,** University of Texas, director; **Douglas L. Manship,** WJBO Baton Rouge, La., director; **Dr. D. Hugh Gillis,** Boston University, director; **W. C. Swartley,** WBZ Boston, director; **Dr. Kenneth Harwood,** University of Southern California, director; **Howard Bell,** NAB liaison to APBE.

Seated (l to r): **Roy E. Morgan,** WILK Wilkes-Barre, Pa., secretary-treasurer; Mr. Dougherty; **Dr. Hugh V. Cordier,** University of Illinois, vice president; and **Dr. Bruce A. Linton,** University of Kansas, director.

when **George B. Hagar** was elevated recently to manager of that office.

Lee M. Vanden-Handel, formerly vp and eastern sales manager for radio division of Peters, Griffin, Woodward, New York, joins sales staff of WABC-AM-FM, that city.

Robert H. Delehanty, former eastern sales manager for Columnar Products Co., division of Niedringhaus Steel, St. Louis, joins sales staff of WISN-TV Milwaukee.

Mark Evans, vp for public affairs of Metromedia Inc., accepts appointment as chairman of special groups committee for National Cultural Center, Washington Area General Campaign.

Robert E. Wallinder, member of engineering staff of WCCO-AM-FM Minneapolis for 20 years, appointed chief engineer, replacing the late **Kermit L. Sueker** (BROADCASTING, April 1).

Bernard Saperstein, supervisor of marketing and media for ABC-TV, appointed manager of marketing services. He joined ABC-TV in 1952 from former Biow Co., New York, where he was market analyst.

Leonard (Sandy) Sandvik, member of sales department of KCFI Cedar Rapids, Iowa, assumes added duties as director of operations and engineering.



Mr. Bayliss

John F. Bayliss, who recently resigned as general manager of KGMS Sacramento, Calif., appointed director of western region radio division of Producers Inc., which has acquired KXOA-AM-FM Sacramento and has application pending FCC approval for purchase of KJAX Santa Rosa, Calif. His primary responsibility will be organization and overall management of Producers' west coast stations. Mr. Bayliss is former stockholder and general manager of KFAX San Francisco.

Richard W. Matthews, formerly with Tetley Tea Co., named national sales coordinator for KYW-AM-FM Cleveland, succeeding **John Dingethal,** who transfers to KYW-TV in similar capacity.

Peter F. Ryan, staff producer for commercials at MGM Telestudios, New York, joins Harrington, Righter & Parsons, that city as account executive.

Nicholas P. O'Neill, formerly of Adam Young Inc., New York, joins Radio Advertising Bureau, that city, as national account executive.



Mr. Warren

M. Franklyn Warren, former manager of KGMB-AM-TV Honolulu, appointed sales manager of KFAC-AM-FM Los Angeles. Mr. Warren is past president of Hawaiian Broadcasters Assn. and New Orleans Broadcasters Assn.

John Bauer Jr., sales representative for Prince Gardner Co. (accessories for men and women), St. Louis, joins WIL, that city, as account executive.

Ron Stayer, formerly with WEZN Elizabethtown, Pa., joins WBFD Bedford, Pa., as account executive.

Nat Hale, former salesman with WRAL-TV Raleigh, N. C., joins Peters, Griffin, Woodward, Atlanta, as tv account executive.

John Schermerhorn, sports director of WKOW-AM-TV Madison, Wis., assumes added duties as sales promotion and pr manager.

Lambert Howard appointed chief engineer of WFIE-TV Evansville, Ind., replacing **Paul C. Kelley,** who becomes

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chief engineer of WLKY (TV) Louisville, Ky.

Shelley Hoffman, engineering staff of WNEW New York, appointed engineering supervisor for news department.

Tony Brooks joins KMO Tacoma, Wash., as program director.

Bob Gilmore, newsman-sportscaster at WRNL-AM-FM Richmond, Va., appointed program director. Mr. Gilmore joined WRNL staff in August 1959.

Todd Taylor named program manager of KQDY Minot, N. D.

Floyd Brown named program director of WYNR Chicago.


Mr. McNally

Michael McNally, account executive at WBKB (TV) Chicago, joins Metro Radio Sales, that city, in similar capacity. Before joining WBKB, Mr. McNally was with Darren F. McGavren Co. as manager of Chicago and St. Louis offices, and as account executive in San Francisco office.

Frank Bramhall appointed program director of KMEO Omaha, Neb. During two years at KMEO, Mr. Bramhall has served as announcer and as production director.

Stephen White, producer-director of specials and music-comedy spots for NBC Radio's *Monitor,* appointed manager of special features. Mr. White will assist director of programs and executive producer of *Monitor* in special projects and programs.

Earl McDaniel, former KFWB Los Angeles disc jockey, appointed program director of KEWB Oakland, Calif. Both stations are owned by Crowell-Collier Broadcasting Corp. **Bobby Dale** and **Roy Elwell** join KEWB as part of station's new programming realignment. **Sam Riddle** and **Jim O'Neill,** both formerly with KRLA Pasadena, Calif., join KFWB disc jockey staff.

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Mr. Rohn


Mr. Lewis

Edward Rohn and **Robert Lewis,** account executives in radio division of Edward Petry & Co., New York, appointed to newly created group sales manager positions in same city. Messrs. Rohn and Lewis have been with Edward Petry & Co. for 14 and 5 years respectively. Appointments are effective today (April 8).

David Schoenbrun, CBS News chief European correspondent, will receive Human Relations Award of metal products division of 1963 Anti-Defamation League Appeal at a dinner Wednesday evening, April 24, at Waldorf-Astoria Hotel, New York City.

Jim Simon, formerly with KLIF Dallas, appointed news director of KSON San Diego, Calif.

Paul Smith appointed sports director of KALL Salt Lake City.

Bill Watrous named morning personality at WYND Sarasota, Fla., replacing **Hal Fultz,** who assumes added duties in news department. **Beth Putnam** appointed traffic manager, replacing **Nancy McClellan,** who resigned.

Bud Foster, Bay Area sportscaster, will broadcast U. of California football games on KSFO San Francisco and Golden West Radio Network starting with first game against Iowa Sept. 21.


Mr. Mudd

Roger Mudd, Capitol Hill correspondent for CBS News, appointed anchor man for weekly tv program, *Washington Report* (Sundays, 12:30-1 p.m. EST, CBS-TV network), replacing **David Schoenbrun,** recently named CBS News chief European correspondent. Mr. Mudd joined CBS News in July 1961 after having served since 1956 as member of news and public affairs staff of CBS affiliated WTOP-AM-FM-TV Washington. Before joining WTOP, he was news director of WRNL-AM-FM Richmond, Va.

Ned Powers, air personality with WLBW-TV Miami, joins WIP-AM-FM Philadelphia, in similar capacity.

Edna Hanna Strosnider, promotion-publicity director of KGUN-TV Tuc-

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son, Ariz., resigns and will return to Seattle, Wash., last week of April. Prior to joining KGUN-TV, Miss Strosnider was sales promotion manager of KOMO-AM-FM Seattle.

Tom Corniea, formerly with KSUM Fairmont, Minn., to sales promotion manager of KDTH Dubuque, Iowa.

June Borkowski, assistant promotion director of WBBM-TV Chicago, named tv producer.


Mr. Kingsbury

Gilbert W. Kingsbury appointed vp in charge of news operation for Crosley Broadcasting Corp. Mr. Kingsbury, who has been with Crosley organization since 1942, is shifted from his present post of vp for public relations. In his new duties, he will have direct supervision of news and weather programming of WLWT (TV) and WLW Cincinnati, and will also coordinate news operations of Crosley tv outlets in Dayton, Columbus, and Indianapolis with Cincinnati newsroom and weather station.

Bob Eubanks, disc jockey at KRLA Pasadena, Calif., will host *Hollywood Dance Time* on KTTV (TV) Los Angeles, Sat., 6:30-7 p.m., starting April 13. Mr. Eubanks is also owner of Cinnamon Cinder night clubs for young adults, which provide dancing and entertainment, but serve only non-alcoholic drinks.

David McClelland, newsman-reporter with KSLA-TV Shreveport, La., and **William R. Moore,** news director of KBOK Malvern, Ark., join KTAL-TV Shreveport, La.-Texarkana, Tex., as assistant news director and news editor, respectively.

Bill Whalen, news director of WNAC Boston and Yankee Network News Service, elected chairman of Massachusetts AP Broadcasters Assn. **Ben Summers,** news director of WMRC Milford, elected vice chairman.

Beverly Hay, six-years retired radio-tv personality, joins news staff of KEYT (TV) Santa Barbara, Calif., as women's news editor.

Jay Jones joins KVOO Tulsa, Okla., as host of *Homemakers Holiday* and *Kaliedoscope* shows.

John K. M. McCaffery, moderator of ABC-TV's *Alumni Fun* program, joins WPIX (TV) New York as newscaster for station's nightly *11 O'Clock News* program (Mon.-Fri. 11-11:10 p.m.). Mr. McCaffery has presented *11th Hour News* on WNBC-TV New York for over 10 years.

Daniel M. Blackburn, formerly with WSJV (TV) and WTRC-AM-FM Elkhart, joins WOWO Fort Wayne, Ind., as night news editor. **Jean F. Kooreman** joins WOWO as continuity writer.


Mr. Smith

Robert L. Smith, in charge of promotion and advertising for KPIX (TV) San Francisco, appointed promotion and advertising director of KEX Portland, Ore. Mr. Smith is former manager of *North Valley Advertiser-Shopper* in Beaverton, Ore., and account executive with Foster & Kleiser, both in Portland and San Francisco.

Donald L. Grider, former news director of WIRE Indianapolis, joins WHAS-AM-TV Louisville, Ky., as news editor.

Dennis Curley, former program and news director of WMOU-AM-FM Berlin, N. H., joins staff of WNAX Yankton, S. D., working in continuity, publicity, and news departments.

Tom Brennan, former staff announcer and newsman at WALK Patchogue, N. Y., joins news staff of WHLI Hempstead, N. Y.

Lyle W. Nash, newspaper columnist for past 25 years, joins KRLA Pasadena, Calif., as special assignment news and feature reporter.


Miss Searight

Patricia Searight, program director of WTOP - AM - FM Washington, D. C., appointed director of station's newly formed department of information, which will have control over advertising, merchandising, public relations, audience promotion, publicity, and community service. Miss Searight has been member of WTOP staff for 10 years.

Don Page, radio columnist for *Los Angeles Times,* assumes added duties as sports reporter for KLAC Los Angeles. Mr. Page is heard in sports roundup each Saturday, 5:45-6 p.m.

Donald L. Criqui, with WWYN Erie, Pa., named sports director of WSBT-AM-FM-TV South Bend, Ind.

Bob Cram, Seattle cartoonist, joins KING-TV Seattle as weatherman.

Ray Rice, formerly with WACE Chicopee, Mass., joins announcing staff of WTIC-AM-FM-TV Hartford, Conn.

Tv Pioneers elect

W. D. Rogers, KASE Austin, Tex., was re-elected president of Television Pioneers at the organization's annual meeting, held April 3 during the NAB Chicago convention. The meeting took the form of a physical fitness breakfast. Mr. Rogers, who had worn a pedometer during the convention, proved he had walked 31 miles in 4½ days.

Other officers elected were **John E. Fetzer,** Fetzer Stations, first vice president; **Harold Hough,** WBAP-AM-TV Fort Worth, second vice president; **Clyde Rembert,** KRLD-AM-TV Dallas, third vice president; **Glenn Marshall,** WJXT (TV) Jacksonville, Fla., secretary-treasurer. Board members re-elected were Mr. Rogers; Mr. Fetzer; Mr. Hough; Mr. Rembert; **Dick Rawls,** KPHO-AM-TV Phoenix; **Earnest Lee Jahncke,** NBC; **Gaines Kelley,** WFMY-TV Greensboro, N. C.; **Jack Harris,** KPRC-AM-TV Houston. **Campbell Arnoux** and **P. A. Sugg,** retired, were named honorary board members.

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INTERNATIONAL

P. D. Scanlan elected vp of A. C. Nielsen Co. of Canada, Toronto, in organization's broadcast division.

Bob Gosschalk, advertising representative of CFCH-TV North Bay, Ont., named sales manager of CKLB Oshawa, Ont.

Bruce Ledger, director of business affairs for Screen Gems (Canada) Ltd., assumes added duties of treasurer.

PROGRAMMING


Mr. Whitehouse

Alton Whitehouse, head of his own firm, Alton Whitehouse & Assoc., Atlanta, which he is dissolving, appointed southern sales manager of Embassy Pictures Television. Mr. Whitehouse, who accepted new post at NAB convention in Chicago last week, if former southeastern division manager for International Television Corp.

Morton Schaps and **Francis-Grumbacher Irwin** elected vps of On Film Inc., Princeton, N. J., in charge of sales and production, respectively. Mr. Schaps has been with On Film for four years and was formerly director of tv sales. Mr. Irwin joined On Film two years ago from Alexander Films, South Africa.

Eric Pomerance named east coast sales representative for Gerald Schnitzer Productions, Hollywood. Mr. Pomerance's office is located in New York.


Mr. Wyatt

Eugene C. Wyatt, radio-tv consultant, joins United Artists Television, New York, as account executive. Mr. Wyatt was with ABC from 1948 to 1960 where his posts included eastern sales manager, director of program sales and national sales manager for ABC-TV. He left ABC to join Bernard L. Schubert, New York, as vp in charge of national sales.

Edward R. Evans, associate producer-director at NBC-TV, joins Robert Bendick Assoc., New York, as vp in charge of production. At NBC, Mr. Evans worked with Mr. Bendick on one-hour specials for special projects and news departments.

David C. Beeder, general supervisor for Chicago bureau of Associated Press, appointed chief of Helena, Mont., bureau. Mr. Beeder succeeds **William J. Tobin,** who resigned to become managing editor of *Anchorage* (Alaska) *Times*. **Robert R. Hull** named regional membership executive for North and South Carolina.

Former CBS director dies

Samuel Paley, whose son, William S. Paley, is board chairman of CBS Inc., died March 31 at his home in Palm Beach, Fla., at age 87. Mr. Paley, philanthropist and retired manufacturer, served on CBS's board from 1930 until 1960. He founded Congress Cigar Co. in 1896 and served until his retirement several years ago as its president and chief executive. In recent years, he donated wing (Paley Clinic) to Albert Einstein Medical Center of Philadelphia, and early last year built Paley Retarded Workshop Bldg. in Lake Worth, Fla., for educating and training retarded youngsters. Besides his wife and son, Mr. Paley leaves a daughter, Blanche P. Levy of Philadelphia; a brother, Benjamin Paley of Philadelphia; a sister, Mrs. John Prockter of New York City; six grandchildren, and three great grandchildren. Funeral services were held April 1 at West Palm Beach.

Howard Browne, executive story consultant at 20th Century-Fox Television, signed by Revue Studios as producer-writer, with initial assignment on company's hour western series, *Destry*.

Robert Douglas signed by Revue Studios to producer-director contract to develop properties for *The Alfred Hitchcock Hour* tv series.

Dorothy Shay, songstress-comedienne, has signed with George Gruskin, who is currently in partnership with H&E Balaban Corp., Chicago, in development of entertainment projects. One packaged television series for Miss Shay is now being considered by Danny Thomas as possible property for his T&L Productions Co. for 1964-65 season.

Richard Kinon, tv comedy director, signed as regular director of NBC-TV's new comedy series, *Harry's Girls*, starring Larry Blyden. Series, based on motion picture "Les Girls," will be filmed in London and on location in Europe starting early in May.

EQUIPMENT & ENGINEERING


Mr. Birchard

Bruce Birchard appointed vp in charge of newly created industrial products division of Sony Corp. of America, New York, responsible for general sales and marketing of all Sony industrial equipment in U. S. Prior to joining subsidiary of Sony Corp. of Tokyo, Mr. Birchard was general manager of industrial products division of Hoffman Electronics Corp., Los Angeles, and headed company's international operations. He was with Hoffman for 10 years.


Mr. Gomolak

Louis S. Gomolak named pr director for Jerrold Electronics Corp., Philadelphia. Mr. Gomolak will direct all informational functions for Jerrold Electronics' four divisions — distributor sales, industrial products, communication systems, and community systems—and also conduct pr activities for Jerrold subsidiary, Analab Instrument Corp. Prior to joining Jerrold Electronics, Mr. Gomolak was editor-writer on staff of *Electronic Industries* magazine, Chilton Co., Philadelphia.



Robert A. Rosen, advertising and sales promotion manager of Zenith Radio Corp. of New York, joins American Business Resources Corp., that city, as president. ABRC is an investment company.

Robert B. Slepian appointed advertising manager for home entertainment products of Sylvania Electric Products, Batavia, N. Y. Mr. Slepian, former advertising and promotion specialist for American Bosch Arma Corp., replaces **C. Donald Price,** recently named promotion manager for Sylvania's electronic components group.

DEATHS

Daniel J. Mahoney, 74, publisher of *Miami* (Fla.) *News,* died April 1 while undergoing lung operation at Doctors Hospital in New York City. Mr. Mahoney was vp-director of WSB-AM-FM-TV Atlanta, Ga., and 5% stockholder of WCKR-AM-FM Miami.

Windy Herrin, 58, commercial manager of WBYG Savannah, Ga., died April 3 at Savannah Hospital after brief illness. Mr. Herrin had been associated with WBYG in various capacities for past 32 years.


Mr. Woods

David Cooper Woods, 57, general engineer of Larus & Bros. Inc., in charge of engineering for WRVA-AM-FM-TV Richmond, Va., died March 24 of heart attack. Mr. Woods joined WRVA staff as transmitter engineer in 1929. He was named chief engineer in 1938 and assumed position of general engineer in January 1956. Prior to joining WRVA, Mr. Woods was employed in engineering capacities at WSMD Salisbury, Md., and WGH Newport News, Va. Larus & Bros. own 60% of WRVA-AM-FM-TV.

Delphine Humphrey, former librarian at McCann-Erickson, New York, died March 30 after long illness. Miss Humphrey, who joined McCann-Erickson in 1928, served for past six years as manager of library research division. She organized first Council of Advertising Agency Librarians in New York.

Texas Ruby Owens, 53, former *Grand Ole Opry* performer known as original yodeling cowgirl, burned to death March 29 when fire destroyed her trailer house in St. Lawrence community near Nashville. Texas Ruby, whose real name was Mrs. Ruby Fox, quit *Opry* in 1948 to star on tv show with her husband in Dallas. She and Mr. Fox returned to Nashville last year and he rejoined *Opry* but Texas Ruby was unable to do so because of illness. She was sixth death in recent weeks involving stars of *Grand Ole Opry.*

Mrs. Delphine D. Haley, 57, wife of Washington communications attorney Andrew G. Haley, died April 1 in Florida after brief illness. Interment was April 3 in Arlington Cemetery. In addition to her husband she is survived by her daughter, Delphine, and son, Andrew G. Jr.

INTERNATIONAL

Sharp world increase in radio ownership

USIA REPORT SHOWS 15% MORE SETS IN OPERATION

At the end of 1962 there were more than 232 million radio sets and about 45 million wired speakers in the world exclusive of the United States and Canada. There was an increase of almost 1.7 million wired speakers (4%) and an addition of nearly 31 million radio sets (15%) during 1962.

According to a research report just released by the U.S. Information Agency, this sharp surge in the number of radio sets was due primarily to the wide popularity, particularly in those developing areas where communications were poor, of the low-priced miniaturized portable transistor radio. It also had the effect of reversing the slowdown in the rate of radio set expansion in recent years due to the growth of television.

The greatest expansion took place in the Far East, notably in Japan, the recognized leader in the production of transistor sets for both domestic use and export. The estimated number of radio sets in use in Japan doubled during the year. Due to a revision of the broadcast law in April, the Japan Broadcasting Corp. (NHK) started to collect one combined fee for radio and television to overcome the failure of many new tv set owners to pay their radio fees because of the contention they no longer listen to radio now that they have a television set. Those with only radio sets still must register and pay the lower radio fee. Nevertheless, it is estimated that most miniaturized transistor radios are actually unregistered.

Another area of substantial expansion in radio sets was Latin America, where there was an increase of nearly 4.5 million receivers, compared with less than 2 million in 1961. Most of the other areas in the world, as shown in the table below, also registered a steady growth in the number of radio sets.

DISTRIBUTION OF RADIO SETS AND WIRED SPEAKERS BY MAJOR GEOGRAPHICAL AREA, DECEMBER 31, 1962[1]

AREA	RADIO SETS	WIRED SPEAKERS
Western Europe[2]	82,012,000	1,856,000
Eastern Europe	49,798,000	35,568,000
Near East and South Asia	14,721,000	15,000
Arab World	5,554,000	3,000
Near East (non-Arab)	5,050,000	—
South Asia	4,117,000	12,000
Africa (non-Arab)	4,390,000	205,000
Far East	50,218,000	7,119,000
Non-Communist Countries	45,236,000	1,721,000
Communist Countries	4,982,000	5,398,000
Latin America & Caribbean	30,617,000	28,000
Western Hemisphere Possessions	454,000	26,000
British	260,000	26,000
French	68,000	—
Netherlands	120,000	—
Greenland	6,000	—
WORLD TOTAL,	232,210,000	44,817,000

[1] Exclusive of the United States and Canada.
[2] Includes Yugoslavia.

$3 million available for Japanese imports

The Motion Picture Export Assn. of America reported last week that the Japanese Finance Ministry has allocated $3 million for tv film imports during the first half of the new fiscal year which began on April 1. This allocation represents a substantial increase over fiscal 1962 when the quota for the entire year was $3.3 million.

The Japanese government, as was reported several weeks ago (BROADCASTING, April 1), has adopted a policy of having no fixed budget ceiling for tv imports. The MPEA noted, however, that the Japanese government believes that the $3 million figure will be adequate to meet foreign exchange payment requirements for tv imports for the next six months.

Tv in 83% of homes

The 1961 Canadian census shows that about 83% of all Canadian households had television receivers, for a total of 3,757,476 receivers. The Dominion Bureau of Statistics, in late March, published figures of the 1961 census dealing with household appliances. In 1951 there were only a few hundred tv receivers in use in Canada since there were no tv stations in the country. In the ten year interval use of refrigerators in homes increased from half in 1951 to nine out of 10 homes in 1961. Home freezers were counted for the first time in 1961, and 15% of Canadian homes reported them in use.

Educational tv system planned for Ontario

A plan for an educational television system, designed to help solve a possible crisis in Ontario university accommodations by 1970, has been submitted to the Ontario government by Dr. Claude Bissell, president of the U. of Toronto, largest in the British Commonwealth.

Dr. Bissell's plan is for three tv stations to be set up in the southern, northern and western sections of the province, and linked by microwave. He estimated the initial cost at $4 million, the annual cost for programming at $7 million. University students would receive the programs of lectures in their homes, but would spend a week each at Christmas, Easter and in the summer at a university campus and would write examinations in September. A general arts course of 10 subjects would be offered.

The plan is to overcome a likely emergency, since Ontario universities can now handle 35,000 students, while by 1970 about 95,000 students will want to take university courses.

Uganda to get first commercial tv in fall

Commercial tv service for Africa's east central nation of Uganda is scheduled to begin in September with a station in the capital city of Kampala, it was announced last week by Dr. Green R. Katongole, permanent secretary of the Ministry of Information, Broadcasting and Tourism. The station will be government-owned and eventually will feed an off-the-air network of six other stations covering major cities and provinces.

Uganda's tv service will employ CCIR standards (625 lines) and will begin with about four hours of programming daily. Set circulation is expected to be about 10,000 minimum in two years. Sales and operating consultant to the ministry is Harry Engel, Intercontinental Services Co., New York. Engineering contractor is Unitel Co., New York. Secretary Katongole received his doctorate in mass communication at Syracuse U. in 1960. The ministry's 11-year-old radio service went commercial in 1962.

Canadian content rule relaxed

Canadian content of television programs will be dropped from 55% to 45% between June 2 and Oct. 9, the Board of Broadcast Governors, has announced at Ottawa. The BBG will propose amendments to its regulations to bring the summer relaxation on Canadian program content into effect at its June 4 public hearing at Ottawa. In making the announcement, Dr. Andrew Stewart, chairman of the BBG, stated that "the summer period is a time when stations receive less advertising revenue although their operating costs tend to remain about the same."

ABC International in Mexico

XHFM-TV Veracruz became the second Mexican station to affiliate with ABC International Television when it appointed that organization last week as program purchasing agency and sales representative. XET-TV Monterrey, Mex., named ABC International to those functions several weeks ago.

XHFM-TV intends to begin broadcasting sometime this summer. ABC International Tv now has affiliates in 12 Latin American countries.

Amendment sets forth proposed tv tax table

Details of the proposed tax on British television companies' gross advertising revenue have been published in an amendment to the new tv bill.

The first $3.5 million from time sales will be exempt from tax. The next $22.4 million will be taxed at 22½%. Any gross revenue over $25.9 million will be slashed by 40%.

The Society of Film and Television Arts, which includes the Guild of Television Producers and Directors in its 550 members, has come out against the tax. It wants all payments to performers and writers on British programs to be deducted from the taxable revenue.

Jamaica tv planned

Jamaica Broadcasting Corp., granted an exclusive television franchise in Jamaica by the island's government, has appointed NBC International, Thomson Television and Television International Enterprises as managing agents for organization of the island's tv operation.

Harold Anderson, former president, WCIV (TV) Charleston, S. C., has been named NBC International consultant to the project.



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DATELINE: Tv production in the Far East by Paul Markandan

'What is good for the U.S. is not necessarily good for Asia'

There is one basic difference in broadcasting as it is practiced in the United States and that in Asia. In the U. S., broadcasting is a matter of private enterprise, while in Asia, with the exception of Japan, the Philippines and Thailand, the industry comes under the direct control of governments of the countries concerned.

The result of this has been twofold: (a) there has been, and continues to be, an accelerated growth in broadcasting in Japan, the Philippines and Thailand, and (b) in other countries broadcasting reflects the policies of governments which aim at a renaissance of their own native culture, having freed themselves from colonialism during the last two decades.

Independent packaging companies, such as ours, have to conform to policy requirements of the stations concerned. At first sight, it might be difficult for the U. S. broadcaster to understand or accept this, but for those who are native to Asia, this process is not new or strange.

Federal Control Essential ▪ With broadcasting being a powerful mass medium, it becomes essential in the national interest of the governments of Asia to keep the medium within their control. Where television takes hold in the newly independent countries, such as the Philippines, Singapore, and Cambodia, the need for specialist knowledge and production technique becomes apparent.

In the Philippines, at the end of 1961, there was a total of 54 radio and television stations, with the tv stations in the major cities, like Manila. All tv and radio stations in the Philippines are commercially operated, with the bulk of the programming being canned and imported from the U. S.

In Thailand, there are two stations in Bangkok, one owned by the government and the other by the military forces. It is estimated that approximately 65,000 tv sets are in circulation. About 60% of the programming is live and the remaining on film, from the U. S., Australia and Europe. Where possible, sound track is dubbed in Thai or subtitles are carried. Both stations are commercial and carry a good number of sponsored programs. Two further stations are planned, one in the North and the other south of Bangkok, to increase coverage within the country.

In Luang Prabang, Cambodia, a pilot service owned by the government has been on the air for more than a year, with approximately 1,200 receiving sets in circulation. The latest tv station to begin operation is TV Singapura, owned and operated by the Government of Singapore. The operation is currently that of a pilot service, but by August of this year, a second channel is expected to be added, with a total of at least six program hours a day, at which time, certain hours of the program schedule will be available for commercial sponsorship and spot participation.

Another project is in the planning stage, and will start operating in Kuala Lumpur, the capital of the Federation of Malaya, in December of this year. It will gradually include a network of stations in different parts of the Federation, thus covering the country completely with television. The major problem with television in Singapore and the Federation of Malaya is that programming has to cater to four main races—Malay, Chinese, Indian and English—and this has continued to pose a problem, because there are no syndicated tv programs available in Malay or Indian languages, and a very scarce supply available in Chinese. In these languages, therefore, production will have to be mostly live and, where possible, with superimposed sound or subtitles. The radio stations in the country have been operating in four languages on three separate networks. It is possible that in years to come, a similar situation will be reached in television.

Sympathetic Programs ▪ The need for programs produced with a sympathetic station policy, either for radio or television, is felt in Asia. This is particularly true where the stations are government-owned and each government has its own concept of what it feels are the cultural needs of the nation. The theme underlying the policy is to project an image of the country's cultural heritage, and this means doing away with any programs that either ridicule Asian cultures, project improper images of problems of Asia, or attempt to show a superiority of Western culture.

We are perhaps the only independent broadcasting agency owning and operating our own film and sound studios in Asia, outside of Japan. This has been largely due to the fact that in the past there has been very little or no room for a private company to enter the field of broadcasting.

Currently, we are cooperating with the Research Institute on Communist Strategy and Propaganda of the School of International Relations, U. of Southern California, in advising it and supplying it with film inserts for its tv series, *Communism—Myth vs. Reality*, which is currently being shown over KNXT (TV) Los Angeles. To date, we have supplied 20-minute inserts each on South Vietnam, Malaya and India. These are copies of films which were shot between 1950 and 1962, but portray in depth the problems created by Communist expansion in this part of the world.

A Vital Force ▪ The emphasis today in Asia is on well-produced documentaries and dramatic features that serve to bring out the life, work and problems of people in different parts of world. Films depicting cowboy themes, murder and gangsterism are often tabooed, with the exception of Japan and the Philippines. From our own experience, we would say the documentary is establishing itself as a vital force in tv, and sponsors are often more than willing to participate through spots. Station executives are ready to take on a good documentary as opposed to the situation comedies and westerns.

Another problem faced by the U. S. program syndicators who are aiming at the Asian market is that they do not

Paul Markandan, 34, is managing director and editor of Far Eastern Features Services Ltd., a radio-tv production and recording firm with headquarters in Singapore and branch offices in Kuala Lumpur, Malaya; Manila, the Philippines; and Melbourne, Australia. Mr. Markandan was born in Malaya and educated there and in the United States and has been a journalist and broadcaster since 1952. He is director of AAFEFS-International (Advertising), Singapore, and his hobbies are reading, music, golf and squash.



appear to understand government policies. It is not a question of what is good for the U. S. is necessarily good for Asia, and therefore, the syndicators must not be disappointed that the programs they strive to sell are "cold shouldered."

This is a very important point and cannot be overemphasized. It would be to the advantage of the syndicators or producers to sell through a locally established agency. Such an agency understands and appreciates the policies of different governments and stations and will be able to save them [the syndicators] a great deal of expense and work in having to travel through the various countries to see conditions for themselves.

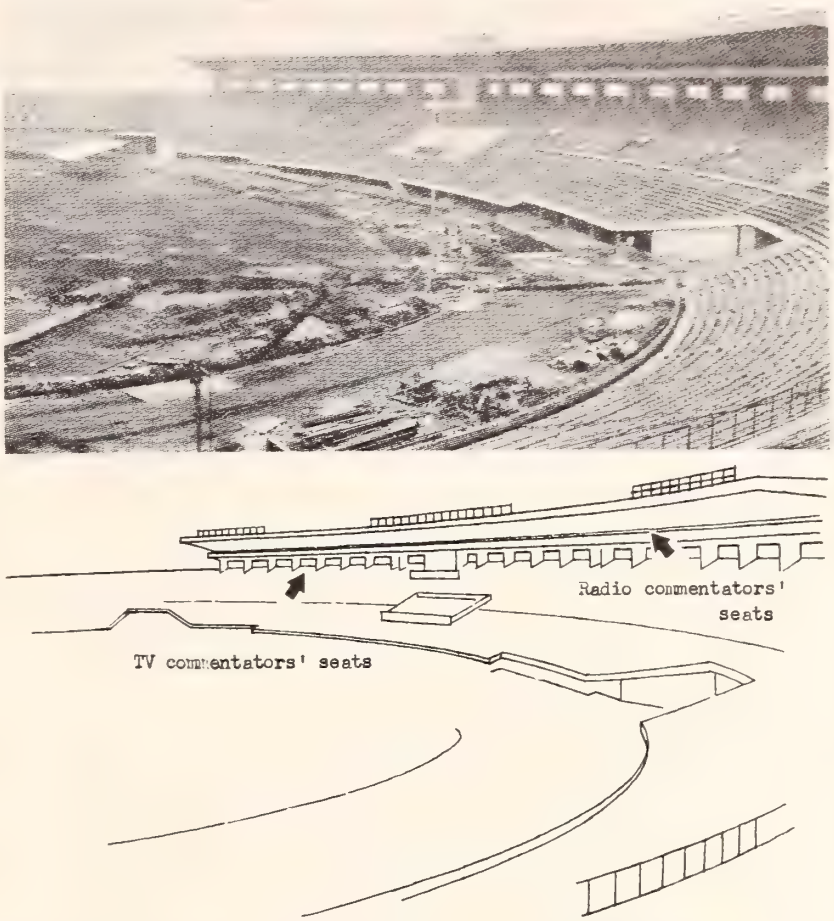
Yet to Grow ▪ While radio is making important strides forward in Asia, television is still in its infancy, and therefore, a number of problems will have to be faced—lack of talent, lack of production facilities, and most important, lack of a good market for the output. Independent packaging companies, like ours, cannot produce a series of tv programs for a station alone without running a loss. In Japan, however, one can produce a series for a network, and therefore, it will be financially worthwhile, but outside of that, the market is not at all an attractive one at the present time.

After having spent considerable time in the United States in 1960, working and studying with the tv industry, I strongly feel that there can be a wide field for joint enterprise between U. S. and local producers, upon which the future of television production in Asia will depend.

International broadcasting can be the best medium for greater understanding between East and West, and the more U. S. producers can work with Asian producers, the greater will be the reward, both financial and in improved production.

Asia abounds in subjects that, when treated in the proper perspective, can be a limitless source to U.S. producers who are looking for new material and ideas.

Finally, let me say this. Asia poses a challenge to those in the broadcasting industry, and it is this more than anything else that serves as incentive to enlarge and expand program production. We, in this company, will always be glad to carry out joint production with U. S. producers and cooperate in every way possible to bring Asia, with its vast subject resources, to the American radio and television industry.



Radio-tv gear included in Tokyo renovation

Expanded broadcast facilities are included in the renovation of National Stadium, Tokyo, for the 1964 Olympics. The four-year-old stadium is being reconstructed at a cost of $2.8 million and the completion is expected in August 1963.

For radio, there will be 48 commentator seats. To the rear of these, about 20 temporary recording and editing rooms will be established. An audio mixing room will also be built into the gallery.

For television, there will be 32 commentator seats in the upper part of the stand (see diagram), eight camera positions and visual mixing room.

An interviewing room for all media will be on the first floor.

Abroad in brief...

Canadian set sales ▪ Canadian-made radio receiver sales in 1962 totalled 680,606 units as against 612,968 in 1961 calendar year, according to figures released by the Dominion Bureau of Statistics, Ottawa. Canadian-made television receiver sales also were up, from 355,763 in 1961 to 420,168 in 1962. Only drop in sales was in portable radio receivers, which dropped from 54,039 sets to 21,979. But imports of transistorized portable receivers for the January-August 1962 period totalled 429,825 units, along with 121,996 other radio receivers and 8,174 radio phonograph sets.

M-E opens Manila office ▪ McCann-Erickson Corp. (International) has opened an office in Manila, the Philippines, headed by W. Richard Guersey, formerly vice president and general manager of Philippine Advertising Counselors. The new office is located at Cadwallader Bldg., Makati, Rizal, Manila.

Etv for Israel ▪ The Israeli parliament has approved, by a vote of 55 to 46, a proposal to establish an educational television network in Israel.

New Canadian am ▪ CKCN Seven Islands, Que., started operations on March 31. The new 5 kw station, on 560 kc, is in an area which has been settled in the past 10 years, since the discovery of iron ore in northern Quebec and Labrador. There are 25,000 people in the town and 100,000 in the area served by the station. The area is accessible to the outside world only by steamship and airplane. Benoit Roberge is manager and the station is represented by Radio & Television Sales Inc., Montreal and Toronto.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING March 28 through April 3 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv stations

APPLICATIONS

Boston, Mass.—Boston Bcstrs. Inc. Vhf ch. 5 (76-82 mc); ERP 100 kw vis., 50 kw aur. Ant. height above average terrain 988.6 ft., above ground 1199. P. O. address c/o Leo L. Beranek, 1 State St., Boston. Estimated construction cost $2,025,000; first year operating cost $4,000,000; revenue $6,000,000. Studio location Cambridge, trans. location Needham, both Massachusetts. Geographic coordinates 42° 18′ 37″ N. Lat., 71° 14′ 14″ W. Long. Type trans. RCA TT-25CL, type ant. RCA TFS-7. Legal counsel Fly, Shuebruk, Blume & Gaguine, consulting engineer Silliman, Moffet & Kowalski, both Washington, D. C. **Leo L. Beranek** (5.66%) is president of corporation. Ann. March 28.

Boston, Mass.—Greater Boston Tv Inc. Vhf ch. 5 (76-82 mc); ERP 64.6 kw vis., 32.3 kw aur. Ant. height above average terrain 1140 ft., above ground 1249 ft. P. O. address c/o J. Joseph Maloney Jr., Room 1101, 31 Milk St., Boston 9. Estimated construction cost $2,500,000 for existing ch. 5 facilities; first year operating cost $4,500,000; revenue $8,000,000. Studio location Boston, trans. location Newton, Mass. Geographic coordinates 42° 18′ 27″ N. Lat., 71° 13′ 27″ W. Long. Type trans. RCA TT10AL, type ant. RCA TF 12 AM. Legal counsel J. Joseph Maloney, Boston, consulting engineer Lohnes & Culver, Washington, D. C. **Arthur D. Cronin** (2.5%) is president of corporation. Ann. March 28.

Existing tv stations

CALL LETTERS ASSIGNED

***WTVI (TV) Charlotte, N. C.**—Charlotte-Mecklenburg Board of Education.

WWAY (TV) Wilmington, N. C.—Cape Fear Telecasting Inc.

KVET-TV Austin, Tex.—Austin Bcstg. Inc.

New am station

ACTION BY FCC

Camden, Ark.—Ouachita Valley Radio Corp. Granted cp for new am on 610 kc, 500 w-D; interference condition. P. O. address 648 Chestnut St., Camden. Estimated construction cost $19,310; first year operating cost $36,000; revenue $42,000. Principals: **Perry J. Dalton** (31%), **Alice D. & John W. Harrell, Joseph J. & Belva D. Dudley** (each 16.67%) and **Amy Reed Dalton** (2.33%). Initial decision looking toward grant became effective March 18. Ann. April 2.

Existing am stations

CALL LETTERS ASSIGNED

KCAT Pine Bluff, Ark.—James J. B. Scanlon. Changed from KJBS.

KPAT Berkeley, Calif. — KPAT Inc. Changed from KRE.

KQCY Quincy, Calif.—Pioneer Bcstrs. Inc.

KSON San Diego, Calif.—Broadmoor Bcstg. Corp. Changed from KKLO.

KPUB Pueblo, Colo.—H. Myers Bumgardner. Changed from KTUX.

WIOD Miami, Fla.—Miami Valley Bcstg. Corp. Changed from WCKR.

WRBD Pompano Beach, Fla.—Almardon Inc. of Florida. Changed from WPOM.

WPXE Starke, Fla.—George Gothberg Radio Inc. Changed from WRGR.

WNDY Indianapolis, Ind.—Radio One Five Hundred Inc.

KNIC Winfield, Kan.—Courtney Bcstg. Co.

WLUX Baton Rouge, La.—KCIL Inc. Changed from WYNE.

KLEB Golden Meadow, La.—John A. Egle.

WCTR Chestertown, Md.—Russell H. Morgan.

WHVW Hyde Park, N. Y.—Ubiquitous Corp.

WRKL New City, N. Y.—Rockland Bcstrs.

WFOL Hamilton, Ohio—Walter L. Follmer.

WCIT Lima, Ohio—Citizens Bcstg. Co.

KPOS Post, Tex.—Garza Bcstg. Co. Changed from KUKO.

WWJC Superior, Wis.—Twin Ports Christian Bcstg. Corp. Changed from WITL.

New fm station

APPLICATION

***Glassboro, N. J.—Glassboro State College.** 89.7 mc, ch. 209, 10 w. Ant. height above average terrain 37 ft. P. O. address c/o William McCavitt, A-V Center, Glassboro. Estimated construction cost $4,100; first year operating cost $2,952. Principals: **board of trustees.** Ann. March 27.

Existing fm stations

CALL LETTERS ASSIGNED

KPAT-FM Berkeley, Calif.—KPAT Inc. Changed from KRE-FM.

***WHJE (FM) Carmel, Ind.** — Carmel-Clay Schools.

KARA-FM Albuquerque, N. M.—KARA Inc. Changed from KPAT(FM).

WCUF (FM) Akron, Ohio—WCUE Radio Inc. Changed from WCUE-FM.

WFOL-FM Hamilton, Ohio—Walter L. Follmer. Changed from WFOL (FM).

Ownership changes

ACTIONS BY FCC

WARI Abbeville, Ala.—Granted acquisition of positive control of licensee corporation, **Abbeville Radio Inc.**, from **James F. Crawford** (42 shares now, 11 after transfer) by **John V. Mizell** (42.8% now, 53.9% after transfer). Consideration $3,100. Other ownership remains stable. Action March 29.

WCCB-TV Montgomery, Ala.—Granted assignment of cp from **Harold E. Anderson** (30% plus) and others, d/b as **First Alabama Corp.**, to **Robert J. Thomas**, receiver. Action March 28.

KIIX Los Angeles, Calif.—Granted transfer of control of permittee corporation, **Central Bcstg. Corp. of California**, from **Martha White Mills Inc.** and **H. C. Young Jr.** (each 50%) to same parties, tr/as **Central Bcstg. Corp.** No financial consideration involved. Action April 2.

WPEX-FM Pensacola, Fla.—Granted relinquishment of positive control of licensee corporation, **Mello-Tone Inc.**, by **Earl D. Hutto** (52.6% before transfer, 40.66% after) through sale of unissued stock by licensee to **L. T. France** (30.12%) and **Louis Nacsa Jr.** (1.26%); other ownership remains proportionately stable. Consideration is payment of notes. Action March 28.

WSEI (FM) Effingham, Ill.—Granted assignment of cp from **Illinois Bcstg. Co.**, large company controlled by **Lindsay** and **Schaub** families, to **Joseph E. McNaughton** family and others, tr/as **Effingham Bcstg. Co.** Consideration $5,000. Applicant owns WCRA Effingham, WRMN Elgin and WKEI Kewanee, all Illinois. Action April 1.

WNMP Evanston, Ill.—Granted acquisition of positive control of licensee corporation, **Semrow Bcstg. Co.**, from **Harry H. Semrow** (50%) to **Otto J. Semrow** (100% after transfer, 50% before). Consideration $25,000. Action March 29.

WMFT Terre Haute, Ind.—Granted transfer of control of licensee corporation, **Citizens Bcstg. Inc.** (180 shares issued), from **Thomas S. Land & Bryan Davidson** (each 79 shares) and **Murrell J. Log** (22 shares) to **George A.** and **Martha L. Foulkes** (100% as joint tenants). Consideration $80,000. Mr. Foulkes, local businessman, until recently was employed by WTHI-AM-FM-TV Terre Haute. Action March 28.

WFMD-AM-FM Frederick, Md.—Granted transfer of control of licensee corporation, **Monocacy Bcstg. Co.**, from **Maryland National Bank, Morton M. Siegel** and **Laurence Leonard**, deceased, (all trustees), to bank, Mr. Siegel and **Evelyn C. Leonard** (all trustees). No financial consideration involved. Action March 29.

WMAS-AM-FM Springfield, Mass.—Granted transfer of control of licensee corporation, **WMAS Inc.** (195 shares issued), from **Gerald Harrison** (40 shares), **Janet Harrison** (20 shares), **Josephine E. Bishop** (10 shares), **Robert F. Donahue** (5 shares) and the estates of **Amelia G. Wheeler** (40 shares) & **Carl S. Wheeler** (80 shares) to **Julian Gross** (74.76%) and others, tr/as **Southern New England Bcstg. Inc.** Consideration $340,000. Mr. Gross is majority owner of Hartford, Conn., advertising agency. Action March 29.

WMAX-AM-FM Grand Rapids, Mich.—Granted acquisition of positive control of licensee corporation, **Atlas Bcstg. Co.**, from **Charles A. Sprague** (44.78%) by **Joseph C. Hooker** (81.08% after transfer, 44.78% before) through purchase of Mr. Sprague's stock by corporation; other ownership remains stable. Consideration $150,000. Action April 1.

WKBZ Muskegon, Mich.—Granted acquisition of negative control of licensee corporation, **WKBZ Radio Corp.**, from **Walter Patterson** (33 ⅓%) by **Frederick L. Allman** and **Robert K. Richards** (each 50% after transfer, each 33 ⅓% before). Consideration $70,000. Action March 29.

KROC-AM-TV Rochester, Minn.—Granted transfer of control of licensee corporation, **Southern Minnesota Bcstg. Co.**, from **Agnes P.** (38%), **Gordon P.** (19.5%), **G. David**

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, April 3

	ON AIR Lic.	ON AIR Cps.	CPS Not on air	TOTAL APPLICATIONS for new stations
AM	3,774	50	130	461
FM	1,076	17	120	188
TV	515	54	83	112

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, April 3

	VHF	UHF	TOTAL TV
Commercial	486	93	579
Non-commercial	47	21	68[1]

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Feb. 28

	AM	FM	TV
Licensed (all on air)	3,760	1,066	515
Cps on air (new stations)	63	26	64
Cps not on air (new stations)	115	122	79
Total authorized stations	3,938	1,214	658
Applications for new stations (not in hearing)	277	173	54
Applications for new stations (in hearing)	198	13	50
Total applications for new stations	475	186	104
Applications for major changes (not in hearing)	315	109	43
Applications for major changes (in hearing)	55	3	8
Total applications for major changes	370	112	51
Licenses deleted	2	0	0
Cps deleted	1	1	1

[1]Includes 3 stations operating on unreserved channels.

(17.8%), **Philip H.** (15.2%) and **Allen A. Gentling** (9.5%) to G. D. (56.3%) and G. P. (43.7%) Gentling. Total consideration $438,000. Action April 1.

KEYR Terrytown, Neb.—Granted acquisition of positive control of licensee corporation, **Western Nebraska Bcstg. Inc.**, from **Jack Gilbert** (50%) by **Robert T. Marland** (100% after transfer, 50% before). Consideration $2,000. Action March 29.

KCHS Truth or Consequences, N. M.—Granted assignment of license from **William D. Hafer** (100%) to **Rex A. Tynes** (100%). Consideration $11,140. Action March 29.

WTKO Ithaca, N. Y.—Granted assignment of license from **Radio Ithaca Inc.** to parent corporation, **Ivy Bcstg. Inc.** No financial consideration involved. Action March 29.

WITN-FM Grifton, N. C.—Granted assignment of license from **North Carolina Tv Inc.** to **Tar Heel Bcstg. System Inc. Roberson** family controls both corporations. No financial consideration involved. Action March 29.

WHSL Wilmington, N. C.—Granted assignment of cp from Mr. & Mrs. **William W. Jefferay** (100%), d/b as **Jefferay Bcstg. Corp.**, to **Sidney W. Wilson** (51%) and **Vera R. Wilson** (49%), tr/as **Progressive Bcstg. Corp.** Consideration $9,195. Mr. & Mrs. Wilson own appliance and communications equipment firms. Action April 1.

KMCM McMinnville, Ore.—Granted assignment of license from **Jerry Carr** (100%), d/b as **Yamhill Radio Co., to Ray A. Fields** (100%). Consideration $100,000. Action March 29.

KFNE (FM) Big Spring, Tex.—Granted assignment of license from **J. A. Caddell** and **D. T. Anderson** (each 50%), d/b as **The Anca Bcstg. Co.** to Mr. Anderson (66⅔%) and **John B. Walton** (33 ⅓%), tr/as **Anca Bcstg. Co.** Consideration $6,000. Action March 29.

KAMA (FM) Dallas and KRBE (FM) Houston, both Texas—Granted transfer of control of licensee and permittee corporation, **Texas Fine Music Bcstrs. Inc.**, from **Roland A. Baker** and **Victor F. Branch** (each 50%) to same persons in same percentages, tr/as **Universal Trust Co.** No financial consideration involved. Action March 29.

KLUR (FM) Wichita Falls, Tex.—Granted assignment of license from **J. W. Terrell & W. H. Hall** (each 42.5%) and **Don A. Wade** (15%), d/b as **Nortex Bcstg. Co.**, to same persons in same percentages, tr/as **Nortex Bcstg. Inc.** No financial consideration involved. Action March 29.

KSYD-TV Wichita Falls, Tex.—Transfer of control and assignment of license and cp as reported in FOR THE RECORD, March 18, mistakenly reported sellers of KSYD-TV retained control of KSYD radio. KSYD's calls have been changed to KNIN and new management has no connection with KSYD-TV.

KTVW (TV) Tacoma, Wash.—Granted assignment of license and cp from **J. Elroy McCaw** (100%) to Mr. McCaw (100%), tr/as **KTVW Inc.** No financial consideration involved. Action March 29.

APPLICATIONS

KNOG Nogales, Ariz.—Seeks assignment of license from **Madelon Harper Cowling** (100%) to **Richard H. Ward** (100%). Consideration $65.000. Mr. Ward is employe of WRGB-TV Schenectady, N. Y. Ann. April 3.

KOWL Bijou, Calif.—Seeks assignment of license from **Ed J. Frech & Keith L. Mealey** (each 40%) and **Joseph F. Desmond** (20%), d/b as **Tahoe Bcstrs. Inc.**, to **Jackson R. Stalder & C. Kenneth Hildebrandt** (each 41%), **H. Julian Allen** (10%) and **Donald H. Hildebrandt** (8%), tr/as **KOWL Inc.** Consideration $185,000. C. K. Hildebrandt is past gen. sls. mgr. of KMEX-TV Los Angeles; Mr. Stalder is part owner of electronics research development firm; Mr. Allen is employed by NASA; D. H. Hildebrandt is part owner of Phoenix advertising agency. Ann. March 28.

KMYC-AM-FM Marysville, Calif.—Seeks assignment of license from **John Sexton** trust (100%, 50% as trust and 50% as **Barbton Inc.**) to **William T. Stubblefield** (100%), tr/as **California First Corp.** Consideration $220,000. Mr. Stubblefield owns KTOB Petaluma, Calif., and radio-tv and catv management firms. Ann. March 29.

WRIX Griffin, Ga.—Seeks assignment of license from **Gladys McCommon** (100%) to **John J. Wheeler** (50%), **Zack D. Cravey Jr.** (30%) and **Peachtree Development Corp.** (20%), tr/as **Spalding Bcstg. Inc.** (100% owned by **Middle Georgia Bcstg. Co.**); Peachtree is owned by Mr. Cravey, **Robert P. Cravey** and **John L. Taylor** (each 33 ⅓%). Consideration $50,000. Middle Georgia owns WCRY Macon, Ga. Ann. March 29.

KSLN-TV Salina, Kan.—Seeks assignment of cp from **Melville L. Gleason** family (100%), d/b as **Prairie States Bcstg. Inc.**, to **James P. Sunderland** (50%) and **Ralph L. Weir Jr. & Robert K. Weary** (each 25%), tr/as **Mid-American Bcstg. Inc.** Consideration $43,000. Three principals all have interests in catv systems and Mr. Weir owns KJCK Junction City, Kan. Ann. April 3.

KFH-AM-FM Wichita, Kan.—Seeks assignment of licenses from **Wichita Eagle Inc.** (50%) and others, d/b as **Radio Station KFH Co.**, to **Walter W. Ahlschlager Jr.** and **Preston Reynolds Jr.** (each 50%), tr/as company of same name. Consideration $1,100,000. Messrs. Ahlschlager and Reynolds are both investors. Ann. April 1.

WLLH-AM-FM Lowell, Mass.—Seeks assignment of license from **Arnold S. Lerner** (52.5%), **Daniel M. Lerner** (25%) and **Joseph Mufson** (22.5%), d/b as **Merrimac Bcstg. Inc.**, to same persons in same percentages, tr/as **Radio Station WLLH.** No financial consideration involved. Application is contingent on grant of transfer of control of Merrimac to above principals. Ann. March 28.

WUPI (FM) Lynn, Mass.—Seeks assignment of license from **Harvey Sheldon** (100%) to **Louis J. Brudnick** (100%). Consideration $1,300. Mr. Brudnick owns insurance agencies. Ann. March 27.

WLAV-AM-FM Grand Rapids, Mich.—Seeks transfer of control of licensee corporation, **Stevens-Wismer Bcstg. Inc.**, from **Harmon Leroy Stevens** and **John F. Wismer** (each 50%) to Mr. Stevens and wife, **Bernardine Stevens**, and Mr. Wismer and wife, **Rose Marie Wismer** (each 50% jointly). No financial consideration involved. Ann. April 1.

WVAL Sauk Rapids, Minn.—Seeks assignment of cp from **Carl A. Nierengarten** and **Herbert M. Hoppe** (each 50%), d/b as **Tri-County Bcstg. Co.**, to Mr. Hoppe (100%), tr/as company of same name. Consideration $1,800. Ann. March 29.

KDNE Aztec, N. M.—Seeks assignment of license from **I. E. Shahan** (100%) to **Lewis G. Robinson & Martin W. Van Gelderen** (each 38.75%) and **Mary C. Robinson & Tirrell S. Van Gelderen** (each 11.25%), tr/as **San Juan Bcstg. Inc.. N.S.L.** Consideration $25,000. Ann. March 29.

WNBE-TV New Bern, N. C.—Seeks transfer of negative control of permittee corporation, **Piedmont Tv Corp.**, from **Nathan Frank** (100% before transfer, 50% after) to **Thomsland Inc.** (50%), owned by **Harold H.** and **Meredith S. Thomas** (each 50%). Consideration $60,000. Messrs. Thomas are both 33 ⅓ owners of WISE-TV Asheville, WKLM Wilmington & WAYS Charlotte, all North Carolina, and WEAM Arlington, Va. Ann. March 28.

WFOL-AM-FM Hamilton, Ohio—Seeks assignment of cp and license from **Walter L. Follmer** (100%) to Mr. Follmer (93%) and family, tr/as **Walter L. Follmer Inc.** No financial consideration involved. Ann. March 28.

WBMC McMinnville, Tenn.—Seeks transfer of control of licensee corporation, **Cumberland Valley Bcstg. Inc.** (250 share issued), from **Dr. C. H. Cope** (35 shares) and **Eva Pearl Cope** (108 shares) to **James W. R. White** (69), **Nell B. White** (69) and **James T. White** (5); other ownership remains stable. Consideration $78,650. J. W. R. White owns weekly newspaper in Tennessee; Mrs. White is housewife; J. T. White, son of other two principals, is student. Ann. April 1.

WHHM Memphis, Tenn.—Seeks assignment of license from **William H. Grumbles** (51%) and **Marie G. Copp** (49%), d/b as **Mercury Bcstg. Inc.**, to **Marvin C. Goff Jr.** (100%), trustee in bankruptcy. No financial consideration involved. Ann. April 2.

KOKE Austin, Tex.—Seeks assignment of license from **Giles E. Miller** (100%), d/b as **Radio KOKE Inc.**, to **David R. Worley** (100%). Consideration $110,000. Mr. Worley owns KLEA Lovington, N. M. and 50% of KWBA Baytown, Tex. Ann. March 28.

KZOL Farwell, Tex.—Seeks assignment of

license from **Theodore Rozzell** and **Gabe D. Anderson** (each 50%), d/b as **KZOL Bcstg. Co.**, to Mr. Anderson (100%). Consideration $15,550. Ann. April 2.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner **David I.** Kraushaar issued supplemental initial decision looking toward (1) granting application of Kenton County Bcstrs. for new daytime am on 1320 kc, 500 w, DA, in Covington, Ky., and (2) denying applications of Massillon Bcstg. Inc. and Covington Bcstg. Co. seeking new stations on same facilities in Norwood, Ohio, and Covington, Ky. Action April 3.

■ Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting application of Radio Voice of Central New York Inc. for new am on 1540 kc, 50 kw, DA, D, in Syracuse, N. Y., and denying application of Wide Water Bcstg. Inc. seeking new station on same frequency with 1 kw-D, in East Syracuse, N. Y. Action April 3.

OTHER ACTION

■ By order, commission granted petition by Broadcast Bureau and accepted late-filed exceptions and brief to initial decision on applications of Howard W. Davis, tr/as Walmac Co., for renewal of licenses of KMAC & KISS (FM) San Antonio, Tex.; also granted Walmac's petition and extended time to May 6 to reply thereto. Action March 29.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion & order in proceeding on applications of Osage Programers and Cherokee Bcstg. Co. for new am stations in Bartlesville and Pawhuska, both Oklahoma, respectively, in Docs. 14813-4, denied petition by Osage to enlarge hearing issues to determine (a) whether Galen O. Gilbert, principal of Cherokee, has engaged in trafficking, and (b) whether Pawhuska possesses sufficient economic strength to support proposed station. Action March 29.

■ In proceeding on applications of North Atlanta Bcstg. Co. and J. Lee Friedman for new am stations on 680 kc, 5 kw, DA-1, unl., in North Atlanta, Ga., in Docs. 14835-6, dismissed petition by Friedman seeking approval of joint agreement between applicants and dismissal of Friedman's application; petition failed to comply with provisions of Sec. 1.316 (a) of procedural rules. Action March 29.

■ Granted petition by Broadcast Bureau and extended to April 8 time to respond to petition by Taft Bcstg. Co. for enlargement of issues in consolidated am proceeding on applications of Calhio Bcstrs., Seven Hills, Ohio, *et al.* Action March 29.

■ Granted petition by Broadcast Bureau and extended to April 8 time to respond to motion by Kate F. Fite to enlarge issues and proceeding on application of John Self for new am in Winfield, Ala. Action March 29.

■ Granted petition by Valparaiso Bcstg. Co. and extended to April 11 time to reply to opposition of Porter County Bcstg. Co. to Valparaiso's petition to enlarge issues in proceeding on applications for new am stations in Valparaiso, Ind. Action March 29.

■ By memorandum opinion & order in proceeding on applications for new daytime am stations on 1510 kc of Mineola Bcstg. Co., Mineola, Tex., with 250 w, and Center Bcstg. Inc., Pittsburg, Tex., with 1 kw (500 w-CH), (1) granted further joint petition seeking approval of agreement whereby Center's application would be dismissed and Mineola would reimburse Center not more than $2,000 as partial reimbursement of expenses incurred in connection with latter's application; (2) dismissed Center's application with prejudice, and (3) granted Mineola's application, conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. Action March 28.

■ Granted petition by Radiocasters and extended to April 1 time to file exceptions to initial decision in proceeding on its application and that of Tri-City Bcstg. Co. for new am stations in Marietta and Belpre, both Ohio, respectively. Action March 27.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

■ Designated Examiner Isadore A. Honig to preside at hearing in proceeding on application of Fine Music Bcstrs. for additional time to construct KFIN (FM), Seattle, Wash.; scheduled prehearing conference for April 19 and hearing for June 4. Action March 29.

■ Designated Examiner Basil P. Cooper to preside at hearing in proceeding on application of WOMA TYPA Bcstg. Co. for new am in Mount Airy, N. C.; scheduled prehearing conference for April 18 and hearing for May 16. Action March 29.

■ By memorandum opinion & order (1) held in abeyance petition by Warsaw-Mount Olive Bcstg. Co. to dismiss application for new am on 550 kc, 1 kw, DA, D, in Warsaw, N. C. in furtherance of agreement with Wendell-Zebulon Radio Co., whereby latter, which has pending application to increase power of WETC Wendell-Zebulon, N. C., on 540 kc, D, from 250 w to 1 kw, DA, would reimburse petitioner $5,000 for portion of expenses incident to application, and (2) directed applicants to supply by April 8 factual data necessary for determination of whether transaction reflected in agreement is in public interest, and whether commission's processes have been properly utilized or abused. Although two applications are neither mutually exclusive nor conflicting, chief hearing examiner stated "commission has authority as well as obligation to deal with all aspects of any agreement to dismiss application conditioned upon payment of compensation, to determine public interest questions which may arise." Action March 27.

By Hearing Examiner Basil P. Cooper

■ Pursuant to agreements reached at March 29 prehearing conference in proceeding on applications of Kansas Bcstrs. Inc. and Salina Radio Inc. for new am stations in Salina, Kan., in Docs. 12680-1, advanced April 22 hearing to April 19. Action March 29.

■ Denied petition by Billy Walker for leave to amend application for new am in Prattville, Ala., to make changes in computations of program percentages in so far as they relate to subject content or type of programming proposed, source of program material, and to make changes in computations of percentages of time to be devoted to commercial and sustaining programs; application is consolidated for hearing with Prattville Bcstg. Co. for new am in Prattville. Action March 29.

■ Pursuant to request by Salina Radio Inc., scheduled further hearing conference for March 29 in proceeding on application and that of Kansas Bcstrs. Inc. for new am stations in Salina, Kan. Action March 27.

■ Granted motion by Risden Allen Lyon and continued March 26 hearing to May 14 in proceeding on application for new am in Charlotte, N. C. Action March 25.

By Hearing Examiner Arthur A. Gladstone

■ Granted petition by Jasper County Bcstg. Corp. for leave to amend application for new am in Rensselaer, Ind., to correct certain information in form 301; add by-laws of corporation; reflect current financing in proposal; and revise proposed staff of applicant. Action March 25.

By Hearing Examiner Annie Neal Huntting

■ Granted to extent indicated petitions by Flower City Tv Corp., Federal Bcstg. System Inc., Citizens Tv Corp. and Rochester Area Educational Tv Assn. Inc. and accepted suggested corrections to transcript, Rochester Area with certain mod., and on examiner's own motion made additional corrections to transcript in Rochester, N. Y., tv ch. 13 proceeding. Action March 29.

By Hearing Examiner H. Gifford Irion

■ On own motion continued April 1 hearing to April 11 in proceeding on applications of WIDU Bcstg. Inc. and Al-Or Bcstg. Co. for new am stations in Asheboro and Mebane, both North Carolina, respectively, in Docs. 14581-2. Action April 1.

By Hearing Examiner Forest L. McClenning

■ Pursuant to request of parties in proceeding on application of Rockdale Bcstrs. for new am in Rockdale, Tex., scheduled further prehearing conference for 9 a.m., April 3. Action March 27.

By Hearing Examiner Chester F. Naumowicz Jr.

■ By memorandum opinion & order in proceeding on applications for new am stations of Edina Corp., Edina, Minn., and Tedesco Inc., Bloomington, Minn., at request of Tedesco, reduced in writing certain rulings made at March 26 hearing session and directed applicants, and afforded Broadcast Bureau, to file by May 27 proposed findings and conclusions with respect to issues 3 and 10 and on issue added by Review Board on Oct. 16, 1962. Action April 1.

■ By memorandum opinion & order in proceeding on application of Golden Triangle Bcstg. Inc. to change facilities of WEEP Pittsburgh, Pa., from 1080 kc, 1 kw-D, to 1070 kc, 500 w, DA-N, unl., at Mt. Oliver, Pa., (1) granted request by Broadcast Bureau for clarification of issues to extent that examiner has expressed views as to scope of issue 2 relative to determination as to whether Mt. Oliver is separate community from Pittsburgh, for purposes of "10% rule," (2) denied to extent that Bureau has requested examiner to rule that issue 2 would permit adduction of evidence going to programming proposals and service intentions of applicant, and (3) scheduled further prehearing conference for April 2 for purpose of establishing procedural dates to govern presentation of evidence. Action March 29.

■ Granted request by Broadcast Bureau and extended from March 28 to April 8 date to file proposed findings in proceeding on application of Cannon Bcstg. Co. for new am in Woodbury, Tenn. Action March 28.

■ By order, formalized certain agreements reached and rulings made at March 19 and 28 prehearing conferences in proceeding on application of John Self for new am in Winfield, Ala., in Doc. 14972; scheduled certain procedural dates, and continued April 19 hearing to June 10. Action March 28.

■ Granted request by Pinellas Radio Co. and extended certain procedural dates and continued April 10 hearing to April 24 in proceeding on application for new am in Pinellas Park, Fla. Action March 27.

■ By order, formalized certain agreements reached and rulings made at March 27 prehearing conference in consolidated am proceeding on applications of William S. Cook, Colorado Springs, Colo., Charles W. Stone (KCHY), Cheyenne, Wyo., and Denver Area Bcstrs. (KDAB), Arvada, Colo., in Docs. 14815-7; (1) for purpose of hearing, split applications into two groups: group A, Cook and Stone, and group B, Denver Area; (2) scheduled certain procedural dates and hearing for April 18 for group A; (3) scheduled certain procedural dates and hearing for May 20 for group B; (4) deferred action on joint petition by Cook and Stone for severance of applications from proceeding until conclusion of April 18 hearing; and (5) granted motion by Denver Area to extent indicated. Action March 27.

By Acting Chief Hearing Examiner Herbert Sharfman

■ Granted petition by Onslow Bcstg. Corp., tr/as Warsaw-Mount Olive Bcstg. Co., to extent of dismissing, but with prejudice, application for new am on 550 kc, 1 kw, DA, D, in Warsaw, N. C. Action April 1.

■ On request by Mid-Cities Bcstg. Corp. (La Fiesta Bcstg. Co. not objecting to request but giving notice that it will object to further extension), further extended from April 1 to April 8 time to file reply findings in proceeding on applications for new am stations in Lubbock, Tex. Action April 1.

■ Granted petition by Southern Radio & Tv Co., Lehigh Acres, and extended certain procedural dates, and continued April 25 hearing to April 30 in proceeding on am application and that of Robert Hecksher, Fort Myers, both Florida. Action March 25.

■ Scheduled further hearing for 9 a.m., April 1, and extended from April 1 to April 4 time to file initial proposed findings and from April 11 to April 15 for replies in proceeding on applications of Rockland Bcstg. Co., Rockland Radio Corp., and Rockland Bcstrs. Inc. for new am stations in Blauvelt and Spring Valley, both New York, respectively, in Docs. 14510 *et al.* Action March 27.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of April 2

K75AE Grangeville, Cottonwood, Craigmont and Nezperce, all Idaho—Granted cp to change type trans. for uhf tv translator station; condition.

K71AF Cedarville, Calif.—Granted cp to change type trans. and make changes in ant. system for uhf tv translator station.

K11FX Big Elk Valley, Lebo Valley and Two Dot, all Montana—Granted mod. of cp

Continued on page 123

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) ***(FINAL DEADLINE—Monday preceding publication date.)***

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE, WANTED TO BUY STATIONS* and *EMPLOYMENT AGENCIES advertising requires display space.*
- **All other classifications 20 per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Southern California, immediate opening for solid salesman, capable of management, with top station multiple chain. Good starting salary. Box E-54, BROADCASTING.

Manager-upper midwest-major market. Has outgrown one man management. Original ownership. Permanent position with progressive station in fine area. Heavy successful sales a must. Complete details in confidence to Box E-59, BROADCASTING.

Live wire station manager for radio side of am fm tv operation. Regional network station in southwest. All around knowledge essential with emphasis on sales. Full charge, separate staff, offices and studios completely divorced from tv. Medium sized market with lots of competition. Attractive salary and percentage of net sales for right man. Box E-78, BROADCASTING.

Radio and tv management being separated by multiple owner, creating new position of manager of radio. Must have proven sales and administrative experience. Unusally excellent opportunity. Write full details. Box E-105, BROADCASTING.

Commercial manager. Immediate opening lucrative 5000 watt fulltime radio. Pleasant northern New England. Send resume and photo. Box E-119, BROADCASTING.

Seasoned radio time salesmen and/or sales managers needed for Indiana, Illinois, Iowa, Minnesota; film or program reps traveling these states and needing additional, saleable product for radio stations with built in repeater. Highly lucrative; contagious. Box E-154, BROADCASTING.

Sales

Columbus, Ohio . . . good salesman, management experience, or ready. Top independent. Growing chain, good salary plus. Please write full. Box E-114, BROADCASTING.

Eastern North Carolina 5 kw seeking hardworking, experienced salesman with good character. Opportunity unlimited. Straight 40% commission or salary plus 15%. Box E-142, BROADCASTING.

SELL. Are you ready to move up to sales manager? AM small market, east coast. Guarantee $125. Box E-120, BROADCASTING.

Outstanding opportunity for salesman. Forward looking, progressive station looking for salesman to take over established account list. Station 15 years old, community is industrial, located 75 miles from Chicago. Station is number one in six county area, has hospital insurance plan, pension plan, fringe benefits. One of the nation's most successful, non-metropolitan stations. Part of small group with progressive ideas. Chance to move up in the organization. Write to Bill Dahlsten, WLPO, LaSalle, Illinois. If you phone, please call at sister station, KAWA, Waco Texas this week. PL 4-1488.

KDLA, DeRidder, Louisiana, has opening for salesman-announcer. Contact Pete Sanders, Phone 7600.

Help Wanted—(Cont'd)

Sales

Radio salesmen. Must have proven background in radio sales. Drawing account against 15% commission, other benefits. Excellent opportunity. Give complete details. L. T. Bishop, WMRT, P. O. Box 239, Lansing, Michigan.

Sales opportunity at mid-western NBC-TV affiliate. Group ownership offers excellent chance for continuing advancement. Market in top 100. Experienced radio salesman invited to reply. Salary plus commission. Mail resume and photo to Kelly Atherton, Sales Manager, WFIE-TV, 1115 Mt. Auburn Road, Evansville, Indiana.

Announcers

Illinois kilowatt good music station emphasizing quality production seeks versatile announcer for deejay work plus news gathering and writing. Excellent starting salary many fringe benefits for mature man with proved ability. Personal interview required. List age, education, family status, detailed experience, telephone number. Box C-296, BROADCASTING.

Adult radio announcer, midwest. Must be thoroughly experienced, versatile and good board operator. We will consider personalities as well as conservative basic announcer types. Above average salary and benefits. Send your best tape, photograph, complete details to Box E-39, BROADCASTING.

Need morning personality with good voice. Salary is open. Top-flight, medium market modern radio operation in Pennsylvania. Send resume and tape to Box E-25, BROADCASTING.

Sports director for radio play by play big ten football and basketball, two tv sports shows daily. Must be A-1 experienced commercial announcer and have college play by play experience. Include complete experience details and photo in application. Box E-38, BROADCASTING.

If you have over two years commercial announcing experience, mature voice, are creative and have desire to advance middle road 5 kw within 50 miles New York City needs morning man with promotion potential. Car essential. Will wait for right man. Send tape, resume, photo, and salary desired. Box E-47, BROADCASTING.

Adult, good music, daytimer, needs experienced announcer. Southern announcers take note too. Willing to work, follow set format, 65-75 to start. Send resume tape, references, Box 336, Murphysboro, Illinois.

If you think you can handle our afternoon drive time slot, I want a tape and resume. We are the number one format station in the area. Don't wast your stamps if you are not a top performer, and a true modern sounding personality. Box E-82, BROADCASTING.

Announcer, with first ticket for top rated Illinois station. No maintenance. Evening or all nite show depending on audition tape. Good opportunity for advancement. No floaters. Send tape, and resume immediately. Box E-112, BROADCASTING.

Announcer (Girls wanted) Can you run a control board, read news, write copy? Openings now in New Hampshire. Send resume, photo. Box E-26, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Our identity may not be obvious to you—but everyone in our gigantic coverage area knows everyone on the staff. One of the nation's fastest growing, most powerful stations—top 40 operation—part of a chain operation—looking for an outstanding personality for mid-morning or afternoon. Must swing, have good voice, have production ability, be friendly, get along with people, have good credit, and want to work to maintain the station's number one rating. The market's competitive—a beautiful Southwestern United States City of 110,000. If you want to come to a city to stay—have a good job with good pay, good benefits, and if you can do a good job, send tape and resume today. We'll return the tape and answer every single reply with a personal letter. Box E-118, BROADCASTING.

Announcer, light, bright, 1st phone. No maintenance, some production to handle good music middle trick. Daytimer, medium market, northern Ohio. Send brief resume, we'll contact you. Box E-123, BROADCASTING.

Like exciting radio? We're for you. Progressive station in beautiful midwest city needs another dj. Tell us what you're worth and send tape, resume and photo. Box E-124, BROADCASTING.

Washington D. C. Hard hitting newscaster, who knows local news. "Pop" format. Send tape and resume to Box E-156, BROADCASTING.

Southern California resort area station has opening for mature aggressive dj, with 1st phone. Permanent with good future call Manager, Lyle Richardson, KUDE, Oceanside California 714-722-8294.

Announcer program man wanted to replace one of our announcers who is moving up to a metropolitan 50 kw. We offer adult programming of news, information and service with large quality of talk programming. Contact Jim Lipsy, KNCM, Moberly, Missouri.

Good music and news station, CBS affiliate, wants experienced afternoon personality. Air mail tape, background, references, picture, complete details to Carl Hallberg, WDBO, Orlando, Florida.

WLPM, needs an announcer with 1st phone license. No maintenance top flight operation. Best possible facilities. Modern fast paced big band format. If interested in joining stable modern well equiped radio station send tape and resume to E. D. Baydush, WLPM, Suffolk, Virgina.

Nwesman: Two man operation, #1 in three station market. Send full details to Jerry Crandall, News Director, WKHM, Jackson, Michigan.

Wanted by May 1st experienced announcer dj, production man. Send air check tape, resume, work and character references. No collect calls. Above average pay for above average ability and initiative. Contact Claude Jones, WRON, Ronceverte, West Virginia.

Station under new management needs experienced mature morning man first phone. Minimum maintenance. Opportunity for advancement in a growing organization. Salary open. Send resume and tape to WTIM, Taylorville, Illinois.

Help Wanted—(Cont'd)

Announcers

WISM in Madison, Wisconsin is looking for an experienced, bright, format-paced personality. Send tape resume to Chuck Mefford. First class ticket desirable.

Swinging top 40 station looking for swinging format announcer with mature happy sounding voice. 5,000 watt station in market of 150,000. Great opportunities for advancement for right man. Send air check, photo and resume to Henry Beam Box 986 Huntsville, Alabama.

Announcer first phone, experienced classical music, established am/fm (fm stereo); pleasant conditions, fringe benefits. Send tape, resume; WCRB, Boston 54, Mass.

Announcer-newsman with emphasis on news. A good opportunity for the right man. Forward tape, resume and photo to WFRA, Franklin, Pennsylvania.

Wanted-talented young announcer, with first phone if possible for daytime station increasing to 5 kw. Send tape and resume to WHOF, Canton, Ohio.

Technical

Needed a production minded staff engineer with some broadcast experience. First class ticket required. An outstanding opportunity for a young man who wants a position in a prestige operation located in suburban New York City area. Box C-111, BROADCASTING.

Iowa, announcer-chief engineer. Send tape, resume. $110. Box C-285, BROADCASTING. CASTING.

1st class ticket holder wanted to head up engineering department for established but expanding big town Illinois operation, not in Chicago. Must be able to maintain transmitter and studio equipment. Practical experience with supervisory ability preferred. Fine opportunity with growing station, high class facilities permanent position, top salary for top man. Write Box C-300, BROADCASTING, with details of training experience references, availability for interview.

If you are a competent engineer with experience and a real love for the challenge of good am, an above average east-coast chain would like to hear from you immediately. Send resume and salary requirements to Box C-327, BROADCASTING.

First class engineer-announcer wanted immediately for top good music station in Connecticut. Send tape, resume to Box E-87, BROADCASTING.

Experienced radio technician wanted for chief engineer position with high class Illinois operation. Ability to maintain transmitter and studio equipment essential. Excellent starting salary plus raises for competent man with proven ability, fine equipment, best working conditions. List age, references, experience etc. in letter to Box E-129, BROADCASTING.

Hot, but gettting hotter! Swingin' live wire with showmanship to shovel the coal on WHYE, Roanoke, Virginia. Humorous personality a must. Send tape photo, resume when available.

Experienced chief engineer wanted for top rated station. One of four in fast growing chain. Applicant must be sober and dependable, meticulous with cleanliness, experienced with 5 kw directional. Prefer personal interviews. Send resume, references and salary requirements to John J. Walsh, Engineering Supervisor, WMAK P. O. Box 2833, Arcade Sta., Nashville 3, Tenn.

Engineer with first phone license for 5 kw fulltime number one regional station. Send resume to D. E. Reifsteck, Chief Engineer, WIRL, 121 Northeast Jefferson, Peoria, Ill.

First class engineer for fulltimer, should be good on maintenance, able to handle recorders, and background music system announcing or sales experience desirable but not necessary, contact Joe Carson, WOKK, Meridian, Mississippi.

Chief engineer-southern New York state. Am experience-good salary. Box C-69, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Newsman for local news coverage. Journalism or news background preferred. Located southwestern New York state. Box C-303, BROADCASTING.

Announcer (Girls wanted) Can you run a control board, read news, write copy? Openings now in New Hampshire. Send resume, photo. Box E-26, BROADCASTING.

Major station in city less than one hour from NYC. We concentrate on news; are looking for experienced man to do same. Must have polished, authoritative delivery; must be able to gather and write local news. Opportunity to do news specials, editorials, sports, too. Send air check, resume to Box E-102, BROADCASTING.

Negro broadcasters wanted by top rated major market station excellent salary immediate openings. News department. Seeks professional broadcast journalist must have authoritative voice and delivery, capable 100 percent rewrite. Bright fast paced air personality also needed. Experienced only. No dialect or accent. Send air check and complete professional and personal resume to Box E-155, BROADCASTING.

Radio newsman for Crowell Collier's KDWB. Send tape, picture, resume. Box 630, St. Paul, Minnesota, Attention News Director.

RADIO

Situations Wanted—Management

Versatile manager-sales manager for small to medium gulf coast of Florida station. 20 years experience as announcer, staff, sports and news, copywriter, pd and traffic, manager-sales manager. Agency experience to handle national business. Responsible man for absentee owner. Handle variety of jobs as manager. Best trade references. Modest salary with profit sharing arrangements preferred. Box E-15, BROADCASTING.

Versatile, hustling 1 kw manager and sports director, ready to move almost anywhere. Interviews, news, sales, strong on sports (play by play). Desire to move up. Box E-76, BROADCASTING.

Experienced married manager-engineer wants to manage and invest in station in south. Would buy 51% of more. I can make you money. Box E-88, BROADCASTING.

Manager or manger-salesman positions only. First class license, $175 weekly. Expert curbing expenses. Box E-98, BROADCASTING.

16 years in radio. Complete knowledge all phases from staff announcer to station manager. Seven years as station manager. Will relocate in New England or Middle Atlantic states. Prefer community of 30 to 50 thousand population within 30 miles of major market. Married, very active in community. Available for personal interview at your expense. Box E-126, BROADCASTING.

Announcers

Attention west of Mississippi, announcer, dj, experienced, married, competent newscaster, will relocate permanently. Box C-240, BROADCASTING.

Exceptional combo man. 7 years announcing-programming; 3 years as chief engineer. Adept at both. A.B. degree, 22 and draft exempt. Want bigger market. Any format. Box C-335, BROADCASTING.

Mature announcer-copywriter, handle any board. 15 years experience staff, sports, good music on good deep-south and Florida stations. Excellent on news, compelling voice. Locate any gulf coast or Florida station. Will phone and drive to see you for interview audition my expense. Box E-14, BROADCASTING.

Experienced d.j. 27, creative, original, dependable. Ready for large market. Box E-24, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Young ambitious announcer willing to relocate anywhere. Single available immediately. Box E-57, BROADCASTING.

Solid, "old school" announcer. Age 32. Family man, thirteen years in broadcasting. First phone. Seeks sane, sober operation in southeast. Present employer best reference. $600 minimum. Box E-67, BROADCASTING.

Available now, experienced dj, 24, tight board dependable, reliable, willing worker, 3½ years experience. Married, draft exempt, all around man for your organization. Box E-77, BROADCASTING.

Humorous disc jockey wants morning show in medium major market. Excellent rating history with middle of road music. First phone. Box E-79, BROADCASTING.

Young man skilled in announcing and engineering seeks job ouside the original forty eight. Box E-80, BROADCASTING.

I do the unusual unusually well. Experienced, mature, ambitious. Now employed and seek Seattle-Tacoma opportunity. Box E-81, BROADCASTING.

Start the day number one. Sound good? So do I. Good enough to stay number one for the past six years. Morning humor done with taste. Box E-85, BROADCASTING.

Good voice, good copy, good board. Know photography and art work. First phone. Quiet humor. No frantic dee-jay. Tape on request. Box E-90, BROADCASTING.

Young aggressive announcer. Married, veteran, professional school graduate, 3 years experience, mature voice. Dependable, tight production. Presently employed. $80 per week. Box E-91, BROADCASTING.

Young top 40 dj. 1st phone seeks position with progressive station. Presently employed. Box E-93, BROADCASTING.

Morning man-d.j. 5 years experience. Family man, 31, wish N.E. Box E-97, BROADCASTING.

Perspicacious young announcer with perspicuous pleasing delivery and predilection for melifluous sounds. Available May 1st. Six years experience, Resume and tape on request. P.S. Love dogs—allergic to cats! Box E-99, BROADCASTING.

Young broadcasting graduate, some experience mature voice. Desire permanent position. Box E-109, BROADCASTING.

DJ, newscaster, young, experienced, college degree in radio speech, wants spot offering advancement in medium or major market. No screamers. Minimum $100 week. Box E-110, BROADCASTING.

Sportscaster. Varied sports background. Play by play all sports. Interviews. Box E-113, BROADCASTING.

Experienced good muisc jock. Tight board, adult sound. Authoritative news. Presently morning personality. Married. No floater or screamer. Minimum $125. Box E-115, BROADCASTING.

Experienced announcer, non-rock dj seeking small or medium northeast market, tape and resume available. Box E-121, BROADCASTING.

Announcer, dj experienced. Adult personality not a floater used to fast operating. Box E-122, BROADCASTING.

Want to return to general announcing after 3 years as news director... Eight years in radio. Thirty years old. Married. Available for some gathering, writing. Prefer Northern Illinois or Wisconsin. Box E-125.

Situations Wanted—(Cont'd)

Announcers

Mr. Voice with a smile. Ad libs easily. Experienced dj/news. Can operate board. Day or nite popular or top 40. Box E-130, BROADCASTING.

Attention midwest: Announcer, one year's experience, good voice, married, and reliable. $85.00 week. Box E-135, BROADCASTING.

Recent radio school graduate. Mature, family man. Would like to "Bite" into news/spots. Will relocate. Box E-139, BROADCASTING.

First phone, available immediately, no maintenance, can type, cooperative. 1 year experience, willing to travel top references. Box E-140, BROADCASTING.

Summer replacement or permanent. DJ-news-production voices. 3 years experience all formats. Veteran. Box E-141, BROADCASTING.

Good morning man, presently working in large market, desires to relocate. Easy delivery, excellent on commercials, news. Tight board production. Also experienced in programming and copy. Box E-144, BROADCASTING.

Happy bright experienced personality. A jock that can do news as well as music. Available soon. Resume and tape on request. Box E-100, BROADCASTING.

Don't read this—unless you are in need of a good experienced announcer (dj or staff) who, at times, will be worked with, rather than worked over. Am young, well-seasoned, married, veteran and college grad. Am presently employed, but looking for the step up with the right middle of the road operation. Tri state area preferred, but all acceptable applications will be considered. Please state salary. Box E-147, BROADCASTING.

Dayton, Indianapolis, Cincinnati, nearby cities. 5 years radio—2 television. Full time partime, summer replacement. Outstanding background. Box E-148, BROADCASTING.

Immediately available: One announcer. Three years experience mature, voice, first phone ticket. Engineering ability and experience. California or northwest only. Box E-150, BROADCASTING.

Swinging air personality, experienced, authoritative news, will settle. Canada preferred. Box E-152, BROADCASTING.

Announcer, 1st phone, negro college grad. Great vocal and production seeking heavy air work. Married, reliable. Right man to round out your announcing staff. Box E-153, BROADCASTING.

Bright, tight personality. Crack newsman. Experienced, dependable, any format, anywhere. Box E-157, BROADCASTING.

DJ, swinging, young, cheerful, experienced, reliable. Seeks modern format station. Box E-160, BROADCASTING.

Negro looking for combo work. Engineer announcer. Frank Key, Jr., 1282 Givan Avenue, Bronx 69, New York.

Experienced announcer seeks stable organization. Top newscaster dj. Any format. Versatile gregarious. Currently in top ten market. Available now. References. C. Zayat, 1130-85th Street, Brooklyn 28, N. Y.

Looking for a first phone who can say "Good morning," follow a tight format, and produce a sell commercial without screaming? If you are, then call or write Bill Blackwell, KELP Radio, Box 9924, El Paso, Texas, KE 3-5911.

C & W dj available immediately. Will move N.W. to S.W. Reliable family man. Ray Wolfe, 145 Gillette, San Francisco.

Situations Wanted—(Cont'd)

Announcers

Mature; experienced announcer and newsman, first phone. Married, no problems no drifter. Seeks position with sales opportunity. 2418 8½ Avenue, Rock Island, Illinois. 788-0229.

DJ pd, adult appeal that sells. 30, family, Present employer best reference. Strong interview, and telephone shows. Prefer west, south, or midwest. Phone HUdson 3-4363 or write 949 East 4th, Russell, Kansas.

Experienced announcer looking for job with midwest or western market. Tapes available Duane Gunn, 959 State, Phillipsburg, Kansas.

Attention small, good music stations in northeast! Young staff announcer, personal interview. Phone 542-0349 or write 92B. Eaton Crest Drive, Eatontown, New Jersey.

Technical

Chief engineer. Presently employed by top station in major market with large staff. Experience includes construction, maintenance, and operation of fm and am directional. Policy differences make change desirable. Minimum $200.00 per week. Box E-28, BROADCASTING.

Engineer first class nine years, maintenance, am, fm, and tv. Box E-84, BROADCASTING.

A year of fm stereo. Twenty years of am and fm construction and maintenance. Fifteen as chief. Good announcing voice excellent references. All yours on east coast or California. Box E-89, BROADCASTING.

Chief engineer wishes to relocate. Experience with directional, remote control, automatic tape, tv studio, vtr. Presently employed, proven record, good references. Prefer west coast. Box E-145, BROADCASTING.

Disc jockey first phone operator/chief. Complete experience, good references. Downie 411 West 8th Street, Wilmington, Delaware.

Production—Programming, Others

Editorializing? Want Help? Community subjects skillful researcher-writer for local station. Unique background. East or west coast. Box E-75, BROADCASTING.

I like to write. Write, write, write! I like to be creative. Create, create, create. I do not like frantic, hard sell spots. I do not like sixty second lists of "bargains." They are very ineffective. Barf, barf, barf! Color me unemployed. (Write for crayon, picture, resume, and sample copy). Box E-83, BROADCASTING.

Take charge guy available for p.d. 7 years radio and tv experience in medium and top ten markets. Intelligent, willing to work. Family. Programming. Production. Play by play. Will pull short air shift, if necessary. Will also consider managing in medium or small market. Box E-95, BROADCASTING.

Iowa newsman wants directorship anywhere in the midwest. Box E-101, BROADCASTING.

Sports, play by play; news. Seven years experience all phases radio. Box C-223, BROADCASTING.

Somewhere in these United States is a radio/tv organization in need of, and willing within reason to pay for, a pro sports director-public relations combination, and who can prove his values. Lets pool our resources and cut dividends by writing to Box E-106, BROADCASTING.

Director 9 years experience medium market. Desires relocation in larger market. Dependable, family man. For resume write Box E-117, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Top Notch sportsman. Strong on all phases, play by play and commentary. 5 years experience, radio and television. Excellent, unique sports knowledge. If you need a top flight sportsman, let's talk. Married, want permanent position Box E-137, BROADCASTING.

10 years experienced documentary and news photographer. Would like to locate with a station with a strong documentary department. Mohawk 6-1262. Bill Smith, 4329 Vivian, Bellaire, Texas.

TELEVISION

Help Wanted—Sales

Two station North Carolina market in top 50 needs hard working local salesman. Prefer stable man willing to grow with expanding market. Salary plus commission. Mail resume and photo to Bernie Whitaker, Sales Manager, WRAL-TV, Box 9583, Raleigh, North Carolina.

Announcers

The best children's personality in America works for us. We are now trying to find the second best children's performer for tv. We offer a unique opportunity for an important exposure and earning potential. We are not interested in cowboys, clowns, film jockeys, or space men. We are looking for an important entertainer male or female. If you think you can qualify we'll expect you to prove it with ratings, video tape, or SOF audition. Major eastern market. Box C-330, BROADCASTING.

Announcer. Authoritative. Young, copywriting and split second boardwork required. Southwest leading net affiliate. Send tape and pic. Box C-299, BROADCASTING.

If it's teens or younger you want to capture, inquire as to the experienced work of this metro M. C.'s on-camera antics. Commercials and news work. Box C-288, BROADCASTING.

Technical

Immediate opening for experienced studio maintenance man with operations background. Good advancement opportunities in a progressive station. Inexperienced technicians need not apply. Contact Howard McClure, Chief Engineer, KYLD TV, 2831 Eye St., Bakersfield, California.

Near Washington D. C. Maximum power vhf is looking for top flight operations technician. First class license required. Must have videotape and switching experience. Permanent position for right man. Furnish complete personal background and recent photograph. Box E-96, BROADCASTING.

1st class enginer for vacation relief work in engineering department of KWWL-TV, Waterloo, Iowa. Position includes work at both studio and transmitter. Previous television experience desirable but not essential. Contact E. M. Tink, V. P. Engineering.

Production—Programming, Others

Attention midwestern director announcer combo men! NBC station in medium size midwestern market needs operations manager to head all tv production. Also to help create good commercials and deliver some on camera. Box E-31, BROADCASTING.

Leading news department of southwestern CBS affiliate has opening for experienced newsman. We are seeking strong background in reporting and writing with ability to air a top show. If you qualify and desire permanent position with good advancement possibilities send video tape or film with complete resume to KSLA-TV, P. O. Box 92, Shreveport, Louisiana.

Southwest VHF needs newsman photographer experience in gathering and writing news. Box E-104, BROADCASTING.

Opportunity for alert newsman who can gather, write and voice news, Texas station. Box E-107, BROADCASTING.

TELEVISION

Situations Wanted—Announcers

Mature combination tv news announcer-writer, and Will Rogers philosopher type disc jockey. Mature, firm, kindly, appealing to audience above teen-age tastes. Can cooperate with sales department and engineering department. Have had plenty of executive level sales experience, and first phone since 1935. Active ham. Expert board operator, skilled with 16mm movie camera. Deep in political philosophy, can do editorials and sensitive interviews with political, religious, and business leaders in your community. Minimum salary $1,000 per month, no contract required. Any city out of present mid south location. Prefer east or west coast, or north midwest. No tapes, no film clips, no photos. Personal interviews and auditions only, at my expense. This ad will run for four insertions, one month, but will take first really substantial offer. I will phone you. Box C-154, BROADCASTING.

Radio television announcer, 3 years experience in all phases. Age 24. Excellent references. Tape, picture, resume upon request. Will consider all offers. Box E-116, BROADCASTING.

I would like the opportunity to apply my skills and experience to the newsbeat in your area. 2 years college. 5 and a half years radio and tv experience. Looking for on camera news assignment in midwest market. Box E-133, BROADCASTING.

First phone, no experience, television only, western states. Available immediately. Box E-92, BROADCASTING.

Technical

Chief engineer: Experienced tv, am & fm chief engineer. Over 20 years experience in all phases of management, operations, planning, installation, maintenance and building facilities. Large station experience. Best references. Available short notice. Box E-131, BROADCASTING.

Production—Programming, Others

Television radio news and documentary writer-producer. Network, local New York and number eight market experience. Have air and directing experience. More responsible position sought. Box E-149, BROADCASTING.

Program manager. Fourteen years experience in second market. Available immediately. Box E-19, BROADCASTING.

Production operations manager. Top producer/director now employed. Creative professional with ideas. Ten years commercial/etv. B.A. degree. Married, family. Best references. Box E-86, BROADCASTING.

Newsman, aggressive, experienced. Nine years professional journalism, 5½ broadcasting (mostly television), 3½ newspaper. Now in major market. Prefer New York, Washington, Miami or Los Angeles. Extensive knowledge film, videotape, documentary. Single, but marriage soon. Box E-48, BROADCASTING.

Operations production manager looking. Background includes news, sales, programming and extensive film editing experience. Creative and cooperative. Have family, degree and excellent record and references. Box E-108, BROADCASTING.

Producer/director quality production. Interested in creative, responsible work. College graduate 3 years experience in medium market. 25 years old, married and draft exempt. Box E-134, BROADCASTING.

News director, 10 years NBC and network experience. Seeking opportunity with large operation. Box E-161, BROADCASTING.

News director. Top rated camera presentation. Award winning, major market experience. Kine available. Box E-159, BROADCASTING.

BUSINESS OPPORTUNITY

Unlimited funds available for radio and television properties. We specialize in financing for the broadcasting industry. Write full details to Box 205A, BROADCASTING.

Miscellaneous

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

"Quick Quips" Jokes, one-liners, comedy, ad-libs for deejays. Also "Disc Hits," record info. $5.50. Del Mar Radio Features, P.O. Box 61, Corona Del Mar, California.

25 ideas that produce sales. Each of these promotions made at least $100 for a radio station, will you pay 20¢ each for them? Send $5.00 to P. E. P. Inc., Box 1745, Ocala, Florida.

Let us produce your commercials. Top voices, sounds, equipment $5 each 24 hour service. P. O. Box 981, Lexington, Kentucky.

500 good air quality one liners, used by top flight dj. $5.00 cash, check, money order to Box E-111, BROADCASTING.

DJ's need topical air useable, air tested comedy one liners? Sample copies, $1.00 p.p., cash. Morris Dee-Jay Digest, P.O. Box 993, Eureka, California.

WANTED TO BUY

Equipment

Wanted: 1600 feet RCA 3 1/8 inch. line; RCA 3-inch IO camera chain. Wm. C. Grove, General Manager, KFBC-TV, Cheyenne, Wyoming.

All equipment between the microphone and the 150 foot tower necessary to build a 250 watt station. Gates transmitter preferred. What do you have? Cash available. Box C-23, BROADCASTING.

For Sale

Equipment

Xmission Line; Teflon insulated, 1⅝" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for $40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

Fidelipac tape cartridges. Best prices, same day shipment. Old cartridges reconditioned. Write for complete Sparta equipment brochure. Sparta Electronic Corporation. 6450 Freeport Blvd., Sacramento 22, California.

Brand new Mohawk midgetape #400 recorder, 402 amplifier, 401 carrying case, microphone, remote control plus 3 tape mags and phone patch. $410 value, asking $225. 18320 Ludlow, Northridge, California. Phone 213-363-8700.

Composite fm kilowatt transmitter: General Electric BT-2-2 fm transmitter with Gates M-5534 Exciter. Now in use. Exceeds FCC requirements. Available April 10th. Best offer over $1,500. General Electric FM BY-4-a, 4-section Circular antenna with De-icers "as is." Best offer over $200. WYZZ (FM), Wilkes-Barre, Penna.

Will sell or trade 2 Geloso tape recorders G-255 in excellent condition. Need portable battery tape recorders. Best offer. The Puritan Broadcast Service, Inc., 156 Broad Street, Lynn, Mass.

For Sale—(Cont'd)

Equipment

Where stands, best offer—300' uniform cross section guyed steel tower including obstruction lighting and tuning box with "T" network. Contact Sam E. Pendleton, KSET, Phone KE 2-4979, P. O. Box 20,000, El Paso, Texas.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Magnemite model 610-SD professional field tape recorder, excellent condition. Spare tubes, tapes, battery and microphone included Postpaid $140.00 Box E-143, BROADCASTING.

Truscon tower, 1050 feet high, guyed, galvanized, 40 lb. wind load, solid rounds, new 1955, painted international orange and white, weight including guys 484,000 lbs., complete including lights, sleet melting circuit, obstruction lights and automatic light controls. Now supporting channel 3 six bay RCA TF 6 al antenna. May be inspected standing, 17 miles nw of Shreveport, La. Available September, 1963 on ground, sections numbered, stacked guys on reels, nuts and bolts in barrels. ready for shipment. Price $75.00. KTBS-tv, 312 E. Kings Highway, Shreveport, Louisiana. Telephone NO. 868-3644.

Slightly used Ampex stereo Neumann, Gotham, Marantz, Lansing professional recording equipment. Write for list. Box C-205, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 1505 N. Western Ave., Hollywood 27, California.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Altanta, Georgia.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

San Francisco's Chris Borden School teaches you what you want: 1st phone and "modern" sound. Jobs a plenty. Free placement. Illustrated brochure. 259 Geary Street.

"Do you need a first phone? Train for and get your FCC first class license in just five (5) weeks with R.E.I. in beautiful Sarasota! Affiliated with modern commercial station. Free placement. Write: Radio Engineering Institute of Florida, Commercial Court Building, P. O. Box 1058, Sarasota, Florida."

INSTRUCTIONS—(Cont'd)

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1653 North Cherokee, Hollywood, California.

Announcing, programming, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Keegan Technical Institute, 207 Madison, Memphis, Tennessee.

FCC license in six weeks. Total cost $285. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. CA 7-0529.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for class starting April 24. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Special accelerated schedule. The Los Angeles Division of Grantham Schools is now offering the proven Grantham first class license course in a special accelerated schedule. Taught by a top notch instructor, this class is "success tested" for the man who must get his first phone in a hurry. The next starting dates for this accelerated class are April 29, July 8, and September 9th. For free brochure, write: Dept. 3-B, Grantham School of Electronics, 1505 N. Western Ave., Los Angeles 27, California.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5kw station. One price includes everything, even room and board. American Academy of Electronics, 303 St. Francis St., Mobile, Ala.

RADIO

Help Wanted—Sales

BROADCAST SALES REPRESENTATIVES

Visual Electronics Corporation, a leader in broadcast equipment sales engineering employed in expansion program. Seek top level experienced field salesman with proven sales record. AM or TV technical or engineering background required. Please send resume, in complete confidence to:

Lynn Christenson
Personnel Director
Visual Electronics Corporation
356 West 40th Street
New York 18, N. Y.

Announcers

ANNOUNCER-EMCEE

50 kw Southwest major-market station seeks stable announcer for varied staff duties. Outstanding facility, perfect climate, good pay and company benefits for right man. Send resume, recent photo and tape, (includes news, sports, music show and commercials) to:

Box E-146, BROADCASTING

TELEVISION

Situations Wanted—Management

TV AND/OR RADIO MANAGER AVAILABLE!

EXPERIENCE: Heavy TV and Radio Management in top Metro markets. Group operations as well as independents Experience covers all phases, sales, programming, film buying, promotion, etc. Now employed in management in top ten market UHF station. Will consider Sales Manager Metro Market. Prefer California, however, will consider all areas. Personal interview can be arranged.

Box 103, BROADCASTING

Employment Service

"PROFESSIONALS"
ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U. S. MARKETS
MIDWEST SATURATION
Write for application NOW
BROADCAST EMPLOYMENT SERVICE
4825 10th Ave. So.
Minneapolis 17, Minn.

Miscellaneous

NETWORK SOUNDS ONE DOLLAR

your commercials on your tape for $1 a spot. Also original copy & Production commercials, news & sports intros, etc. Send $1 and copy for sample & details.

Box E-136, BROADCASTING

FLORIDA DUEBILLS

and other cities, plus resorts. Save on business/pleasure trips. Hotels, motels will exchange accommodations for advertising. Your cost 15%. Order from:

Gamble Coker, Inc. Tel. 642-6107,
155 E. Ont. St., Suite 3, Chicago 11, Ill.

Attention Station Owners!

Retain More Profit
With

- Swift evaluation of station problem areas
- Workable solutions
- Confidential reports

A practical meaningful broadcast management consulting service in areas of sales, management and programming.

Ed DeGray & Associates
220 Hartsdale Avenue
White Plains, N. Y.

Phone:
Area Code 914, WH 6-5651

"Counsel Geared For Action"

Equipment

For Sale

Used 19" Rack-Mount Cabinets 10½" High to 48" High
PRICED TO SELL
Also Assorted 19" Rack Panels 7" to 37¾" High
Box E-127, BROADCASTING

ITA FM TRANSMITTERS
6,000 and 10,000 Watts New and Used
CLOSE-OUT PRICE
Box E-128, BROADCASTING

WANTED TO BUY

Stations

Experienced Broadcaster

25 years in broadcasting looking for station to manage or lease with option to buy.

Box E-132, BROADCASTING

For Sale

Stations

Mid-West 1 kw Daytimer

City 25,000. Market 100,000. $97,000, building included. Excellent potential

Box E-138, BROADCASTING

FORCED LEGAL SALE

SOUTHEAST'S MOST FABULOUS METRO GROWTH MARKET AT 200,000

Country—Western Dream

About once in 15 years an opportunity like this presents itself.

For authentic legal reasons—after 10 years of highly successful operation—this fine fulltime 5 KW Day, 1 KW Night facility must be sold.

Only one station in this market has changed hands in over 15 years. Excluding Florida, this is the most solid growth area in the Southeast—not just population, but retail sales, construction, bank deposits, etc.

All equipment, buildings, less than 3 years old. Transmitter site is only small part of valuable industrial tract owned by company.

Country-Western Market wide open—begging—⅓ all record sales this type.

Only substantial principals with considerable cash resources need inquire to owner.

Box E-151, BROADCASTING

For Sale

Stations

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

CONFIDENTIAL NEGOTIATIONS
For Buying and Selling
RADIO and TV STATIONS
in the eastern states and Florida
W. B. GRIMES & CO.
2000 Florida Avenue, N.W.
Washington 9, D. C.
DEcatur 2-2311

STATIONS FOR SALE

PACIFIC NORTHWEST. Full Time. Priced at $50,000. 29% down.

ROCKY MOUNTAIN. Daytime. Billing $103,000. Priced at $150,000. 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

Pa.	single	daytimer	120M	terms
N.Y.	single	daytimer	125M	29%
Ga.	single	daytimer	55M	15M
Midwest	small	fulltime	22M	cash
Fla.	medium	daytimer	150M	30%
Pa.	metro	daytimer	200M	50M
N.E.	major	daytimer	400M	29%
S.E.	major	daytimer	238M	65M

And others

CHAPMAN COMPANY
2045 Peachtree Rd. N.E., Atlanta 9, Ga.

To buy or sell Radio and/or TV properties contact.
PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 17, TEXAS

NEED HELP?

LOOKING FOR A JOB?

SOMETHING TO BUY OR SELL?

For Best Results You Can't Top A CLASSIFIED AD

in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 117

to change frequency to ch. 11; type trans., and make changes in ant. system for vhf tv translator station.

K78AR Lihue, Kauai, Hawaii—Granted mod. of cp to change type trans.

Actions of April 1

WMMM-FM Westport, Conn.—Granted license; specify studio location.

WDRC Hartford, Conn.—Granted license covering installation of aux. trans.

WIKE Newport, Vt.—Granted license covering installation of old main trans. as alternate main nighttime and aux. daytime trans.

WITI-TV Milwaukee, Wis.—Granted cp to modify ant. system (main trans. and ant.); condition.

WDGY Minneapolis, Minn.—Granted cp to make changes in nighttime DA pattern.

KK2XJO, Various locations in Colo., Ariz., Utah and N. M.—Granted cp and license for new experimental tv translator station, on chs. 2 to 13, inclusive, to conduct site and coverage tests and for limited demonstration of principles of operation; conditions.

KA2XEO Minneapolis, Minn.—Granted cp for new experimental tv translator station, on chs. 2 through 13 and 70 through 83, to conduct site and coverage tests and for limited demonstration of principles of operation; conditions.

WMUU-FM Greenville, S. C.—Granted mod. of cp to increase ant. height to 1,190 ft., change ant.-trans. location, type trans. and ant., and make changes in ant. system; remote control permitted.

Actions of March 29

KGER Long Beach, Calif.—Granted cp to install aux. trans. at main trans. site (DA-N).

WMTS-FM Murfreesboro, Tenn.—Granted mod. of cp to change type ant. and main studio location and remote control point.

■ Following stations were granted extensions of completion dates as shown: KNMT (TV) Walker, Minn., to July 15; WEZN-FM Elizabethtown, Pa., to Sept. 1.

KFML Denver, Colo.—Granted increased power on 1390 kc, D, from 1 kw to 5 kw, and installation of new trans.; remote control permitted; conditions.

KFTM Fort Morgan, Colo.—Granted increased daytime power on 1400 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; condtions.

KRLN Canon City, Colo.—Granted increased daytime power on 1400 kc, SH, from 250 to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

■ Granted renewal of licenses, including aux., for following stations: WBOS-FM Brookline, Mass.; KLRO (FM) San Diego, Calif.; WLLH Lowell, Mass.; KLUB-FM Salt Lake City, Utah.; WMTW-FM Mt. Washington, N. H.; KMUR Murray, Utah; WNBP Newburyport, Mass.; KMPC Los Angeles, Calif.; WVMT Burlington, Vt.; KMYC-AM-FM Marysville, Calif.; WORC Worcester, Mass.; KNDI Honolulu, Hawaii; WTIC-AM-FM Hartford, Conn.; KOHI St. Helens, Ore.; WTSA Brattleboro, Vt.; KORK-AM-FM Las Vegas, Nev.; KTVW (TV) Tacoma, Wash.; KORL Honolulu, Hawaii; WGAN-TV Portland, Me.; KPCN Grand Prairie, Tex.; KPDQ-FM Portland, Ore.; *KPEC-TV Lakewood Center, Wash.; KPRI Engene, Ore.; KPOL-AM-FM Los Angeles, Calif.; KQRO (FM) Dallas, Tex.; KRKO Everett, Wash.; KROW Dallas, Ore.; KABR. Aberdeen, S. D.; KRZY Albuquerque, N. M.; KAFY Bakersfield, Calif.; KSEW Sitka, Alaska; KAHU Waipahu, Hawaii; KSFE Needles, Calif.; *KANG (FM) Angwin, Calif.; KSOP Salt Lake City, Utah; KARO (FM) Houston, Tex.; KTKR Taft, Calif.; KAST Astoria, Ore.; KTWO Casper, Wyo.; KAYD (FM) Beaumont, Tex.; KUEN Wenatchee, Wash.; KBKW Aberdeen, Wash.; KUJ Walla Walla, Wash.; KBYR-AM-FM Anchorage, Alaska; KULE Ephrata, Wash.; KCHJ Delano, Calif.; KURA Moab, Utah; KCLX Colfax, Wash.; KURY Brookings, Ore.; KCVR-AM-FM Lodi, Calif.; KUTI Yakima, Wash.; KDAN Eureka, Calif.; *KVOK (FM) Honolulu, Hawaii; KEDO Longview, Wash.; KWAM Memphis, Tenn.; KFDR Grand Coulee, Wash.; KWAT Watertown, S. D.; KFRB Fairbanks, Alaska; KWFS-AM-FM Eugene, Ore.; KGAY Salem, Ore.; KYME Boise, Idaho; KGRO Gresham, Ore.; WTMT Louisville, Ky.; KGUC Gunnison, Colo.; KBRN Brighton, Colo.; KINY Juneau, Alaska; WEEI Boston, Mass., conditions; KIXI Seattle, Wash.; KJLM (FM) San Diego, Calif.; KJNO Juneau, Alaska; KCHS Truth or Consequences, N. M.; KLAY-FM Tacoma, Wash.; KLOU Lake Charles, La.; KLEI Kailua, Hawaii.

WBCI-FM Williamsburg, Va.—Granted mod. of cp to change type ant. and ERP to 17 kw.

KBLE (FM) Bellingham, Wash.—Granted mod. of cp to make changes in ant. system and change type trans.; remote control permitted.

KCDI Kirkland, Wash.—Granted mod. of cp to change ant.-trans. location, make changes in ant. system (decrease height and add top loading), and make changes in ground system.

KBAB Indianola, Iowa—Granted mod. of cp to change ant.-trans. and studio location.

KFMU (FM) Los Angeles, Calif.—Granted mod. of SCA to make changes in programming (interspaced foreign language program material).

KRZY Albuquerque, N. M.—Granted license covering change in ant.-trans. and studio location and change in ant. and ground system; remote control permitted.

■ At request of Gotham Bcstg. Corp. (now Ch. 2 Corp.), Broadcast Bureau extended from April 3 to July 3 time for commencement of trial subscription programming by company's KTVR (TV) (now KCTO (TV)) on ch. 2 in Denver, Colo.

Actions of March 28

KOMY-FM Watsonville, Calif.—Granted request and cancelled cp for new fm; delete call letters.

WQIK Jacksonville, Fla.—Granted request and cancelled cp for changes in ant. system.

WSGO Oswego, N. Y.—Granted license and specify type trans.

WKNT-FM Kent, Ohio—Granted license covering installation of new main trans.

WHNB-TV New Britain, Conn.—Granted cp to use present main ant. as aux. ant. at main trans. location.

***KCUI (FM) Pella, Iowa**—Granted cp to install new ant.

WXYC Fort Myers, Fla.—Granted mod. of cp to change studio and ant. trans. location and make changes in ground system.

KCOK Tulare, Calif.—Granted request to continue existing pre-sunrise operation with non-DA and reduced power of 1 kw between hours of 4 a.m. and local sunrise until final decision is reached in Doc. 14419 or until directed to terminate such operation, whichever occurs first.

Action of March 27

WTTF Tiffin, Ohio—Granted cp to make changes in DA system with changes in ground system.

K04AT St. Francis, Kan.—Granted cp to replace expired permit for new vhf tv translator station and specify type trans.

WIBW-TV Topeka, Kan.—Granted extension of completion date to Sept. 1.

KROB Robstown, Tex.—Denied request for mod. of pre-sunrise condition attached to cp for new am on 1510 kc, 500 w-D.

Actions of March 21

Wallowa Valley Tv Assn. Inc., Wallowa, Ore.—Granted cps for three uhf booster stations for uhf tv translators K71AO, K77AW and K81AF.

Rulemakings

AMENDED

■ By second report & order in Doc. 14229, commission amended part 3 of rules to relax certain technical requirements for uhf tv stations, effective May 1, 1963. Comr. Bartley dissented. Action March 27.

PROPOSED

■ By notice of proposed rulemaking & order, commission proposed rules looking toward discontinuance of "simplexing" by fm stations. Comments are due by June 14, 1963. Chrm. Minow and Comr. Cox dissented. As proposed, rules would pertain six months after effective date and, in addition, would up-date and simplify SCA logging requirements. Policy of deferring action on simplexers' renewal applications was continued pending outcome of rulemaking proceeding. Action March 27.

■ Commission instituted proceeding in which various proposals to put ceiling on amount of time that can be devoted to commercial advertising by broadcasting stations will be considered. One proposal on which comments will be sought would be adoption of rule requiring all am, fm and tv stations to observe limitations on advertising time which are presently contained in radio & tv codes of NAB. Action March 27.



"ALL FOR APRIL" — that's the pitch for the American Cancer Society's annual Crusade. It's what the Society asks of the broadcasting industry each year.

"ALL FOR APRIL" is also the title of our new half-hour film starring Steve Allen, Morey Amsterdam, the Beverly Hillbillies, George Burns, Robert Cummings, Ralph Edwards, Evans Evans, Carl Reiner, Keely Smith and Dick Van Dyke. It crackles with humor and, at the same time, does a fine job in the big battle against cancer. The film is available for television (naturally without cost).

This film is only one of many first-rate free television and radio materials which the Society has specially prepared for its Crusade. Use them . . . to fight cancer . . . to save lives.

Contact the American Cancer Society Unit in your city for further information about these materials, or write to:

AMERICAN CANCER SOCIETY 521 WEST 57th STREET, NEW YORK 19, NEW YORK

OUR RESPECTS to Charles George Henderson

To be a success, be yourself

"If you want to talk business to a man don't separate yourself from him with a desk and when you do talk to him don't give him a lot of make-believe blue sky." This brief homily from C. George Henderson, executive vice president and general manager of WSOC-TV Charlotte, N.C., gives an indication of the business savvy which has made him a venerated member of the broadcast fraternity.

Biographical examinations of successful business men often include descriptions of their offices with the obvious parallels drawn between office furnishings and the character of the man in question. In the case of George Henderson this might easily produce a distorted image. On entering his "den" as he calls it, the most noticeable object is his roll-top desk which could be judged hastily as a sign of "stuffiness." In fact he is constantly kidded about it. Mr. Henderson explains that it provides him with a way of "putting a cover" on the business aspect of the room and talking informally.

Further inspection reveals a lamp whose base is the bugle he blew as a freshman at Western Military Academy in Alton, Ill. But there is nothing martial in Mr. Henderson's demeanor. In fact, ever since he graduated from the academy in 1935, he's been playing down his military background. His father was the commandant (disciplinarian) of that academy for 30 years and "he was tougher on me" than anyone else there, he says.

On the subject of office pictures Mr. Henderson has a polite but terse, "the most important picture in my office is the one on the tv set—the one on channel nine."

Charles, The Fourth ▪ Charles George Henderson was born in Mexico, Mo., April 1, 1917. The "Charles" was quickly dropped. There were already three members of the family named Charles: both his grandfathers and an uncle.

Mr. Henderson gives the impression that his years of education were something to be gotten out of the way in order to get on with the business of life. After military school he entered Rice Institute (now Rice U.) to follow a liberal arts course and soon found himself overloaded with extra-curricular activities, sometimes to the neglect of his studies. After two years at Rice he transferred to Kalamazoo College in Michigan. But he never finished school. In his own words, "I had a gal in Kalamazoo." Harriet Aspergren was her name and he left college before graduation to marry her.

Mr. Henderson, whose formal training had been in journalism, entered the advertising side of communications. After a medical discharge from the Army in June 1944 having achieved the rank of major (a "physical wreck" with a lung infection, cystitis and a recurrent leg injury) he went to work as an advertising salesman for the *Columbus Citizen,* the Scripps-Howard paper in Columbus (now the *Citizen Journal*).

First Radio Experience ▪ In 1946 he became advertising director for the Ohio Fuel Gas Co. in Columbus. "This is where I became interested in broadcasting," he explains. "The company was dabbling with various media. I switched them to concentrating in radio."

In 1949 a new Crosley station, WLWC (TV) was getting ready to go on the air in Columbus and Mr. Henderson moved there as general sales manager. It's this early position of responsibility which causes him to refer jokingly to his career as "starting at the top and working my way down." In 1953 he was promoted to general sales manager of radio and tv for the complete Crosley group.

Mr. Henderson had a penchant for organizing new operations. In 1957 he moved again, to Charlotte, N. C., where another new station, WSOC-TV, was getting on its feet. He joined WSOC Broadcasting Co. as vice president and assistant general manager. In June 1959 the station was acquired by Carolina Broadcasting Co., owned by the James M. Cox interests. Mr. Henderson remained with the station and last October was promoted to his present position, executive vice president and general manager.



George Henderson
No make-believe

(James M. Cox broadcast properties are: WSB-AM-FM-TV Atlanta; WHIO-AM-FM-TV Dayton; WSOC-AM-FM-TV Charlotte and WCKR-WCKT [TV] Miami [42.5%]. Newspaper interests include the *Atlanta Journal* and *Constitution; Dayton News* and *Journal Herald; Miami News,* and *Springfield News* and *Sun.*)

For a man with a formidable history of community activity outside of his station bailiwick, Mr. Henderson is modest in relating it. He is a past governor of the 5th district of the Advertising Federation of America, past president of both the Columbus and Charlotte advertising clubs, and still a member of the board of the latter club. He is currently a member of the board and executive committee and treasurer of Television Bureau of Advertising; president of Carolinas' Carrousel, a Charlotte civic organization; chairman of the Charlotte Chamber of Commerce sports committee and a member of the executive committee of the Charlotte chapter of the American Cancer Society.

Pride & Joy ▪ George Henderson is especially proud of his station's news and public service programming. Last year WSOC-TV won a Thomas A. Edison award for its daily *Clown Carnival* show. The program's title belies its serious purpose of character guidance for children. Major credit for the show belongs to George Henderson who was its prime mover.

Mr. Henderson sums up his pet dislikes in two words—"phoniness and exaggeration." "The boys who make the false claims eventually have to eat 'em," he says. His image of the incompetent broadcaster compares to that of the unqualified surgeon. "If he's faking, he's a butcher. The results of his operation are soon known."

Mr. Henderson's idea of relaxation is bait casting for bass in a North Carolina stream, but when he's taking his exercise he can be found on the golf course, "usually on the fairway." The "fairway" claim is backed by a respectable 14 handicap.

Mr. Henderson has a son, Chuck, 23 years old and married, and a daughter, Marjorie, a college freshman of 18. A daughter born to Chuck last November, "made me a grandfather, and my gray hair finally appropriate," says Mr. Henderson. For that matter, his hair was gray in college, and even today it does not disguise his youthful energy.

Time for real research

RATINGS and rating services have been discredited almost to the point of uselessness. The Harris subcommittee hearings have created more doubts about existing methods of measuring radio and television audiences than can be resolved by minor adjustments. It will not be enough to add to a sample here or to repair a defective recording device there.

A sweeping reappraisal of the methods—and purposes—of audience measurement is in order, and there are signs that broadcasters are beginning to recognize that fact. For this the Harris investigators must be thanked, although their finding will be of little use in as basic and complicated a study as broadcasters must now begin.

We share with LeRoy Collins the regret he expressed last week that broadcasters did not begin an overhaul before the government moved in. Having ourselves raised doubts about ratings for many years, we must concede he has a point. There has been less progress in audience measurement than in any other function of radio and television.

If progress is to be encouraged now, broadcasters must start by deciding what they really want from audience statistics and what they can persuade their customers to accept. Certain reasonable expectations immediately suggest themselves.

Measurements must not penalize radio and television in comparison with other media. Historically broadcasters have measured their audience in smaller pieces than newspapers and magazines have been willing to measure theirs. It may not be possible to develop a radio or television measurement that will be precisely comparable to the gross circulation figures that print media use, but a higher degree of comparability is essential.

If agencies are to calculate cost-per-thousand on rating points for broadcasting and gross circulation figures for newspapers, the disadvantage to radio and television is obvious. That disadvantage will only be accentuated by the coming of computers. The data processing machine that is fed a rating for a television quarter hour and the total circulation of a competing newspaper is not likely to feed back a fairer comparison than was fed in.

Measurements must be adaptable to changing technology and changing habits of viewing and listening. Present rating services are only now begining to adjust to profound changes that have taken place in the composition and location of radio audience. The development of inexpensive portables and automobile sets has dispersed radio listening beyond the present reach of those who count the listeners.

As many influential radio broadcasters have complained, radio is being grossly shortchanged by present ratings. Unless revisions in its audience measurements are made, television soon will be suffering the same experience. Multiple-set homes are already common. Miniaturization, already well-advanced, is bound to reduce the size of television sets and make the television audience almost as mobile as the radio audience. Who is ready now with a means to measure accurately the transition from group viewing to individual viewing and the dispersion of the audience from the living room to bedroom, terrace, beach?

National and local measurements must be equally reliable. National measurements are useful only to network advertisers who collectively account for only 40% of total television billing and an inconsequential 5% of total radio. Since 60% of television spending and 95% of radio spending must be based on local audience measurements, it does not seem unreasonable to suggest that the local measurements ought to be at least as good as the nationals.

Still another fact that broadcasters must face is that better research will cost more money than they have become accustomed to budget for ratings. The recognition of this fact will undoubtedly lead some to suggest that agencies and advertisers ought to share the expense. That suggestion is unrealistic.

Although acceptance by agencies and advertisers is indispensable to any measurement system, it is the broadcasters themselves who must be in control of it—as print media are in control of the circulation research that they use to sell against radio and television. Control can be maintained only if the broadcasters put up the money. If the customers of radio and television share substantially in the cost of audience research, they will have a much larger say about it than they have about the measurement of rival media.

It seems to us that the job of bringing order into the complicated business of audience measurement is too big for any one element of the broadcasting complex to undertake. In the long run it may prove desirable to create different systems for radio and television. At the outset the basic study ought to apply to both. At this point it is a project that could suitably be joined by the NAB, Radio Advertising Bureau and Television Bureau of Advertising.

Minow swallows a whale

FCC Chairman Newton Minow is too young to have a personal recollection of conditions that led to the adoption of federal controls over stock dealing. Only on the grounds of his youth can he be forgiven for slandering the broadcasters of 1963 by suggesting they be regulated as security dealers are regulated.

As reported elsewhere in this issue, Mr. Minow proposed that Congress pass a law requiring broadcasters to belong to an NAB that would have the same powers that National Assn. of Securities Dealers has over its members. No security dealer can stay in business without complying with his association's rules.

The controls in the securities field were established to stop the scandalous conduct of swindlers and stock manipulators who were able to operate outside existing laws. To compare by inference the present conduct of broadcasters with the larcenous dealings that precipitated the securities laws libels broadcasters and evidences a lack of understanding of broadcasting.

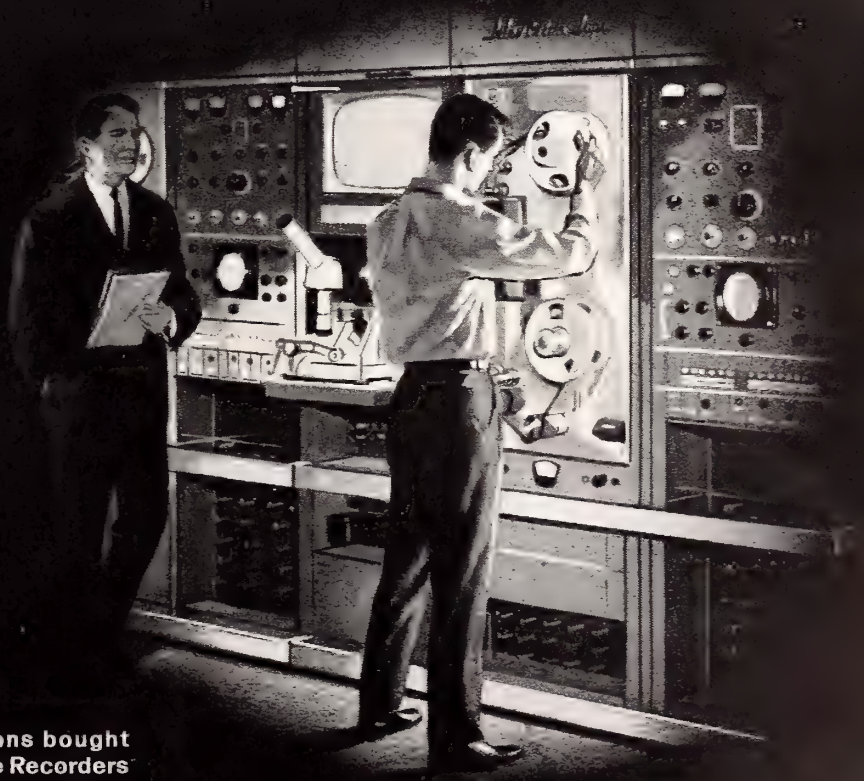


Drawn for BROADCASTING by Sid Hix

". . . and in this recurring nightmare, the media man's computer devours all my statistics and then starts on me!"

RCA

The Mark of the Finest in TV Equipment



Television stations bought more RCA TV Tape Recorders in 1961 than any other make.

Also true in '62!

RCA The Most Trusted Name in Television



KEY MEMBERS OF IEEE

The name of your society has changed but its goals remain the same. The Institute of Electrical and Electronics Engineers is concerned with the advancement of scientific engineering leading to increased professional standing for its members and to aiding the close cooperation and exchange of technical information amongst them.

In all there are some 30 professional technical groups that compose the total membership of IEEE. Your special interests continue to be well represented. Each professional group publishes a magazine. These **TRANSACTIONS** offer highly-specialized material in your field that cannot be found in any other journal.

The IEEE Professional Technical Groups sponsor technical sessions at the IEEE International Convention and Show in New York and at other major conventions. Again, broadcasting, telecasting and radio are well represented.

As a member of IEEE you enjoy association with others who share your specialized interests; you receive publications containing articles on current developments by top specialists in your field; you have the opportunity to broaden your knowledge in your field of specialty.

The triangle has been replaced with Ben Franklin's kite; IRE with I-Triple-E; but broadcasting, telecasting and radio remain the key parts of the total membership.

The Institute of Electrical and Electronics Engineers

Box A, Lenox Hill Station, New York 21, New York

35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

APRIL 15, 1963

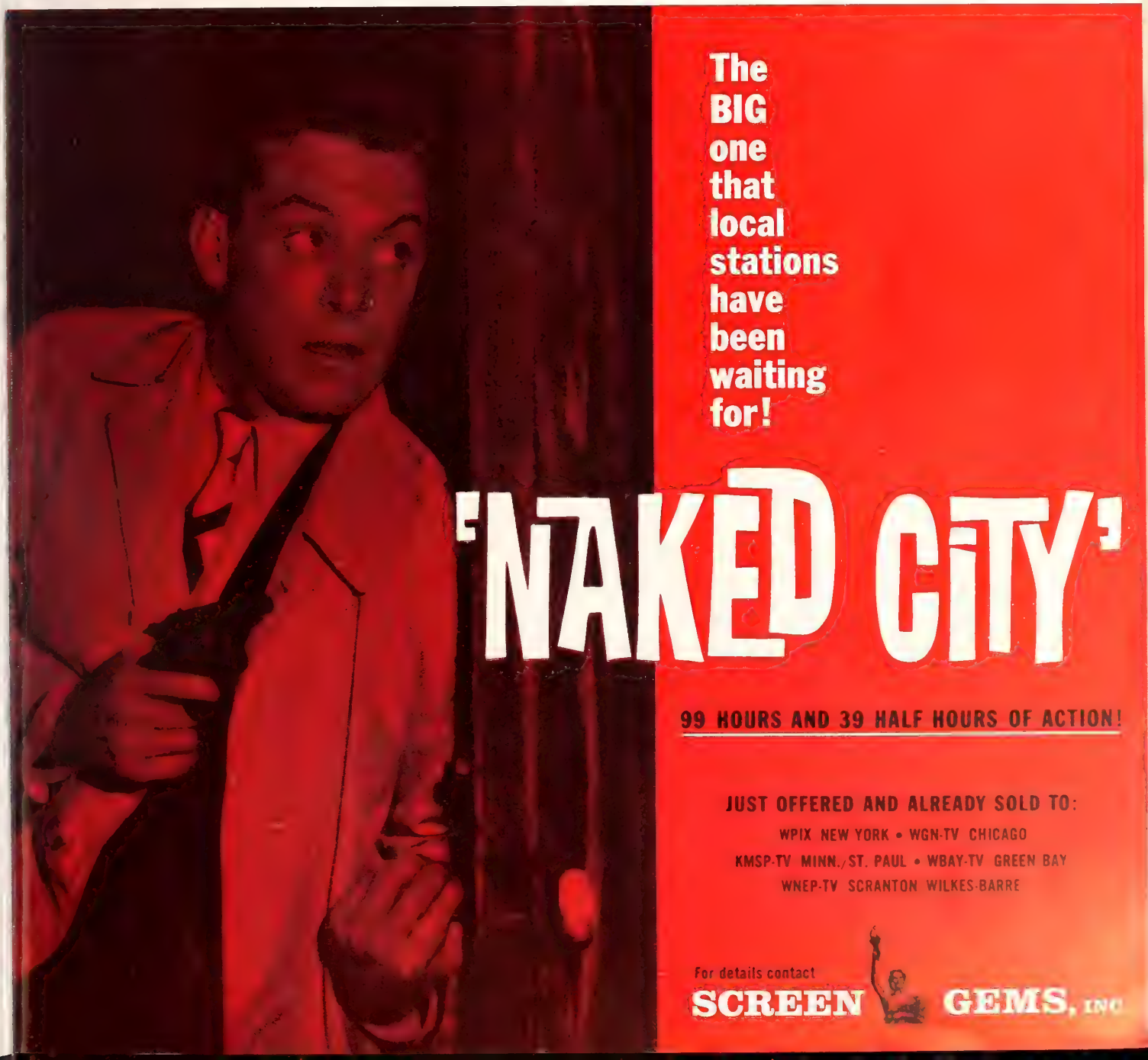
Taft Broadcasting Co. offering $40 million for Transcontinent stations 27

Sindlinger claims Nielsen shut him out through 'master plan' 46

A look at the implications of an FCC-NAB regulatory wedding 54

Airlines happy with tv; plan even broader use of medium 29

COMPLETE INDEX PAGE 7



WTReffigies Wheeling

A SERIES OF FRAMEABLE ADworld CLOSE-UPS!



MARKET ANALYST

(AHEAD HUNTER)

#23 WTReffigy TV SERIES FROM WHEELING, WEST VIRGINIA

Scan Zoo Animals, Inc., Los Angeles, California

Important . . . WTRF-TV Wheeling Market . . . Dominant in Rich
Booming Wheeling-Steubenville Industrial Ohio Valley . . . 2½ Million
People spending 1¾ Billion Dollars Annually . . . 7500 Retail Outlets.
Tops in Sales . . . Service . . . Results! Better Buy . . .
WTRF-TV Wheeling!

(RED EYED SET? Write for your frameable WTReffigies, our ad-world close-up series!)

wtrf-tv

316,000 watts NBC network color

CHANNEL 7

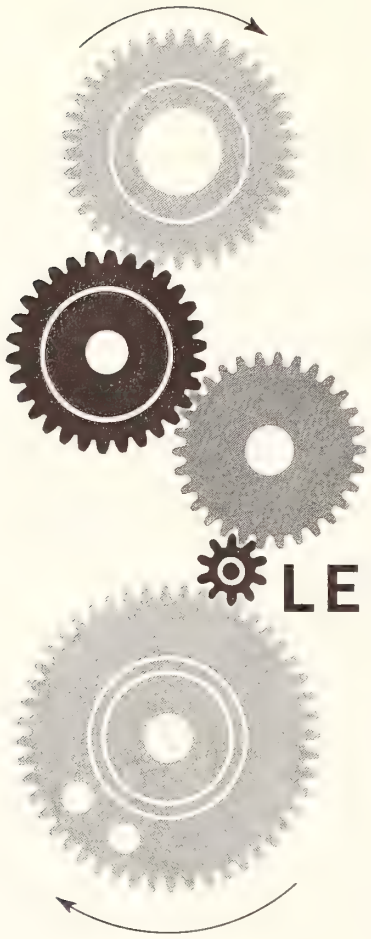
WHEELING 7, WEST VIRGINIA

Represented Nationally by George P. Hollingbery Company

If you lived in San Francisco...



...you'd be sold on KRON-TV



LET'S LOOK AT FACTS

Whether you use ratings to estimate audiences or to indicate a trend, the results are the same in the selection of THE station to use in the Dallas-Fort Worth market — the first choice is always KRLD-TV.

Why? The fact is that KRLD-TV delivers an average of 47,900 MORE homes per average quarter-hour, 9 am to 6:30 pm, Monday thru Friday, than the next station in the market.*

And — Sunday thru Saturday from 6:30 pm to midnight, KRLD-TV delivers an average of 40,900 MORE homes per average quarter-hour than the next station in the market.*

Let the facts speak for themselves — that the equivalent of increased sales for you is the selection of a schedule on Channel 4. See your ADVERTISING TIME SALES representative.

*NSI
Average Week
Dec. 21-Feb. 24, '63

KRLD-TV

represented nationally by
Advertising Time Sales, Inc.

ATS

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

CLOSED CIRCUIT®

Still another delay?

Will $40 million sale to Taft Broadcasting come before Transcontinent's stockholders meeting April 25 in Buffalo (see page 27)? Since proxies went out prior to announcement of negotiations, one legal view is that subject is precluded from coming up and special meeting must be called as matter of corporate practice.

Military threats probed

Military police threatening force to prevent photographers from taking pictures of military disasters outside bases have aroused concern of House Foreign Operations and Government Information Subcommittee. Recent incidents involve North Carolina tv newsman threatened with exposure of his film and New Mexico tv newsman faced by pistol-brandishing MP. Deepest congressional concern is over regulations permitting military to use force although no legal authority exists for such action. Complaint is expected to go straight to top of Pentagon.

Radio-tv ratings liasion

Meeting is expected to be called this week of NAB-RAB liaison committee to work toward coordination of efforts in rating situation (see page 66). Committee was formed several months ago but has not met since (BROADCASTING, Dec. 3, 1962) and there now is concern that two groups may reach impasse on best method to proceed. RAB has stated flatly that it wants separate research for radio. Extent of NAB cooperation, if any, has not been determined.

KIRO minority to Mormons

About 10% of stock of Queen City Broadcasting Co., which owns KIRO-AM-FM-TV Seattle, has been acquired from minority stockholders through brokerage firm understood acting for Mormon Church which owns KSL-AM-FM-TV Salt Lake City, as well as interests in other western broadcast properties. Stock sold at about $30 per share, which on basis of 257,000 shares outstanding, would place valuation of nearly $8 million on properties. Saul Haas, president-general manager of Queen City, owns 64% of stock.

One of minority stockholders who has sold portion of his interest is Sen. Warren G. Magnuson (D-Wash.), who disposed of 2,000 *of his* 10,000 *shares. He had held* 4% *interest in Queen City for more than* 30 *years. Mr. Haas recently was elected board member of Radio Service Corp., which operates properties for Church of Jesus Christ of Latter Day Saints. Arch Madsen, president-general manager of KSL-AM-FM-TV, this month was elected to Queen City board. Mormon group owns minorities in KID-AM-TV Idaho Falls and KBOI-TV Boise, which like KIRO are all CBS-affiliated. Church recently acquired World Wide Broadcasting Co. (WRUL New York) shortwave station from Metropolitan Broadcasting Co. Merrill, Lynch, Pierce, Fenner & Smith is brokerage firm which acquired Queen City stock from* 19 *of* 52 *stockholders.*

No ratings book

Two men who'll write the Harris subcommittee's report on rating services have been asked about authoring something else—a book. Random House approached Counsel Robert E. L. Richardson last week and asked if he and fellow investigator Rex Sparger were interested. Mr. Richardson said not now, anyway.

Meanwhile, Chairman Harris (D-Ark.) has barred inclusion of any unsworn statements in hearing record. He said this includes one submitted by A. C. Nielsen Jr., company president, who passed up chance to testify two weeks ago. Subcommittee staff has stack of 30 *sworn statements which won't be included either.*

Stacked deck charge

National Community Tv Assn. has expressed "regret" to members that new NAB "Future of Tv in America Committee" (BROADCASTING, April 1) is weighted "with anti-catver's." NCTA noted that committee members are capable and successful broadcasters but said appointments do not reflect "enlightened and objective attitudes toward catv that could mutually benefit broadcasters and catv industry alike." NCTA expressed hope that more "moderate" members of committee will exert positive influence toward improved catv-broadcaster relationships.

NAB committee to study impact of catv on broadcasting was authorized at board meeting last winter and members were named 10 *days ago at NAB convention.*

Surprise award to Harris

Broadcasters and other distinguished personages attending Broadcast Pioneers spring luncheon in New York April 24 have surprise coming. Event, which provides platform for presentation of Peabody Awards for distinguished service in broadcasting, will be headlined by unannounced special citation by Broadcast Pioneers to Chairman Oren Harris (D-Ark.) of House Commerce Committee who has been in forefront of matters pertaining to broadcast legislation for past decade. Plaque, to be presented by BP's national president, Ward Quaal, WGN Inc., Chicago, will commend legislator for his statesmanship in furtherance of broadcasting arts.

Mr. Harris was chairman, not only of the parent Commerce Committee, but of its Oversight Committee, during inquiries into quiz shows, payola and ex-parte *activities involving television grants. He also presided over hearing just concluded on program ratings services.*

Exhibitors buck pay-tv

Campaign to block development of pay-tv through legislation is being undertaken by Theater Owners of America. Trade group, headquartered in New York, will urge its membership to buttonhole members of both Senate and House Commerce committees to get behind Celler Bill (HR 3281) introduced Feb. 4 which would prohibit any television station from imposing "toll, fee, subscription or other charge, directly or indirectly, on the general public for the privilege of viewing television programs received over television sets in the home." Bill would impose fine of $10,000 or imprisonment for not more than five years, or both, for infractions.

GOP won't talk back

Republican National Committee will abandon plans for national tv program intended to "answer" *A Conversation with the President,* pooled network interview with President Kennedy (CLOSED CIRCUIT, Jan. 7). Party understood to have network promise they'd carry show free in prime time. GOP heads turned thumbs down on own proposal, which would have focused national spotlight on some newer Republican faces as well as established older ones.

Caught in the switches

FCC vote on Sec. 315 case in Gary, Ind., was closer than was indicated by 4-2 decision which denied complaint of candidate who said he was entitled to equal time (see story page 64). When matter first came before commission several weeks ago, there was 4-3 majority *in favor* of supporting complaint. In interval, however, Commissioner Robert T. Bartley switched from favoring complaint to side opposing it.

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WE'VE GOT A WAY WITH WOMEN

Channel 2 leaves the other stations "flat" in the race for women viewers! Here's the latest proof that WJBK-TV is the big favorite with the gals who do the big buying in booming southeastern Michigan:

WOMEN VIEWERS PER DAYTIME QUARTER HOUR*

WJBK-TV 119,005

49% More than Station B's 79,809

166% More than Station C's 44,722

349% More than Station D's 26,483

*9 AM - 5 PM M-F Avg. NSI February 1963

Call your STS man for avails and cash in with bigger sales!

WJBK-TV
CBS IN DETROIT
2

MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	DETROIT WJBK-TV	TOLEDO WSPD-TV	NEW YORK WHN	*IMPORTANT STATIONS IN IMPORTANT MARKETS*
MIAMI WGBS	CLEVELAND WJW	LOS ANGELES KGBS	DETROIT WJBK	TOLEDO WSPD	PHILADELPHIA WIBG	*STORER BROADCASTING COMPANY*

STORER TELEVISION SALES, INC.
Representatives for all

WEEK IN BRIEF

Largest sale in history. That's the claim for the proposed $40 million transfer of Transcontinent's Buffalo, Kansas City and Scranton stations to Taft Broadcasting Co. There still are FCC hurdles, of course. See lead story . . .

TRANSCONTINENT'S $40 MILLION . . . 27

The shooting's over, apparently, in the Harris ratings investigation. Latest testimony deals with a Nielsen "master plan" to dominate the media research field. Counsel for subcommittee lauded by Harris. See . . .

NIELSEN 'MASTER PLAN' BARRED . . . 46

But there's another ratings chapter to follow. At NAB the research committee is thinking in terms of a seal of good practice and it's working on a whole new concept to be given the NAB board's June meeting. See . . .

RATINGS SEAL STUDIED . . . 66

Everybody's been wondering, since FCC Chairman Minow popped the idea in Chicago, what would happen if the NAB should become an enforcement arm of the FCC in the manner of the securities industry controls. See . . .

SHOULD NAB DO FCC'S WORK? . . . 54

It's not a landslide but there are definite signs of a trend toward use of television by the nation's airlines. A close look at the way major carriers are exploring the sales potential of the visual medium. See . . .

AIRLINES TURN TO TV . . . 29

And now Cleveland broadcasters are getting back to normal after a long newspaper strike. It's a little soon to know the long-term impact of the strike but some stations believe they improved their local image. See . . .

CLEVELAND BACK TO NORMAL . . . 34

Ever since WLW Cincinnati tested 500 kw power in the late 30's, clear-channel stations have wanted the right to exceed the 50 kw power limit. Now another petition asking the FCC to allow more power is pending. See . . .

CCBS WANTS RULEMAKING . . . 56

The FCC has an unusual probe under way—a look into the McLendon purchase of WYNR Chicago and a shift from 80% to 100% Negro programming. It's an informal hearing to decide if there should be a formal hearing. See . . .

CHICAGO HEARING ERUPTS . . . 52

One of the trickiest situations in the growth of radio and tv has centered around patent claims. Last week one of the patent suits filed by fm inventor Edwin Armstrong was settled. It involved Admiral, set maker. See . . .

ADMIRAL SETTLES FM SUIT . . . 80

Four-fifths of tv stations figure 1963 business will be up 11.2% over 1962, according to a station survey conducted by "The Gallagher Report." An insight into what station executives think about tv. See . . .

SURVEY OF TV BUSINESS . . . 32

DEPARTMENTS

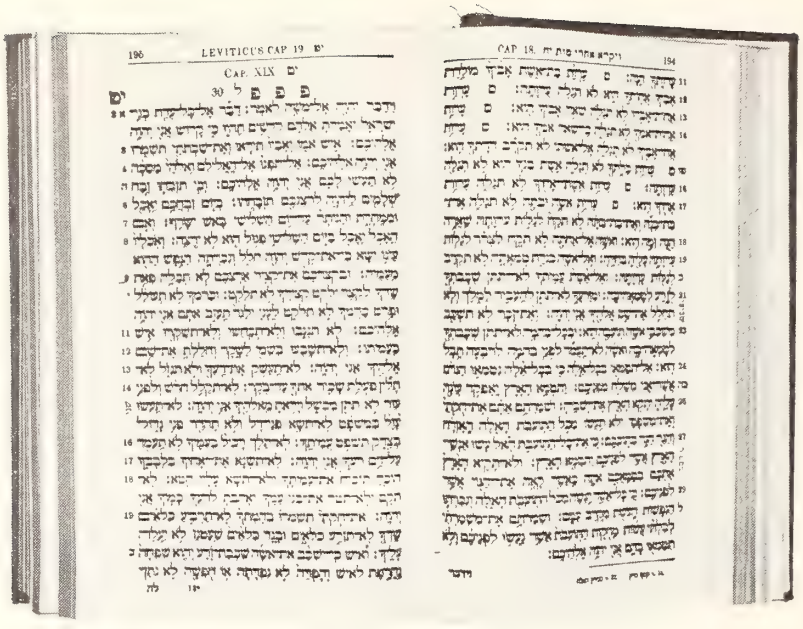
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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

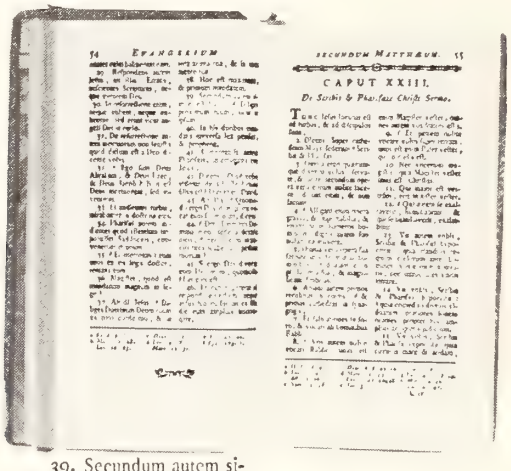
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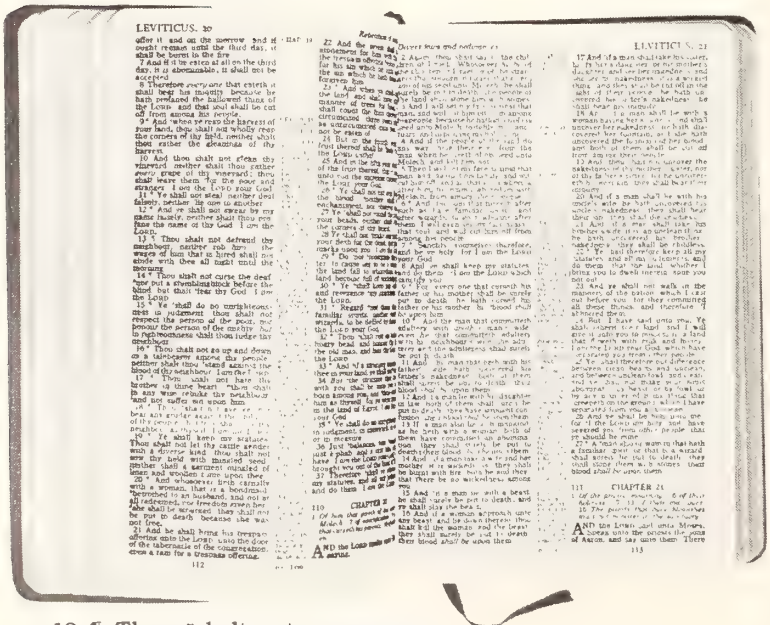
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18 תוכח תוכיח את־עמיתך ולא־תשא עליו חטא: לא
תקם ולא־תטר את־בני עמך ואהבת לרעך כמוך אני



39. Secundum autem simile est huic : *d* Diliges proximum tuum, sicut te ipsum.



18 ¶ Thou [n]shalt not avenge, nor bear any grudge against the children of thy people, [o]but thou shalt love thy neighbour as thyself: I *am* the LORD.

your neighbor's faith

If ignorance breeds bigotry, then truth well told should create tolerance and understanding.

This is the premise for "Your Neighbor's Faith," a 25-minute colorcast presented each Wednesday on KMTV. Since February of last year, leaders of 56 denominations, all with congregations in the Omaha area, have appeared on this program to explain in detail their beliefs. The series has been applauded by leaders of all faiths as one of the most effective religious programs on the air.

"Your Neighbor's Faith" is but one example of imaginative religious programming originated by KMTV.

Since 1954, KMTV has presented "At Day's End," Omaha's only live daily devotional program. Each night, laymen speak frankly about the importance of religion in their lives.

Since 1956, KMTV has presented "Jean's Story Time," a weekly nondenominational Sunday school for the youngsters.

Each week on KMTV, "Pastor Jerry" offers religious counsel to alcoholics and others with severe emotional problems.

At KMTV, religious programming is creative, purposeful and unique. It is non-commercial.

KMTV believes the quality and variety of local programming is one of the most important factors in evaluating a station. At KMTV, the quality is consistently high.

KMTV Omaha

Represented by Edward Petry & Co., Inc.

FEELERS OUT ON STATES' FEDERATION

Texas feels NAB lacks capacity for leadership

Presidents of all state broadcasters' associations were asked last week whether their boards would be interested in forming new "State Federation" of broadcasters to be established in Washington for "explicit purpose of creating leadership and direction to deal with the myriad problems of government" (CLOSED CIRCUIT, April 1).

April 11 letter, from Jack Roth, KONO San Antonio, president of Texas Assn. of Broadcasters. said his board had authorized him to circularize 49 other state associations on premise that NAB lacks "capacity or ability to handle the most important problems of the broadcast industry."

"The crux of the matter is whether we feel we are getting adequate representation where it counts the most for $2 million a year in dues," the Roth letter said. "We are faced at this moment with making a decision as to whether we are in competent hands to fully and effectively represent our industry to those in power on Capitol Hill."

Letter cited government interference in day-to-day broadcasting operations, underscoring recent FCC vote for "control of the commercial content of our facilities and request for license fees.... There absolutely must be a point at which we take a united stand to prevent our complete debilitation at the hands of a few individuals who know not what they wreak.

Federation would have "outstanding" broadcaster head Washington office and be responsible to committee of state presidents. State presidents were asked to present request to each board promptly so that meeting can be called to organize and formulate course.

$2 million at stake in Corinthian tax case

Second big network affiliation tax amortization case will start June 19 in U. S. Tax Court in Washington. Petitioner Corinthian Broadcasting Corp. has over $2 million at stake related to 1956 purchase of WISH-AM-TV Indianapolis and WANE-AM-TV Fort Wayne for $10 million. Corinthian is attacking Internal Revenue Service ruling disallowing amortization of network affiliation contracts on ground their length is not "determinable."

First case was brought by Westinghouse Broadcasting Co. and involved $5 million allocation to network contract when it bought then WPTZ (TV) Philadelphia from Philco for $8.5 million in 1953. Westinghouse fought IRS ruling in tax court and appeals court but was not successful. Last month, U. S. Supreme Court denied WBC petition for *certiorari*. There are believed to be 12-15 other broadcasters with similar tax problem.

Relay handles Clairol with 'Loving Care'

Clairol tv commercial got "jump" on competition last week. First commercial to make hop to Europe via Relay satellite was 60-second announcement for Clairol's "Loving Care" hair color lotion. Spot was seen by viewers of French tv network, RTF, as part of CBS-TV program, *Douglas Edwards and the News*. Show was video-taped and "relayed" one hour after transmission in U. S.

NBC-TV secures rights for Tokyo 1964 Olympics

NBC has acquired exclusive tv rights to 1964 summer Olympic Games in Tokyo it was announced Friday (April 12) by Robert W. Sarnoff, board chairman of NBC and Shinosuke Abe, president of Nippon Hoso Kyokai (Japan Broadcasting Corp.). ABC earlier had obtained rights to winter Olympic Games.

NBC-TV will present daily telecasts each evening while games are in progress and longer programs on weekend dates.

Mach-Tronics sued for $3 million

Ampex Corp., Redwood City, Calif., last Thursday (April 11) filed $3 million damage suit against Mach-Tronics, Mountain View, Calif., in federal district court in San Francisco, charging patent infringement of techniques. Suit also asks for permanent injunction against manufacture or sale of recorders infringing Ampex patents.

Action is third in series which began last year when Mach-Tronics' first demonstration of its portable recorder evoked Ampex suit for $2 million, alleging appropriation of trade secrets by Mach-Tronics executives formerly employed by Ampex (BROADCASTING, June 18, 1962).

Mach-Tronics responded with $3,375,000 antitrust action, charging Ampex with conspiring with RCA to monopolize tv tape recorder field (BROADCASTING, Aug. 13, 1962).

Cowles' Nielsen cut called 'opportunism'

A. C. Nielsen Co. was nettled Friday (April 12) over Cowles Magazines and Broadcasting Inc. broadside accompanying announcement that it considered contract between it and Nielsen at an end (see page 48). Affected by Cowles's decision: studies for *Look* and *Family Circle* publications and KRNT-TV Des Moines, which it operates.

Nielsen's statement charged: "The *Look* organization has, in our opinion, seized upon the recent Washington hearing as an excuse for breaking their contract. It's difficult to consider this action and the public manner in which it was taken, as anything other than opportunism."

In addition to its detailed announcement signaling termination of contract with Nielsen, Cowles released letter that Marvin C. Whatmore, vice president and general manager, sent to Nielsen on April 10 plus dozen questions asked of Nielsen on the operation of Nielsen Media Service Report (1962). Questions were not answered, Cowles said.

Cowles also disclosed it would run

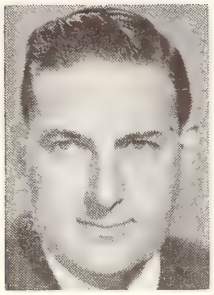
Times for tension

There may have been big inward sigh of relief when NAB spokesman reported no "schism" between NAB and RAB over approach to ratings study (see page 66). It was learned later that RAB officials had sought opportunity to explain their plan to NAB Research Committee at latter's meeting last week, were told meeting was closed but that RAB might "stand by"—then heard no more.

Climate was right for schism, at least temporarily, but RAB apparently decided not to press issue and NAB Executive Vice President Vince Wasilewski met later with RAB. RAB is adamant, however, on radio-only study not "chained" to tv.

more AT DEADLINE page 10

WEEK'S HEADLINERS


Mr. Sonnecken

Edwin H. Sonnecken, director of corporate planning and research for Goodyear Tire & Rubber Co., elected to executive committee of American Marketing Assn. for one year and then to presidency beginning July 1, 1964. Others elected to AMA executive committee: **E. Raymond Corey,** Harvard Business School; **Seymour Banks,** Leo Burnett Co.; **Edward J. Green,** Westinghouse Air Brake Co.; **George L. Herpel,** Temple U.; **C. Merle Crawford,** Mead Johnson Labs., and **James L. Chapman,** Detroit Edison Co.


Mr. S. C. Johnson

Samuel C. Johnson, international vp with headquarters in London for S. C. Johnson & Son, Racine, Wis., appointed executive vp, effective July 1, with responsibility for directing over-all marketing and international operations. Mr. Johnson, 35, son of H. F. Johnson, chairman of company, will return to firm's headquarters in Racine to assume his new position. He joined company in 1953 as assistant to president and from 1955-58 served as new products director. Subsequently, he was elected service products division vp. Mr. Johnson went to London in 1960 as vp and regional director for Europe, Africa and Near East. He was elected international vp last year.


Mr. Tully


Mr. Winston

William E. Chambers Jr., Richard W. Tully and **Charles S. Winston Jr.,** all of Foote, Cone & Belding, elected executive vps. Each will retain former positions in addition to new responsibilities. Mr. Chambers, general manager of New York office, joined FC&B in 1956, and before being named general manager last year, handled such accounts as Lever Brothers and General Foods. Mr. Tully, in charge of firm's western operaitons, joined FC&B 17 years ago and has been research director, account supervisor on General Foods, and general manager of Chicago office. Mr. Winston, general manager of Chicago office, joined agency in 1946, and has handled Johnson's Wax and Edsel accounts.


Mr. Chambers

Alan D. Courtney, formerly vp-network programs for CBS-TV, joins MGM-TV in major executive position. Mr. Courtney resigned from CBS-TV last month at time of Hubbell Robinson's decision to leave network (WEEK'S HEADLINER, March 18).


Mr. Moore

Thomas W. Moore, with ABC-TV since 1957 and its vp in charge since March 20, 1962, elected president of network. Leonard T. Goldenson, president of American Broadcasting - Paramount Theatres, ABC-TV's parent, noted affiliates' enthusiasm for network's 1963-64 schedule previewed in Chicago two weeks ago as "an excellent indication" of Mr. Moore's leadership. Mr. Moore entered tv industry with CBS-TV Film Sales in 1952 as account executive on West Coast, became its general sales manager with headquarters in New York in 1956, and joined ABC-TV as vp in charge of sales in 1957. He was elected vp in charge of programming in 1958 and vp in charge of tv network last year when he replaced Oliver Treyz in position though not in title (Mr. Treyz was president of network).

For other personnel changes of the week see FATES & FORTUNES

newspaper advertisements this week calling for joint "industry" action to provide "accurate audience measurements for magazines and electronic media."

Said Nielsen: "The figures which Nielsen currently reported for *Look* magazine were below the expectations of *Look's* management.

ABC-TV gets new buys from three sponsors

Pontiac, Alberto-Culver and Consolidated Cigars are among advertisers making new buys on ABC-TV for new season. Alberto-Culver and Consolidated, both of which already have made purchases on network next season, are co-sponsors (alternate half-hours) of new quiz, *100 Grand* (Sunday, 10-10:30 p.m.). Pontiac purchased scattered minutes over schedule in business said to represent $1 million.

ARF research experts study rating proposals

Advertising Research Foundation is giving serious consideration to audience measurement problems turned up in Washington hearing, will study several specific proposals in near future, and undoubtedly its research experts will be willing to contribute great deal of effort to "any well-supported activity," according to President Alcuin S. Lehman.

He reported—and welcomed—offer of counsel and assistance by broadcast committee of Assn. of National Advertisers.

Mr. Lehman said ARF is in position now to issue informative analyses of reports of ratings services that wish to cooperate. This could be done, he said, through facility set up some time ago for analyzing reports of syndicated research services on request of such services. These analyses would go to ARF members and research service involved.

Proposals by RAB (BROADCASTING, April 1, 8) and TvB (BROADCASTING, March 4) have been reported to ARF board and will be taken up at next planning committee meeting. Both projects, he said, can be undertaken as soon as agreement is reached on procedures and financing. He called RAB plan "particularly challenging" in that it seeks new ways to achieve full measurement of now under-measured radio audience.

CBS-TV, affiliates meet

CBS-TV affiliates and network executives will hold their annual conference in New York on May 9-10 at Waldorf-Astoria Hotel, CBS-TV President James T. Aubrey Jr. announced Friday. He said conferences would be devoted to programming, sales, commercial standards and pending legislation.

CHEYENNE



107 HOURS OF ACTION-PACKED WESTERN DRAMA

Starring Clint Walker, CHEYENNE is the first of the great Warner Bros. western hours—and one of the greatest in television history. Standing six-feet-six-inches in height, Walker as Cheyenne Bodie presents a towering figure of strength. A figure that inspires warm thoughts among the beautiful...admiration among the lawful . . . and cold fear among the lawless. To a man like Cheyenne Bodie, no obstacle is too big to tackle, no danger too big to risk, in his efforts to break the lawless spirit of the west to the halter of peace.

In its six full seasons on the network, CHEYENNE won an average Nielsen National *rating of 24.8*, good for a *38.6 share of audience*.* Now available on an individual market basis—for fall start.

** Oct.-Apr. averages*









WARNER BROS. TELEVISION DIVISION 666 Fifth Avenue, New York 19, N.Y., Circle 6-1000

ALSO: MAVERICK · SURFSIDE 6 · SUGARFOOT · THE ROARING 20'S · BRONCO · BOURBON STREET BEAT · LAWMAN · HAWAIIAN EYE



as much a part of Philadelphia as the Liberty Bell

WRCV-TV's significance goes far beyond its immediate locale. From its Philadelphia center, WRCV-TV ties 38 counties in five states into one television community.

To create programs which reflect both the widespread local and international range of interest of its audiences, WRCV-TV's staff is continuously on the move. For example, a film crew from WRCV-TV's widely acclaimed *Concept* series recently returned from Guatemala. This film exploration of the primitive Mayan village of Chichicastenango and Tikal, "place of whispering voices," was produced by a girl... and the girl is Marcia rose, winner of the 1962 McCall's Golden Mike Awar as the outstanding woman in Radio and TV. Previously she took her crew to Israel for three special televisio reports on Israel's development as a nation.

Closer to home, *Concept* aroused the city with a tri to Philadelphia's Skid Row and intrigued its audi ence, both in the city and neighboring states wit *Gettysburg and Songs of the Civil War*. Another prim time public affairs series, *Profile*, examined Phila

elphia's traffic problem. *Profile* also focused on a allet fantasy from Philadelphia's famed Rodin Mu- um, and in the *Legacy of Long Beach* it dramatically owed the reconstruction of a hurricane damaged ew Jersey community, and the effect on its people. Whether the focus is on its own backyard or distant ntinents, WRCV-TV is alert to the issues, events, and mmunity conditions that have meaning for its entire dience. This kind of community-station link is dis- nctive to the programming of all NBC Owned Stations.



WRCV-TV, PHILADELPHIA
WNBQ, CHICAGO
KNBC, LOS ANGELES
WRC-TV, WASHINGTON
WNBC-TV, NEW YORK

NBC Owned. Represented by NBC Spot Sales.

RADIO WILS LANSING
1320

3 TIMES THE AUDIENCE*!
3 TIMES THE ADULTS**!

(*JAN.—MAR. '62 HOOPER)

Anyway you slice that whooping big HOOPER it comes out three times the audience... and, three times the adults of the 2nd station ... Like this:

Local Time	WILS	2nd STATION
7 to 9 a.m. Heavy traffic period with adult and teen audience	66.6%	21.1%
9 to 4 p.m.** Housewife time. Teenagers not home.	59.7%	18.4%
4 to 6 p.m. Drive time period with adult and teen audience	61.1%	14.2%
7 'til Noon total	63.6%	21.0%
Noon 'til 6 total	59.5%	15.4%

(Hourly average and total % from Jan.-Mar.'62 Hooper)

LANSING Metro (3 counties)

- 14th in $ sales per household
- State Capitol
- Michigan State University
- Oldsmobile plus other industry

MID-MICHIGAN'S BIG NO. 1 RADIO BUY

RADIO WILS LANSING
1320 (5000 WATTS)

Representatives:

Venard, Torbet & McConnell, Inc.

DATEBOOK

A calendar of important meetings and events in the field of communications

•Indicates first or revised listing

APRIL

*April 14-19—**"Inside Advertising/Marketing Week,"** sponsored by Advertising Club of New York and Assn. of Advertising Men & Women, Biltmore Hotel.

April 15—**New deadline** for submission of entries in the annual awards contest of the Deadline Club, Sigma Delta Chi.

*April 15—**Hollywood Advertising Club** luncheon meeting, Hollywood Roosevelt Hotel. Murray Benson, director of merchandising and licensing for CBS Films Inc., will speak on "The Importance of Creative Merchandising."

April 15—**Western States Advertising Agencies Assn.** dinner meeting at Sheraton-West Hotel, Los Angeles. Heads of six advertising groups: James T. Parry, Southern California chapter, American Marketing Assn.; Betty Thomas, Merchandising Executives Club; Len Pilley, Art Directors Club of Los Angeles; Paul Mead, Advertising Agency Production Men; Ron Ross, Magazine Representatives Assn.; Jack O'Mara, Television Bureau of Advertising, will divulge "The One Most Important Change To Look For In The Year Ahead," with open discussion to follow. Ralph Carson of Carson-Roberts will be chairman.

April 15-16—Pan Pacific Television Festival of tv programming from 17 Pacific basin nations to be held in San Francisco under auspices of San Francisco chapter of Academy of Television Arts & Sciences. Shirley Temple Black will be hostess and honorary chairman of the two-day event, which will be attended by representatives of the participating countries, ATAS members, guests from allied fields and educators and students. The exact site for showing entries has not been selected.

April 15-17—**Chicago Federated Advertising Club** midwest collegiate advertising conference, Palmer House. William W. Wilson Jr., Young & Rubicam, is conference's general chairman.

April 16—Annual stockholders meeting, **Plough Inc.**, Memphis, Tenn.

April 17—American Marketing Assn. conference on new product marketing, New York Hilton.

April 17—Annual meeting of stockholders, **Columbia Broadcasting System Inc.**, 1697 Broadway, New York.

April 17—Deadline for reply comments on FCC's proposed fm allocations table.

*April 18—**Public Relations Society of America,** Los Angeles chapter, 14th annual conference, 12-3:30 p.m. at the Ambassador. Pierre Salinger, news secretary to President Kennedy, will speak on "World Wide Communications Between Peoples, Governments and Business," followed by a panel discussion on "The Global Role of Public Relations—Responsibilities and Opportunities," by Barney Miller, news director, CBS Radio Pacific Network; Jack Latham, KNBC (TV) Los Angeles; William D. Dobson, president, General Milk Co. (foreign subsidiary of Carnation Co.); Ted R. Sills, president, International Tedsills Corp.; Frans Tablemans, consul-general of Belgium, Los Angeles. Walter P. Coombs, executive director, Los Angeles World Affairs Council, will moderate the discussion.

*April 18—**Southern California Broadcasters** Assn. luncheon at Michael's Restaurant in Hollywood. Merv Oakner, vp and account supervisor at Anderson-McConnell Adv., Los Angeles, will report on the successful use of radio in the real estate field.

April 18—**Assn. of National Advertisers, workshop on international advertising, Hotel Plaza, New York.**

April 18-20—Twentieth annual **Alpha Epsilon Rho** convention, Hotel President, Kansas City, Mo. Delegation of students of broadcasting from 32 universities.

April 18-21—Annual spring convention of **Mississippi Broadcasters Assn.**, Broadwater Beach Hotel, Biloxi. Golf tournament on 18th. First business session at 1 p.m. on the 19th. Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee and Special Subcommittee on Appropriations (ratings investigation), will speak April 20.

April 19-20—Annual convention of **New Mexico Broadcasters Assn., Alvarado Hotel, Albuquerque. NAB President LeRoy Collins will be principal speaker.**

*April 19-20—Annual convention of **UPI Broadcasters Assn. of Texas**, Baker Hotel, Dallas. Pierre Salinger, White House news secretary, will speak April 20 at the closing banquet.

April 19-21—Fiftieth Anniversary Convention of the **Alpha Delta Sigma,** Roosevelt Hotel, New York City. Don Belding, former partner of Foote, Cone & Belding, New York, will be keynote speaker.

*April 20—**Convention of student broadcasters,** Dartmouth College, Hanover, N. H. Don Hyatt, director of special projects for NBC, will speak.

April 20—Seventh annual convention of the

TVB SALES CLINICS

April 15—Fort Wayne, Ind.; St. Louis. April 16—Pittsburgh. April 17—Altoona, Pa.; South Bend, Ind.; Champaign, Ill. April 19—Lebanon, Pa.; Grand Rapids, Mich.; Peoria, Ill.

April 22—Miami; Montgomery, Ala.; Roanoke, Va. April 23—Columbus, Ga. April 24—Tampa, Fla.; Greensboro, N. C.; Augusta, Ga. April 25—Atlanta. April 26—Jacksonville, Fla.; Charlotte, N. C.

April 29—Des Moines; Charleston, S. C.; Norfolk, Va.; Asheville, N. C. April 30—Waterloo, Iowa; Columbia, S. C.; Richmond, Va.; Greenville, S. C. May 1—Cedar Rapids, Iowa; Bristol, Va. May 2—Raleigh, N. C.; Washington. May 3 — Davenport, Iowa; Durham, N. C.; Baltimore; Huntington, W. Va.

May 6—Texarkana, Tex.; Wichita, Kan. May 7—Shreveport, La. May 8—Dallas-Fort Worth; Topeka, Kan. May 10—Oklahoma City; Kansas City, Mo.

May 13—Tulsa; Binghamton, N. Y.; Nashville; Lincoln, Neb. May 14—Utica, N. Y.; Omaha. May 15—Houston; Evansville, Ind. May 16—Rochester, N. Y.; Sioux City, Iowa. May 17—Lake Charles, La.; Buffalo; Louisville, Ky.; Sioux Falls, S. D.

May 20—Providence, R. I.; Cleveland; Milwaukee; Terre Haute, Ind. May 21—Indianapolis. May 22—Portland, Me.; Toledo, Ohio; La Crosse, Wis. May 23—Cincinnati. May 24—Bangor, Me.; Detroit; Rockford, Ill.; Wheeling, W. Va.

May 27—Burlington, Vt. May 29—Albany, N. Y. May 31—Springfield, Mass.

June 3—Boise, Idaho; Abilene, Tex.; Minneapolis. June 4—Duluth, Minn. June 5—Seattle; Odessa, Tex. June 6—Fargo, N. D. June 7—Portland, Ore.; El Paso, Tex.; Bismarck, N. D.

June 10—Sacramento, Calif.; Albuquerque, N. M. June 12—San Diego; Salt Lake City. June 14—Phoenix, Ariz.; Denver.

June 24—New Orleans. June 25—Baton Rouge, La. June 27—Hattiesburg, Miss. June 28—Meridian, Miss.

Late June: Philadelphia, Los Angeles, San Francisco, Chicago, New York and Fresno, Calif.









A SALE IS BORN

Suddenly one commercial strikes a spark. Turns indifference into attention and belief. Moves the viewer to remember—and to buy. To move goods, first move people.

To stir their interest, the commercial has to be warm and human. To make a sale, it must offer a strong incentive to buy—presented in the most skillful, persuasive way. This takes plenty of imagination and experience. The ability to provide both shows up where it counts most—in sales and profits for our clients.

N. W. AYER & SON, INC. ***The Commercial is the Payoff***

JACKSON, MISSISSIPPI
WJTV | CH. 12

OVER
1½ MILLION
PEOPLE

$44,535,000
DRUG SALES

1615 Ft.

JACKSON, MISSISSIPPI

NORMAN &
NORMAN Inc.

BROKERS
ANALYSTS
APPRAISERS
CONSULTANTS

MAIN OFFICE
NOW IN
DES MOINES

1800 WATROUS AVE.
34-B — 288-1186
DES MOINES 15, IOWA

UPI Broadcasters Assn. of Connecticut, Yankee Silversmith Inn, Wallingford, Conn.

April 20—**American Humane Society** annual Patsy awards for animal actors, Pantages Theatre, Hollywood.

April 20—**UPI Broadcasters Assn. of Vermont,** Clover Restaurant, Colchester.

April 20—**Indiana AP Radio-Tv Assn.** at Indianapolis. Guest speaker is Gene Terry, KHQA-TV Quincy, Ill., member of APRTA board of directors.

April 21-26—93rd convention of **Society of Motion Picture and Tv Engineers (SMPTE),** The Traymore Hotel, Atlantic City, N. J.

April 22—Annual **Associated Press** luncheon, grand ballroom, Waldorf-Astoria Hotel, New York. Speaker: Lt. Col. John H. Glenn Jr. AP membership meeting at 10 a.m.

April 22-23—**Conference on broadcasting and mental health,** under joint sponsorship of National Assn. of Broadcasters and National Assn. for Mental Health, U. S. Hotel Thayer, West Point, N. Y. The conference will open with a luncheon at the Harvard Club in New York City on April 22, and from there will move to West Point by chartered bus. Conference co-chairmen are LeRoy Collins, NAB president, and Dr. William C. Menninger of the Menninger Foundation.

*April 22-23—**Sixth National Foreign Policy Conference for Editors and Broadcasters,** West Auditorium, Department of State, Washington, D. C. President Kennedy and other government officials will participate in briefing sessions.

*April 23—Joint luncheon of **Advertising Club of Boston** and **Broadcasting Executives Club of New England,** Georgian Room, Hotel Statler-Hilton, 12:30 p.m. James C. Hagerty, vice president in charge of news, special events and public affairs, ABC-TV, is chief speaker.

April 25 — **Federal Communications Bar Assn.** luncheon, with following speakers: James B. Sheridan, Broadcast Bureau; James E. Barr, Safety & Special Radio Services; James J. Nordberg, Common Carrier, George S. Turner, Field Engineering & Monitoring, and Curtis B. Plummer, executive director. Willard Hotel, Washington.

*April 25—Annual stockholders meeting, **Trans-Lux Corp.,** 625 Madison Ave., New York.

April 25-26—Annual meeting of **AP Broadcasters of Pennsylvania,** Pittsburgh.

April 25-26—Spring meeting of **Washington State Assn. of Broadcasters,** Olympic Hotel, Seattle. Speakers include: FCC Commissioner Kenneth Cox; Washington State Attorney General, John J. O'Connell; and RAB administrative vp, Miles David.

April 25-27—Annual convention of **Fourth District of Advertising Federation of America,** Cherry Plaza Hotel, Orlando, Fla. Speakers include: Ralston H. Coffin, RCA, New York; Mark Cooper, AFA president; Whit Hobbs, BBDO, New York; Margo Sherman, McCann-Erickson, New York; Hobart Franks, *Atlanta Journal & Constitution;* Thomas Moore, ABC-TV, New York.

April 25-27—Annual meeting of **American Assn. of Advertising Agencies,** The Greenbrier, White Sulphur Springs, W. Va.

April 26—**Michigan AP Broadcasters Assn.** meeting, Lansing.

April 26—15th anniversary ball of **Bedside Network** of Veterans Hospital Radio & Tv Guild, Plaza Hotel, New York.

April 26-27—Ninth annual **Oregon Broadcasting Conference,** Oregon Assn. of Broadcasters, Village Green Motor Hotel, Cottage Grove, Ore.

April 26-27—**Virginia AP Broadcasters** meeting, Executive Motor Hotel, Richmond. Awards in the VAPB newscasting and telecasting contests and for public service will be presented on first night at the banquet.

April 27—**UPI Broadcasters Assn. of Massachusetts,** The Charterhouse, Waltham.

April 27-28—Spring meeting of **Kansas AP Radio-Tv Assn.,** Baker Hotel, Hutchinson.

April 28—**Milline Club** meeting at Masquers in Hollywood, Calif. Mel Blanc, president of Mel Blanc Assoc., humorous advertising consultants, will talk on "How To Avoid Speaking Before Advertising Groups and Other Religious Cults."

*April 28-30—Annual meeting, **Chamber of Commerce of the U. S.,** National Chamber Bldg. and various hotels, Washington, D. C.

*April 28-May 5—Meeting of **Canadian radio and television station executives,** Royal York Hotel, Toronto, in conjunction with the annual convention of the **Canadian Assn. of Broadcasters,** May 1-3. Luncheon on May 2 will be addressed by NAB President LeRoy Collins.

*April 29-30—**AWRT** board of directors meeting, Sheraton Hotel, Philadelphia.

April 29-May 1—**Assn. of Canadian Advertisers,** Royal York Hotel, Toronto.

April 29-May 4—"Rose d'Or" Contest; May 20-25, 1963—Television Symposium and Tv Equipment Exhibition. The two events are part of the **Third International Television Festival** announced by The City of Montreux, Switzerland. For further information write to Box 97, Montreux.

*April 30—**AWRT Educational Foundation** board of trustees meeting, Sheraton Hotel, Philadelphia.

*April 30-May 1—Spring conference of **Missouri Broadcasters Assn.,** Columbia, Mo. April 30 session will be held at MFA Insurance Co's. auditorium and May 1 all-day session in connection with U. of Missouri Radio-Tv Day of Journalism Week.

MAY

*May 1—Comments are due on **FCC** proposal to reserve for 600-mile radius operation of ch. 37 at U. of Illinois radio astronomy observatory, Danville, Ill.

*May 1—Stockholders meeting, **Goodwill Stations Inc.,** 2800 Fisher Bldg., Detroit.

May 1—New deadline for comments on **FCC proposed rulemaking to allow daytime stations to go on the air at 6 a.m. or sunrise, whichever is earlier.**

*May 1—**AWRT** advisory council meeting, Sheraton Hotel, Philadelphia.

May 1-3—**Canadian Assn. of Broadcasters** annual convention, Royal York Hotel, Toronto. CAB convention was formerly scheduled for April 1-5. Speakers include NAB President LeRoy Collins.

May 1-3—**Illinois Broadcasters Assn.** spring convention, Springfield.

*May 2—**Seminar on radio broadcasting and community leadership** under joint auspices of Southern California Broadcasters Assn. and U. of Southern California Dept. of Telecommunications, USC campus, Los Angeles.

*May 2—**Publicity Club of Los Angeles** clinic-seminar to answer the question: "But will it sell?" Tyler McDonald, of Hixson & Jorgensen, will be the keynote speaker, and Richard Aszling, executive vice president of Interpublic-Infoplan, will deliver the luncheon address.

*May 2—**Marketing Workshop** of New York chapter of American Marketing Assn., Chemist's Club, 52 East 41st St.

May 2-3—**Illinois Institute of Technology** conference on present and future communications satellites. Sponsored jointly by the Committee for Economic and Cultural Development of Chicago, the National Aeronautics and Space Administration, IIT and its Armour Research Institute, the meeting is part of the 3rd National Conference on the Peaceful Uses of Space to be held in Chicago May 1-9. Some 400 scientists and engineers are expected at the IIT conference, entitled "Technical Aspects of Communication Satellites," in the institute's Grover M. Herman Hall, 33rd and Dearborn Sts. Keynote address by Dr. Leonard Jaffe, NASA.

May 2-4—Spring convention of **Alabama**



"Like, I keep sending the message, but it doesn't get through."

"None of your lip! You've got to press the right buttons to get results."

Key your sales to the television station that's in tune with the entire North Florida/South Georgia regional market. WJXT plays to 307% more homes outside the metro area than the other station and 27% more homes inside Jacksonville itself. With 46 out of the 50 top breaks, and consistent leads in audience, channel 4 in Jacksonville is the button to push for results that are music to any advertiser's ear!

Represented by TvAR

WJXT 4

JACKSONVILLE, FLORIDA

POST-NEWSWEEK STATIONS A DIVISION OF THE WASHINGTON POST COMPANY

MOVE OVER NEW YORK AM/ RADIO

4 MONTHS IN A ROW WTFM SHOWED UP ON THE HOOPER RADIO INDEX

THE ONLY EXCLUSIVE FM STATION TO DO SO... **WTFM**

103.5 FM *of course*
LONG ISLAND EXPRESSWAY
FRESH MEADOWS, N. Y.

BROADCASTING PUBLICATIONS INC.
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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U. S. Patent Office

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Broadcasters' Assn., Holiday Inn, Florence. Principal speakers include Alabama Gov. George Wallace and NAB President LeRoy Collins.

*May 2-5—Twelfth annual convention of American Women in Radio and Television. Sheraton Hotel, Philadelphia. Speakers include Mrs. Lyndon B. Johnson, wife of the Vice President of the United States, and James T. Quirk, publisher of *TV Guide*.

May 3—**Indiana U.** Radio and Television Department banquet, Bloomington, Ind Julian Goodman, vice president for news, NBC, will be guest speaker.

*May 3—Annual dinner for President Kennedy, **Radio-Tv Correspondents Assn.**, International Inn, Washington, D. C.

*May 3-4—Annual spring meeting of **West Virginia Broadcasters Assn.**, Charleston Press Club, Charleston.

May 5-7—**Television Programming Conference** annual meeting (formerly SWAPDT), Royal Orleans Hotel, New Orleans. Speakers include: Hon. Kenneth Cox, FCC, Washington; Lynwood King, NBC, New York; Pamela Ilott, CBS, New York; Walker Spangenberg, Spangenberg Scenic Studios, New Orleans: Robert Buchanan, Soundac Films, Miami. For further information contact Jerry Romig WDSU-TV New Orleans.

*May 6-7—Fifth annual meeting of **Council on Medical Television** of the Institute for Advancement of Medical Communication, National Institutes of Health, Bethesda, Md.

*May 7—Annual **RCA** stockholders' meeting, 30 Rockefeller Plaza, New York City.

*May 8-11—Annual convention of the **Montana Broadcasters Assn.**, Bozeman.

OPEN MIKE

Cacophony in Chicago

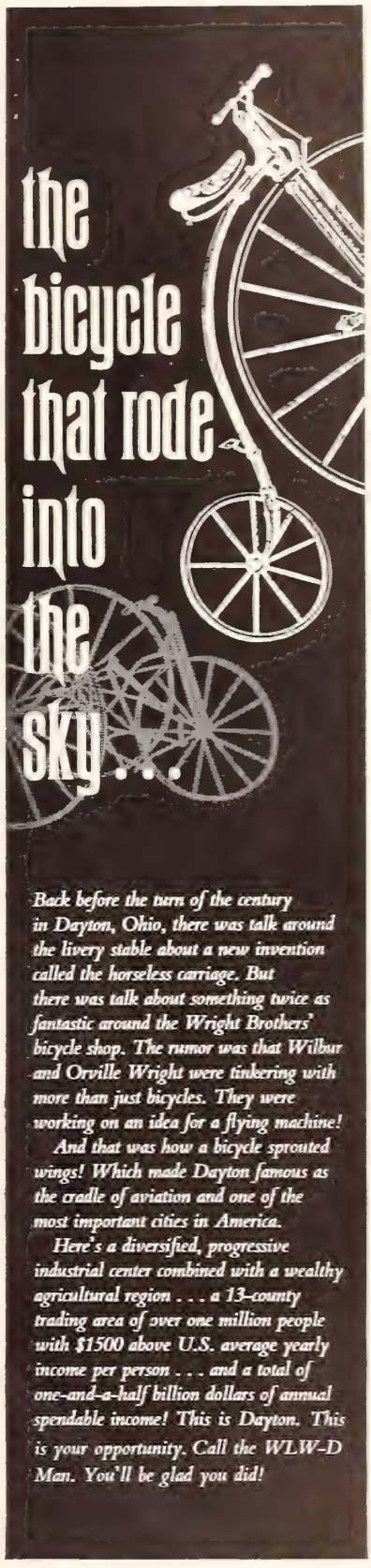
EDITOR: . . . Is it not possible with the vast collection of electronic talent gathered in the NAB Engineering Conference and downstairs at the engineering exhibits, to get some decent public address sound system operation upstairs? The constant breakdowns, poor pickup, distortion and inadequate speaker placement during the FCC panel quiz was a disgrace to our business. The NAB should appoint its own sound engineers and quit leaving the job to some careless electrician using inadequately serviced gear. Our business is built on sound. Let's prove we know it.—*S. A. Cisler, WLVL-FM Louisville, Ky.*

Professor gives high mark

EDITOR: . . . I intend to use your reports on the ratings hearing for my current freshman class in mass communications, and I'm sure the material will provide much useful information for the students. Your stories are by far the most comprehensive I've run across in the trade press, hence their usefulness for me in teaching.—*Raymond Simon, associate professor of public relations, Utica College of Syracuse U., Utica, N. Y.*

Quickest draw in any town

EDITOR: My compliments on the pulling power of BROADCASTING. On Dec. 24,





How to Better A Pair of Aces

It isn't easy. Not when the aces are a couple of nonpareils like Chet Huntley and David Brinkley. And not when the program you're dealing with—"The Huntley-Brinkley Report"—is television's outstanding news program, devouring trophies as if they were jelly-beans.

But in line with our whole, extra-diversified '63-'64 schedule, we've found a way to give added dimension even to this pacemaker of TV journalism.

We are doubling the show's air-time. Starting September 9, the Monday-through-Friday program featuring the medium's two best-known newsmen will be expanded to a half-hour.

It's a change that means greater variety and depth of news coverage, more background features and analysis, more human-interest items—all tied together by the unique style of David, Chet and NBC's correspondents all over the world.

As before, "The Huntley-Brinkley Report" will be backed up by the world's largest and best news-



gathering organization. But now, the show's own production staff will be greatly expanded.

This extra breadth will continue "The Huntley-Brinkley Report's" pre-eminence in television news, not only in the eyes of awards committees and critics, but also in the homes of the American public. For the show's viewers have consistently made it the most popular news program in all of television, regardless of the competition.

The expanded "Huntley-Brinkley Report" is one of many big reasons NBC-TV's variegated fall schedule looms as the greatest in its history.

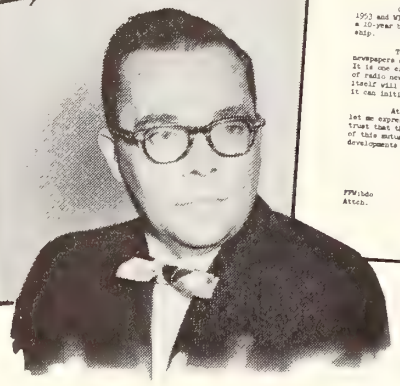
It's a roster that includes not only the broadest range of information programs, but also established entertainment favorites like "The Virginian," and "The Eleventh Hour." In addition there'll be such promising new weekly series as Richard Boone's drama-in-repertory and MGM's "Mr. Novak," starring Jim Franciscus and Dean Jagger against the background of a modern high school. From any angle at all, a grand gamut.

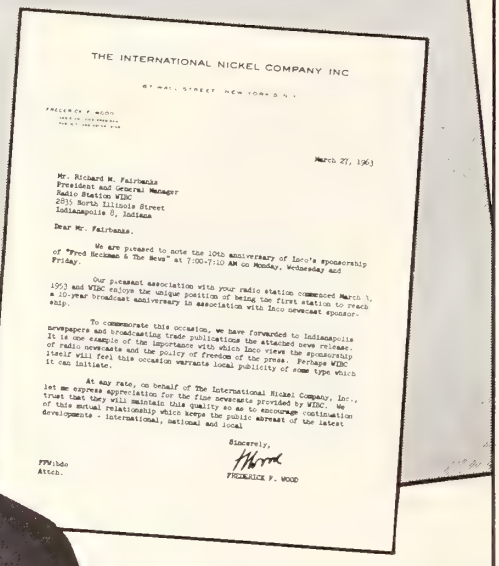
NBC

Look to NBC for the best combination of news, information and entertainment.

WIBC The Friendly Voice of Indiana

Another WIBC Exclusive!





THE INTERNATIONAL NICKEL COMPANY INC

March 27, 1963

Mr. Richard M. Fairbanks
President and General Manager
Radio Station WIBC
2835 North Illinois Street
Indianapolis 8, Indiana

Dear Mr. Fairbanks,

We are pleased to note the 10th anniversary of Inco's sponsorship of "Fred Heckman & The News" at 7:00-7:10 AM on Monday, Wednesday and Friday.

Our pleasant association with your radio station commenced March 3, 1953 and WIBC enjoys the unique position of being the first station to reach a 10-year broadcast anniversary in association with Inco newscast sponsorship.

To commemorate this occasion, we have forwarded to Indianapolis newspapers and broadcasting trade publications the attached news release. It is one example of the importance with which Inco views the sponsorship of radio newscasts and the policy of freedom of the press. Perhaps WIBC itself will feel this occasion warrants local publicity of some type which it can initiate.

At any rate, on behalf of The International Nickel Company, Inc., let me express appreciation for the fine newscasts provided by WIBC. We trust that they will maintain this quality so as to encourage continuation of this mutual relationship which keeps the public abreast of the latest developments - international, national and local.

Sincerely,

FREDERICK F. WOOD

FFW:bdo
Attch.

LEADS IN ACCEPTANCE

"We are pleased to note the 10th anniversary of Inco's sponsorship of 'Fred Heckman & The News' at 7:00-7:10 AM on Monday, Wednesday and Friday.

"Our pleasant association with your radio station commenced March 3, 1953 and WIBC enjoys the unique position of being the first station to reach a 10-year broadcast anniversary in association with Inco newscast sponsorship."

LEADS IN SERVICE

The "Inco News" is but one of 38 newscasts heard daily on WIBC where news is a serious business. A 7-man staff, including Indiana's only full-time State House Reporter, cruisers with broadcast facilities and consistent editorials are just a part of the combination that has made WIBC Radio News Indiana's most respected, most listened-to news.

LEADS IN AUDIENCE

WIBC Radio News is but one of the reasons WIBC has maintained the largest audience morning, afternoon and evening in Indianapolis and Indiana.*

* Pulse Indianapolis and 46-County Area Survey, October, 1962. C. E. Hooper, Inc., July, 1962.

2835 N. Illinois Street
Indianapolis 8, Indiana

50,000 WATTS WIBC 1070 KC
The Friendly Voice of Indiana

JOHN BLAIR & COMPANY
National Representative

WIBC IS A MEMBER OF THE BLAIR GROUP PLAN

1962, your OPEN MIKE carried a brief letter of mine concerning an available position with an international organization in Geneva. The requirements called for highly specialized competence in radio-tv news editing and news production and with language competence in French as well as English. Believe it or not, I received 85 replies, either by telephone or letter. These replies came from throughout the U. S. and from foreign countries.

Considering the specialized requirements, I regard the results as tremendous.—*Richard P. Doherty, Television-Radio Management Corp., Washington, D. C.*

The effect lingers on

EDITOR: . . . We are still getting inquiries about our earlier productions [mentioned] in BROADCASTING about a year ago. This certainly speaks well of BROADCASTING and its effectiveness in reaching the right people.—*Ed Ronne, Argonne National Laboratory, Argonne, Ill.*

Entry totals understated

EDITOR: I was delighted to see the Millbrook Bread Toy Sweepstakes success story at WTEN (TV) in your special report March 25. There is, however, an error. . . . Actually, almost 3,000 entries were received during each of the first five weeks.—*Marc Edwards, promotion manager, WTEN (TV) Albany-Troy-Schenectady, N. Y.*

(The story, "Sales Successes Build Film Markets," said that over 3,000 entries were reported sent in during the first five weeks of the eight-week promotion.)

BOOK NOTES

"The Radio Amateur's Handbook," edited by Byron Goodman. American Radio Relay League, West Hartford 7, Conn. 751 *pp.* $3.50.

This is the 40th edition of the annual standard manual of amateur radio communication. The chapters on radio communications theory have been updated and material on equipment construction has been revised.

The *Handbook* contains a catalog section and 14-page index.

"Understanding Amateur Radio," by George Grammer. American Radio Relay League, West Hartford 7, Conn. 320 *pp.* $2.00.

Understanding Amateur Radio presents the fundamentals of amateur radio theory, construction and operation in a manner to attract beginners to the ham radio field.

The theory sections, written with the beginner in mind, present the fundamentals of receivers, transmitters, power supplies and antennas without undue complication.



Follow the Sun

Your most pallid time period takes on a vigorous new look. 30 vigorous hours from the top quality studios of **Twentieth Century Fox TV., Inc.**

444 West 56th Street, New York 19, New York—COlumbus 5-3320

"FOLLOW THE SUN" Stars Barry Coe as Ben Gregory, Brett Halsey as Paul Templin, Gigi Perreau as Kathy Richards, and Gary Lockwood as Erick Jason; And Features Guest Stars Such As . . . Keenan Wynn • Inger Stevens • Everett Sloane • Tuesday Weld Charlie Ruggles • Dennis O'Keefe • Yvonne de Carlo • Julie London • Martha Scott • William Bendix • Jayne Mansfield • David Janssen • Celeste Holm • Rhonda Fleming • Keith Andes • Wally Cox • Jim Backus • Cesar Romero • Laraine Day • Gene Nelson

MONDAY MEMO

from DONALD BARNES, vice president, Institute of Life Insurance

Television generates the most enthusiasm

The American people have become enormously blasé. While I was watching the countdown for the Schirra shot on the television screen in New York's Grand Central terminal, a woman standing near me said, "Haven't they done that already? What are they doing it again for?"

Whether it's a matter of diets, hula-hoops, Milton Berle or roller derbies, we seem to have acquired an infinite capacity for getting up a great head of enthusiasm and then finding ourselves yawning.

Whether business likes it or not, advertising gets involved with these blasé attitudes. If you accept the thesis that one of the important goals of advertising is to excite salesmen or dealers or distributors, and to spur them forward to greater efforts on your product's behalf, then you see where the blasé approach hampers your efforts. You can produce the best, most efficient, most exciting advertising campaign known to man, and six months after it appears, your salesmen are saying, "What have you done for me lately?"

Until recently, the advertising program of the Institute of Life Insurance was an ideal case history in frustration brought about by this attitude. Shortly after the institute was founded 25 years ago as the "public relations arm and central source of information" for the life insurance business, it was decided that paid advertising should be one of its prime public relations outlets. For a variety of reasons, among them the fact that life insurance was deemed too complicated a subject for presentation on the air, newspapers were selected as the basic medium.

The first campaign opened to the enthusiastic applause of the entire business. Nothing like it had ever been done before on an institutional level, and there was general tossing of hats in the air.

Just Faded Away ▪ The applause didn't die away all at once, but after awhile one needed an ear trumpet to hear it. True, everyone said they thought the institute was "doing a grand job" in bringing facts about life insurance to the attention of the public, but the old zing—the climbing on chairs and applauding—was gone. This was most emphatically not the fault of the medium, the advertising or the agency involved. The ads were competently done and were rewarded with good readership. But their ability to serve as a rallying point and a focus of enthusiasm for the business was sadly diminished.

So, after considerable soul-searching, the staff and agency came to the institute's board of directors in the summer of 1962 with a series of recommendations, which were approved:

Keep the print media rolling at current levels; discard the idea that you couldn't say something important about life insurance in a minute on television; appropriate an additional $1 million for tv experimentation (bringing the total budget to nearly $3 million), and instead of talking only about the problems life insurance can solve, paint a new portrait of the modern life insurance agent.

Liked Tv Medium ▪ To say that the results have been astonishing, even with a modest budget, is rank understatement. The first program consisted of half-sponsorship of the CBS-TV 1962 election package: three 60-minute shows plus the election night marathon.

The sales force of the country responded with a roar of enthusiasm. They liked the portrait of themselves, and they liked the medium selected to introduce it. They wore buttons declaring "See Me on Tv!" They distributed millions of tune-in cards and fined their associates who were not at their sets when the programs were on the air. And they wrote us thousands of letters.

This was more than we had hoped for, but we knew that the real test lay in our ability to repeat. We had heard applause fade out before.

We followed the election campaign with a spot campaign in 50 major markets, and then this spring bought two specials: Chet Huntley on *The Problem with Water is People* and Frederic March narrating *American Landmark: Lexington-Concord,* both on NBC-TV.

For this fall, we have bought a portion of the CBS-TV *National Collegiate Football Game of the Week.* The first announcement of this to the life insurance business has been greeted with the most applause of all. By varying our approach, from straight news to economic problems to historical landmarks to sports, we are not only picking up new publics but renewing the attention of people in our business who have a wide range of interests.

We are not deluding ourselves. We know that the bitter test will be in the years ahead. But we are comforted by the fact that there has been no discernable diminishing in the sounds of approval coming from within the life insurance business.

A good part of this approval stems, we have found, from the pride taken by the life insurance agent in the statements we are making about him. We emphasize his training (which few laymen knew much about, but which is extensive and complicated) and the wide spectrum of services he is equipped to perform. We do not show him on the screen; he *is* the camera, and we hear him talking with his clients as he goes about performing his services.

Without in the least demeaning other advertising media, which serve us well, we have yet to find a vehicle which can generate so much enthusiasm as tv. This is highly important to a business where the morale of the sales force means the entire difference between failure and success. Even if the public ignored our messages—and our research shows it certainly has not—their galvanizing effect on 250,000 volatile, highly-charged salesmen has been worth the cost.

We are not saying to ourselves that we have found the antidote for the blasé attitude. But we do believe we have acquired a morale-builder and a morale-sustainer, which is of infinite importance to a business that lives by its salesmen.

We don't plan to be taken for granted in the near future.



Donald Barnes, has been associated with the advertising field and the life insurance business for nearly 27 years. He started with the "New York Herald Tribune" in 1935. A year later, he became the editor of the "Life Association News," and subsequently he became an executive with its parent, the National Assn. of Life Underwriters. In 1948, he joined the Institute of Life Insurance, New York, as head of advertising and promotion. He was elected a vice president in 1957.

5 in a series of original drawings by Baltimore artist Aaron Sopher



aaron Sopher

FAVORITE THROUGHOUT MARYLAND *UNITED STATES NAVAL ACADEMY, ANNAPOLIS, MARYLAND*

WBAL-RADIO 1090 NBC **BALTIMORE** *MARYLAND'S ONLY 50,000 WATT STATION*

NATIONALLY REPRESENTED BY McGAVREN-GUILD COMPANY, INC.



You're talking a 1.3-billion-dollar payroll when you say it all at once!

In short, you're talking about America's 37th metropolitan television market when you put it all together and say FLINTSAGINAWBAYCITY!

Because every time we turn our transmitter on, three Michigan cities come together in a single television buy.

And come together as a single market with a mammoth $1.3 billion to spend—about $500 more per year per household than the U.S. average.

Sound interesting? Your Harrington, Righter and Parsons agent will delightedly tell you more. WJRT/Flint-Saginaw-Bay City/ABC Primary/Division: The Goodwill Stations, Inc.

WJRT

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
April 15, 1963, Vol. 64, No. 15

$40 MILLION FOR TRANSCONTINENT

■ Taft offer would bring TTC stockholders $21.20 cash per share

■ Complicated deal involves hurdles of IRS, FCC yet to be jumped

■ San Diego, Bakersfield will be available for other buyers

The largest sale of radio and television stations in broadcast history, amounting in the aggregate to a net of $40 million, is in the process of negotiations and may very well entail one of the most complex transactions ever to be submitted to the FCC.

Taft Broadcasting Co. is preparing to pay $21.20 a share for all of Transcontinent Television Corp.'s over 1,800,000 shares of outstanding stock, held by more than 2,800 stockholders.

Exempted from the transaction is Transcontinent's WDOK - AM - FM Cleveland. This property was given a value of 80 cents a share.

Because of the FCC's multiple ownership regulations, Taft may not acquire more than two vhf television outlets and one additional uhf station.

Taft wants, according to informed sources, TTC's WGR-AM-FM-TV Buffalo, WDAF-AM-FM-TV Kansas City, and uhf WNEP-TV Scranton/Wilkes-Barre. This leaves Transcontinent's KFMB-AM-FM-TV San Diego and uhf KERO-TV Bakersfield, Calif., available for other buyers. Already TTC is being inundated with offers from brokers representing buyers anxious to acquire the two properties Taft will sell.

Taft already owns WKRC-AM-FM-TV Cincinnati, WTVN-AM-FM-TV Columbus, WBRC-AM-FM-TV Birmingham and uhf WKYT-TV Lexington, Ky.

Time Table ▪ A major speculation in industry circles, made almost immediately after the announcement of the negotiations was made April 10, is how long it may be before the FCC approves the transfers.

Previous major financial transactions of this size ran the FCC gauntlet for from six months to over a year. The best guess by knowledgeable lawyers and brokers is that this may very well take the limit.

A subsidiary question which intrigues some observers familiar with the Washington scene is just how much difficulty the FCC majority may make for the principals in the transaction. Although no one believes the commission will turn it down, the consensus is that commission New Frontiersmen may use the very magnitude of the Taft-TTC agreement to raise social and philosophical questions involving policy.

One of the interesting elements of the transaction is that the Taft-TTC negotiations are being held with the strict proviso that Transcontinent's Cleveland stations are expressly exempted from consideration. This, it is believed, will take care of the FCC's three-year rule, promulgated last year, which requires a hearing for a station sold which has not been held by the current owner for at least three years—unless good reason is given.

Transcontinent bought WDOK-AM-FM last year for $1.4 million. If the entire TTC group was involved in the deal, this fact would cause the whole package to be thrown into a hearing, since by FCC interpretation the most recent acquisition is considered the date from which the three years must run.

It is presumed that Taft also would be interested in acquiring the Cleveland radio properties when they are eligible for transfer in May, 1965.

Strict Rules ▪ Ordinarily, negotiations for the purchase or sale of broadcast stations are hidden by tight security but in this case it was thought that Taft felt it had to follow the letter of regulations of the New York Stock Exchange. Taft Broadcasting was listed on the big board last May.

The official announcement of the negotiations was presented this way:

"Taft Broadcasting Company, through its president, Hulbert Taft Jr., announced that, with the approval of the principal stockholders of Transcontinent Television Corporation, it has entered into negotiations looking to an agreement whereby Taft would acquire Transcontinent's outstanding stock. Transcontinent shareholders would receive approximately $21.20 per share in cash and would retain their interest in radio stations WDOK-AM and FM (Cleveland) valued at approximately 80 cents per Transcontinent share.

"Any agreement negotiated will be subject, among other conditions, to the





A new high in station sales is the $40-million deal between Taft and Transcontinent groups. Shown here are the presidents of the two companies: Hulbert Taft Jr., Taft stations (l), and David C. Moore, Transcontinent (r).

obtaining of certain rulings from the Internal Revenue Service and final approval by the Federal Communications Commission of all necessary transfers or assignments of licenses of the broadcasting stations involved. . . .

"As the multiple ownership rules of the FCC preclude Taft from operating all of the stations presently operated by Transcontinent in addition to Taft's present stations, the negotiations to be entered into between Taft and Transcontinent will include a determination of which stations will ultimately be retained by Taft."

Amortization Case ▪ The reference to the Internal Revenue Service, it is believed, refers to the question of double taxation on capital gains.

Although no breakdown of figures for the individual stations are available, a conservative estimate among brokers is that Buffalo is worth $18 million; Kansas City, $14 million; San Diego, $9 million; Scranton, $3.5 million and Bakersfield and Cleveland, $1.5 million each.

Knowledgeable industry sources believe that Buffalo's combined sales topped $6 million last year, with about $5.5 million attributable to tv. Earnings in Buffalo, it's thought, should have been over $2¼ million, with tv accounting for most of this.

Other estimates: Sales in Kansas City about $5 million, with tv accounting for about $4 million. Earnings would be over $1¾ million, with tv accounting for over $1.5 million. San Diego sales between $3.5 and $4 million, with tv accounting for between $3¼ and $3½ million. Earnings in the order of $1.5 million, mostly due to tv. Scranton sales, over $1 million, with earnings about $300,000. Bakersfield, sales over $1 million, earnings about $175,000. Cleveland, revenues between $500,000 and $750,000, with earnings in the order of $150,000.

Buffalo, Kansas City and Bakersfield stations are all affiliated with NBC; San Diego, with CBS; Scranton, with ABC and Cleveland, with Mutual.

Strong Bid In ▪ Although it's no secret that Taft and TTC have been on the receiving end of perhaps a dozen bids for San Diego, Bakersfield and other elements of the Transcontinent empire, one $46.5 million bid was actually submitted April 2 by Hamilton-Landis & Assoc. for the entire TTC package. Representing four broadcast groups, the purchase offer was repeated on April 5.

One of the groups is California Television, offering $10 million for the San Diego properties. California Television, which is headed by George C. Fleharty, owns KJEO (TV) Fresno, KVIP-TV Redding-Chico and KVIQ-TV Eureka, all California.

California Television is selling its Redding station for $1¼ million to Sacramento Valley Telecasting Co., in which William B. Smullin has a 25% interest. Sacramento Valley is one of the applicants in hearing seeking ch. 9 in Redding. The station sale is pending FCC approval.

Balance Sheet ▪ In 1962, Transcontinent had total revenues of $15.6 million, with a net income after taxes of $1.6 million (92 cents a share). The company paid 50 cents a share in dividends in 1962.

Total assets of TTC in the 1962 balance sheet were listed at $29 million. Of this, over $5.6 million was listed as current assets, $6.7 million as fixed assets after depreciation, and $15.8 million as intangible assets.

Total current liabilities were $3.5 million, with long term indebtedness over $5 million, and estimated liability for contingent and deferred income taxes at $3.5 million. Capital surplus was carried at $7.5 million and retained earnings, $5.3 million.

Major stockholders of Transcontinent, which is traded over the counter, are Buffalo industrialists and financiers Paul A. Schoellkopf Jr., 13%; J. Fred Schoellkopf IV, 5% and Seymour H. Knox III, 5% (all individually and as trustees). Also owners: Jack Wrather, 11% and Edward Petry & Co., 12.6%, both of whom became substantial stockholders when Wrather's Marietta Corp. was merged with TTC in 1958.

Last Thursday, Transcontinent over-the-counter stock closed at 19¼ asked, 18⅛ bid. During this year, TTC stock was as low as 10¼ and as high as 17⅛ bid.

The genesis of TTC occurred in 1955 when the Schoellkopf group bought into WGR-TV Buffalo. The next year they joined with NBC vice president Hamilton Shea in buying WSVA-AM-FM-TV Harrisonburg, Va. Purchase price was $560,000.

Also in that same year, TTC bought the then WHAM-AM-TV and WHFM (FM) Rochester, N. Y., from Stromberg-Carleson Co. for $5.1 million and later disposed of the radio stations.

In 1958, TTC acquired both the San Diego and Bakersfield stations when Marietta Broadcasting Co. was merged into TTC. Marietta stockholders, principally Jack D. Wrather and Edward Petry & Co., received stock in this transaction.

Also in 1958, it merged both uhf stations, WARM-TV Scranton and WILK-TV Wilkes-Barre into what is now WNEP-TV, assuming a 60% ownership, with former owners Gov. William A. Scranton and family (WARM-TV) and Mitchell Jenkins and family (WILK-TV) splitting the remaining 40% between them. That deal was estimated at $1.5 million. In 1962, TTC paid $600,000 for the remaining 40%.

In 1960, TTC bought the Kansas City stations from National Theatres for $9,750,000.

And last May, Transcontinent bought the Cleveland radio stations for an

Transcontinent dividend

The board of Transcontinent Television Corp. declared a dividend of 12½ cents a share, payable May 15 to stockholders of record April 30. This brings to 25 cents a share dividends declared or paid by TTC this year.

ABC-Paramount merger next biggest deal

There aren't very many group sales of the magnitude of the Taft-Transcontinent transaction, but broadcasting does have three earlier major multiple station acquisitions that carried eight-figure considerations:

The first was the merger of ABC and United Paramount Theatres in 1953, resulting in the establishment of American-Broadcasting-Paramount Theatres Inc. Although the merger was accomplished by exchange of stock, the transaction was estimated to be equal to $25 million.

The second was the purchase by Corinthian Broadcasting Corp. of the C. Bruce McConnell holdings in 1956. Corinthian paid $10 million for WISH-AM-TV Indianapolis and WANE-AM-TV Fort Wayne.

One year later, Time Inc. paid what was up to then considered the very top price in the station sales market: $15,750,000 for the Harry M. Bitner group—WFBM-AM-FM-TV Indianapolis, WTCN-AM-FM-TV Minneapolis-St. Paul, and WOOD-AM-FM-TV Grand Rapids.

In the single station category where consideration was over $10 million, CBS paid $15.6 million for WCAU-AM-FM-TV Philadelphia in 1958, plus another $4.4 million for real estate. And only two years ago, Capital Cities Broadcasting Co. paid $14 million for WKBW-AM-FM-TV Buffalo.

approximate $1.4 million.

During this eight-year period, TTC sold two of its properties. In 1959 it sold its interests in Harrisonburg to the *Washington Evening Star* (WMAL-AM-FM-TV Washington, D. C.). Actually, the *Star* bought TTC's 50% and also 1% from Mr. Shea to give it 51% ownership, paying a total of $700,000.

And, last year, TTC sold its Rochester tv station for $6.5 million. The station was actually bought by Veterans Broadcasting Co. (operating WVET-TV) and by Gannett Newspapers (operating WHEC-TV), both of which were sharing ch. 10 in Rochester. After the transaction, Veterans received full occupancy of the WROC-TV channel, and WHEC-TV of ch. 10.

Taft Earnings ▪ For its 1962 fiscal year which ended March 31, 1962, Taft reported net revenues of $10.9 million with net income after taxes of $1.9 million ($1.20 a share). During its year, Taft paid 50 cents in dividends and provided a 2½% stock dividend.

For the third quarter of its fiscal year, which ended Dec. 31, 1962, Taft reported net earnings after taxes of $863,343 (55 cents a share) on total net revenues of $3.6 million. At that time the Taft board raised its dividend rate to 15 cents a quarter and also declared again a 2½% stock dividend.

Taft's total assets were given as $15.35 million in its consolidated balance sheet of March 31, 1962. This included current assets of $5.1 million and license and goodwill figures of $5.2 million. Current liabilities totaled $3.4 million, and long term debt, $1.4 million. Over 3,600 stockholders own more than 1.5 million shares.

In addition to its broadcast stations, Taft in the last year acquired two bowling centers in the Cincinnati area.

During this year, Taft stock has had a low of 17⅛ and a high of 25. At the market's closing last Thursday, Taft was quoted at 26¾.

Principal owner of Taft Broadcasting Co. is the Taft family of Ohio, which in the aggregate owns over 50%. Hulbert Taft Jr. owns 8.1%; estate of David G. Taft, 6.5%; Fred A. Ingalls and Robert Taft Jr., as trustees, 13.9%.

The Taft group, which has owned the Cincinnati stations since 1939 (television since 1949), began its expansion moves in 1953 when it bought the Columbus stations for $1.5 million. In 1957 it bought the Birmingham stations for $6,350,000, and in 1958 the Lexington uhf station for $100,000.

Originally, Taft owned 30% of WBIR-AM-FM-TV Knoxville, Tenn. In 1959 it bought the remaining 70% for $2.1 million, and in 1960 it sold the Knoxville property to WMRC Inc. (WFBC-AM-FM-TV Greenville, S. C.) for $3¼ million.

BROADCAST ADVERTISING

Trend to tv developing among airlines

TOE-IN-WATER TECHNIQUE PRODUCES VIGOROUS BUYS BY 6 CARRIERS

The commercial airlines are paying more attention to television than at any time in their recent advertising history.

But just how much the attention will pay off in actual use of the medium is in question. Reports of a decided "trend" among major commercial airlines toward more tv advertising buying prompted BROADCASTING last week to conduct inquiries among seven leading domestic and three foreign-based passenger carriers.

Within the last three months, the usually-conservative commercial airlines have approached the tv market with everything from a "test the water with my big toe," attitude to one of "last one in is a rotten egg," abandon.

The result has meant millions in additional billing for tv from six of seven major airlines surveyed, and produced a cautious prognosis that a trend toward more permanent tv advertising among the commercial airlines may be in the making.

Whatever the result, the last three months have seen more vigorous activity on the part of airlines in advertising than at any other time in the industry's history ,a fact which the Television Bureau of Advertising expects to be reflected quite significantly in a quarterly report on spot tv due in three weeks.

Of the seven domestic airlines consulted, only one—Pan American—wasn't increasing its television time buying. Pan American, however, has been a regular customer in five markets, and indicated it planned to stay pat with its current television schedule.

The other six, however, were hardly so demure, with plans ranging from TWA's conservative estimate that it "will expand within tv in proportion to our general advertising expansion," to Northeast's drastic switch from 80% newspaper advertising in 1962 to 70% tv-buying in 1963.

Between Extremes ▪ The four others —Eastern, National, American, and United—fell somewhere between the two extremes, but with a decided leaning toward Northeast's enthusiastic entry into the market. National and American are in the process of beginning their first major campaigns; Eastern is just completing its first major campaign, and altering it for further seasonal presentation; and United is in the midst of its first television campaign since 1959.

The group's big spender appeared to be Eastern, which placed close to $1 million into a three-month campaign. Though most airlines remained close-mouthed about their budgets, Northeast indicated it planned to increase its overall advertising budget from $1.2 million in 1962 to $2 million in 1963, of which approximately 70%, or $1.4 million would go into tv advertising.

Most airlines consulted felt the general reason for the sudden surge toward tv advertising was an industry-wide effort to broaden the mass appeal of air travel, a belief keynoted by a statement from Eastern official H. Wallace Cutshall, who said ". . . . it (is) imperative for the industry to get new people into the air and to broaden the base of the air travel market."

An American Airlines spokesman said that "as far as our current market is concerned, the airline industry is practically at a standstill, and has reached the point where the competing airlines are only exchanging customers and not showing any appreciable increase for the whole industry.

"We must take people out of their automobiles and put them into airplanes." Television, he said, was only a part of a broad program the airline was conducting for greater mass appeal.

National's vice president in charge of traffic and sales J. Dan Brock said "we will tap a vastly larger market than in previous years when television wasn't used"; and United advertising executive James McBride added that for his airline, it's "just a case of recognizing tv as a powerful means of communication."

There were other reasons, too. United said, "We felt competitive pressures," and Eastern advertising official George Howard added, "back in January when we started our campaign, we thought we'd be all alone. Then suddenly everybody around us was advertising on television too."

Strike a Factor ▪ The recently-ended

New York newspaper strike was a possible factor also, coming in the midst of the winter Florida travel season. Speaking of the switch to television of Northeast, a prime Florida vacation carrier, an executive at the airline's agency Sullivan, Stauffer, Colwell and Bayles said, "I think possibly the newspaper strike had as much to do with the decision to switch to tv as did an already prepared report recommending increased tv buying."

Whatever the reasons, and there are doubtless many, airlines are in tv—whether or not to stay remains to be seen.

Airline tv advertising conventionally is mostly in spots hitting particular markets on a seasonal basis, and thus is subject to fluctuations from month to month. Advertising men also point out the great difficulty in assessing the value of tv advertising. "It's not like counting the the number of toothbrushes sold," said one. "We hear people say nice things about our ads, but we have no really accurate measure of their effectiveness."

United, through N. W. Ayer, Chicago, has hit heavily in the New York market, and is currently in Los Angeles too. It is also maintaining its previous sponsorship of a post-game baseball scores show in Chicago. The airline has also bought spots in Pittsburgh, Cleveland and San Francisco.

The Eastern campaign, handled by Fletcher, Richards, Calkins and Holden, reached 11 markets in its peak during the first quarter as well as network exposure on NBC-TV's *Today* show, but will drop off to two markets in a planned seasonal cycle during the next quarter.

Pan American based its reluctance to increase its tv buys on the fact that "we believe our market is still too specific to be greatly increased by further use of television at this time," according to account executive Robert Weikart of J. Walter Thompson.

Three foreign-based airlines—KLM (the Netherlands), El Al (Israel) and Sabena (Belgium)—indicated they had bought tv advertising from time to time, and had been generally pleased with the results; but they claimed their markets were too specialized for intensive campaigns, and that print media better serve their purpose as well as their budgets.

Even with its radical move to television, Northeast "could change again quite easily. There's no way to predict the future of this account," according to the agency official. And an American Airlines spokesman said "like everything else we do here, we'll be analyzing ourselves to death on this campaign.

With the exception of Eastern, which used some network time as well as prime-time spot buys, most of the airlines followed a similar pattern in their campaigns, buying especially into such programs as weather and news reports. Some airlines' spokesmen said that other media would not be hurt by the increase in tv buying—that a general increase in advertising expenditures would cover the tv spending. Only two of the seven airlines indicated that other media might suffer.

Increasing Buys ▪ TWA, through Foote,, Cone and Belding, increased its spot market buys from four (New York, Chicago, Los Angeles, and San Francisco), to seven, adding Pittsburgh, St. Louis and Boston, but TWA's Roy McElfresh, manager of domestic media advertising, said, "we're maintaining full magazine and newspaper schedules."

Northeast's campaign has been heavily concentrated in the New York area; while American and National have both spread out more extensively. American, which admits it's "just now getting its feet wet in television," began campaigns through Dane Bernbach in New York and Detroit. National, through Papert, Koenig and Lois, has announced plans to open tv campaigns April 21 in Los Angeles, Houston and New Orleans, and eventually expand to 11 major markets in 37 cities by the end of the month.



All-American featured in Rambler spots

Terry Baker, All-American quarterback from Oregon State, has signed with the Greater Portland Area Rambler Dealers and will be featured in a series of tv and radio spots. The dealers have in the past sponsored Oregon State football and basketball . . ."

In the picture above, Mr. Baker is shown (second from right) at a welcoming ceremony in his honor, flanked by (l to r) Frank Antone, Rancho Rambler Inc.; Charles Wentworth Jr., Wentworth & Irwin Inc.; and Myrl McKee, McKee, McKee Rambler Inc.

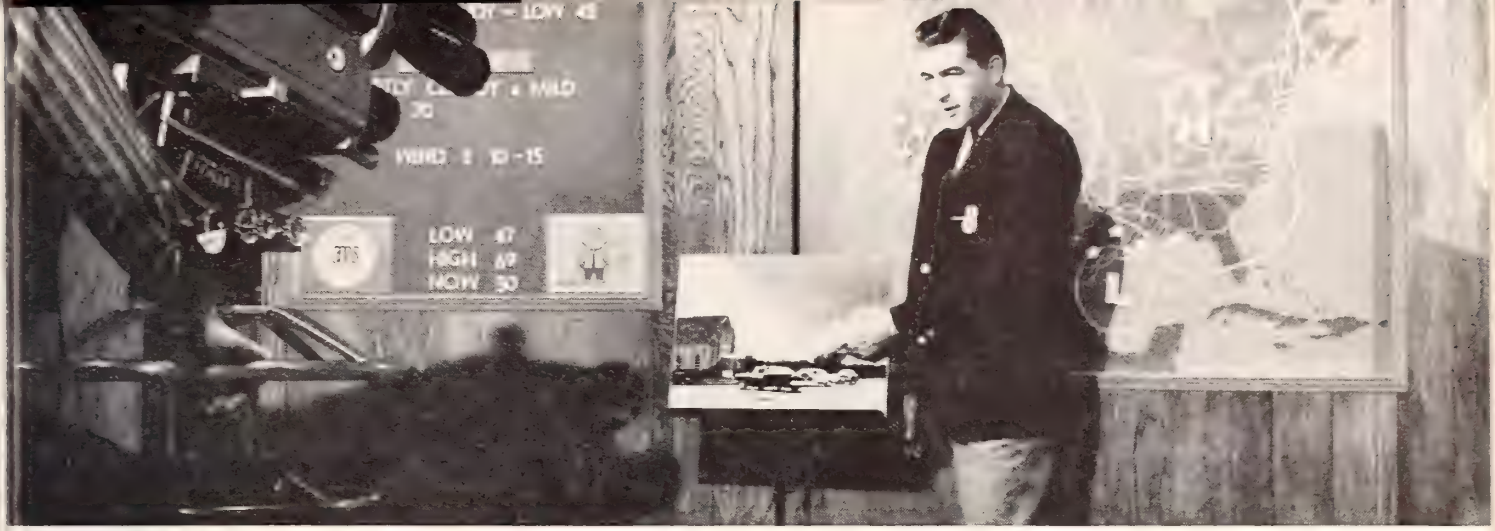
Revlon drops NC&K as agency for 2nd time

Revlon Inc., New York, has severed its relationship with Norman, Craig & Kummel, New York, its largest billing agency, for the second time, the company announced last Monday (April 8).

Revlon, which represents about $5 million in billings for NC&K, and the agency, "amicably agreed" to part company as a "result of a basic difference of opinion," Erwin D. Swann, Revlon vice president of advertising, said.

NC&K will continue to handle the account—which includes Living Curl, eye make up, Touch & Glow, lipstick, nail enamel, and Satin Set—until a new agency is chosen. The agency's relationship with Schnick Inc., a $3 million account in which Revlon owns a controlling interest, is not affected.

The agency gained the Revlon account for the first time in 1948. It lost the account in 1956 when BBDO took over the advertising. The agency was again named to handle the Revlon account late in 1961, when it took $5 million of the $7 million billings from Warwick & Legler. Grey advertising, with the company since February 1960 and Warwick & Legler, a Revlon agency since 1955, continue to handle some Revlon products.



Close



Closer



Closest to the Dallas, Fort Worth market.
. tornado on the way. Or a sudden freeze. Or a quick drop in temperature. Whatever
ıe weather . . . people of Northeast Texas are **interested.** They have to be. That's why
ıey depend on Dale Milford, the pro among staff meteorologists. His is one of the few
rograms in the state to receive coveted recognition from the American Meteorological
ociety. Just one more reason why WFAA-TV is closest to the Dallas, Fort Worth market.

WFAA-TV

Gallagher surveys television's economic conditions

More than four out of five stations believe gross business for the year 1963 will be an average 11.2% above 1962 whereas only two out of three stations expect higher profits, averaging 15.2%, according to a cross-section sample of top tv station executives surveyed by *The Gallagher Report*, New York media-advertising letter.

The survey, covering replies from 152 high executives of tv stations, covered a wide range of topics from income trends to station personnel practices.

Of the tabulated replies, 92.3% reported 1962 tv billings exceeded 1961 figures by an average 13.2%; 4.1% said billings were down by 8.3%; 2.7% reported same billings.

Analyzing sources of gross billings, the Gallagher survey showed that local revenue accounts for 37.4% of all stations' gross; national spot 35.9%; network 23.7%; and regional networks 3.0%. Local accounts for 47% of income of stations billing under $1 million; 25.9% of stations with more than $1 million. On the other hand national spot meant 49.6% of income for stations billing over $1 million and 24.4% for those under $1 million. Networks brought just under 24% of income for both classes.

Over half, or 52.6%, of all stations had billings under $1 million last year, it was shown. As to profits, 75.8% said 1962 profits averaged 34.9% over 1961; 16.6% said profits were down 13.2%; 7.6% said they were the same for the two years.

Looking at the percent of gross business accounting for 1962 net profit or loss, 88.9% reported 16.9% profit before taxes; 11.1% said 17.4% loss before taxes.

In surveying the calibre of work performed by trade associations, the report showed these results: Television Bureau of Advertising, 60.3% said excellent, 36.8% fair, 2.9% poor; Assn. of Maximum Service Telecasters, 58.2% excellent, 27.3% fair, 14.5% good. Top tv station executives gave NAB these ratings —42.8% excellent, 44.3% fair, 12.9% poor; Television Information Office 28.8% excellent, 50.8% fair, 20.4% poor.

A question asking how executives feel about the proposed creation by the industry of a television audit bureau controlled by advertisers, agencies and the tv industry showed 37.7% were in favor, 20.3% opposed, 42% uncertain; 89.3% see too much emphasis on ratings, 10.7% said "about right."

Rating services were surveyed this way: 87.3% buy American Research Bureau, 84.5% Nielsen, 8.5% Pulse, 1.4% Hooper and 1.4% Trendex. They rated their work this way: ARB, 13.1% excellent, 62.3% fair, 24.6% poor; Nielsen, 11.5% excellent, 63.9% fair, 24.6% poor; Pulse, 7.7% excellent, 23.1% fair, 69.2% poor; Hooper, 0% excellent, 25.0% fair, 75% poor (Hooper does not furnish tv ratings); Trendex, 11.1% excellent, 44.5% fair, 44.4% poor.

Within five years, the survey indicated, 22.7% of respondents expect film syndicated shows to be more common than today, 45.3% about the same, 32% expect a decrease. Of respondents, 89.3% subscribe to the NAB code; 63.2% say the code is just right, 20.6% too strict, 16.2% too lenient. 87.7% are NAB members.

12 more agencies added to BAR roster

More than a dozen major agencies, in the aggregate representing more than $555 million in annual television billings for time and talent, now are being provided with daily monitoring reports of the top tv markets in the United States.

Broadcast Advertisers Reports, which signed Young & Rubicam last month as the first agency client to gain access to a round-the-clock check on every client commercial run on all tv stations in the cities monitored by BAR, reported today (Monday) that an additional 12 agencies have signed two-year contracts.

These agencies, plus Y&R, represent some $185 million in the placement of spot television billings. The additional agencies are Benton & Bowles, Compton Advertising, Dancer-Fitzgerald-Sample, William Esty Co., Foote, Cone & Belding, Grey Advertising, Lennen & Newell, Arthur Meyerhoff Assoc., Morse International, Ogilvy, Benson & Mather, Street & Finney and Tatham-Laird.

More to Come ▪ According to BAR, still additional agency contracts are in last stages of negotiation.

Robert W. Morris, BAR's president, said that agency subscribers last year were provided with data on about 150,000 tv hours, and that during this year, monitoring will be up to some 700,000 hours, and by 1964, the figures will be more than double (about 1.5 million hours).

BAR independently audits proof-of-performance 24 hours-a-day, every day of the year. In adidtion to reports on the agencies' clients, competitive product track records will be available for each agency's checking. The monitoring will provide a check on product protection and over-commercialization as well as audit the performance.

When the Y&R signing was announced in early March, BAR was monitoring 48 stations in 12 markets. It has been adding stations and cities and is now tabulating 76 tv stations in 21 cities. By the end of this year, BAR will be monitoring 236 tv stations in 75 key television market areas.

Field Reports ▪ All of the service's monitoring is accomplished from tape recordings made in the field. These are played back at the BAR production plant in Philadelphia and the detail handled by data processing equipment.

The nine cities of Cincinnati, Columbia, Cleveland, Dallas, St. Louis, Houston, Miami, Tampa and Birmingham have been added to the 12 markets in which tv stations were being audited a month ago.

Those 12 cities are Atlanta, Baltimore, Boston, New York, Los Angeles, Chicago, Philadelphia, Detroit, Minneapolis, Washington, Pittsburgh and San Francisco.

In effect, the monitoring service permits the agencies to review each station's affidavits for every client's spot that is run on all stations in the markets covered.

Agency appointments...

▪ West Baking Co., Indianapolis, has appointed Ruben Advertising Agency, that city.

▪ Hamilton-Pax Inc., Chicago, maker of a patented personal check protector that can be carried in a lady's purse, names O'Grady-Anderson-Gray there as agency for all consumer products. Tv-radio will be used.

▪ Honda, Japanese manufacturer of motorcycles, has appointed Kenyon & Eckhardt Ltd., London, for Honda in the United Kingdom.

▪ The Continental Insurance Co.'s, New York, appointed Doyle Dane Bernbach, New York, as its agency, effective July 1.

▪ Hotel Corp. of America's Hotel America, new hotel to open in 1965 in Boston, appointed Chirug & Cairns, Boston and New York.



FROM THE WHITE HOUSE TO WHITE COLUMNS! Sander Vanocur observes the forward look of today's Atlanta . . . the Nation's 21st television market. The dominance of WSB-TV is an important contributing factor in the continuing growth of a great city.

WSB-TV
Channel 2 Atlanta

Represented by
Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.



25 food set-ups in 15-second sequence

Lavern Gelow (l), advertising manager of Peter Eckrich & Sons, Fort Wayne, Ind., meat specialty company, checked the development of a tv commercial as it was filmed recently by The Film-Makers Inc., Chicago. With him are Helen Stamm, a home economist, and Edward E. Katz, board chairman of Film-Makers.

The 20, 30 and 60-second commercials are now appearing on television stations in Indiana, Michigan and northwestern Ohio. They are being used in connection with Eckrich sponsorship of special events programs, such as local high school basketball games, ski meets, special choruses and the victory dinner following the Indianapolis 500-mile auto race.

Action in the commercials features tight camera close-ups of hands working with the packaged meats and illustrating food preparation and cooking. One scene shows 25 different food set-ups in a 15-second film sequence.

Eckrich's agency is Bonsib Inc., Fort Wayne.

CLEVELAND RADIO-TV BACK TO NORMAL

Broadcasters feel they gained ground during strike

Cleveland radio and television returned to normal in a hurry last week following the longest—129 days—newspaper strike in the nation's history. The general feeling among broadcasters was that they improved an already high public image and gained—on a long-term basis—more than might have been lost through increased costs during the strike.

Some broadcasters felt that some lengthy analyses and soul-searching would take place before they learn just what effects the strike had.

But the facts that air media could, if given a chance, do a selling job was proven with:

▪ Cleveland's Hanna Theatre where new attendance and box office records were set during the runs of "How to Succeed in Business Without Really Trying" and "Camelot." Milton Kranz, manager of the theatre and a 30-year veteran of live theatre, had always used newspapers exclusively to promote his shows. But with the strike on, he put his budget in radio and on a four-week 315-spot schedule in advance of "How to Succeed" had a box office advance of $200,000.

Through radio advertising he's calling this season the "best in his history." After this, he said, his budget will be split 60-40 in favor of radio.

▪ Suburban Theatres, a group of about 15 neighborhood and suburban theatres, ran a series of 10-second spots on radio during the 18 weeks of the strike. The message simply told listeners to "Call Main 1-4500 for Dial-a-movie." The phone number connected with the classified ad department of the *Cleveland Plain-Dealer* (the classified employes were not on strike). Average number of calls per night was 5,000-6,000.

▪ Sales Marketing Executive, a management refresher course, in its previous five years had spent its $250 budget on newspaper ads. It used the budget this year on 10 spots over five days and drew 20 inquiries for its $285 course. The 20 inquiries were greater than any they had received from any two-year total through newspaper ads.

The reasons for this success? One Cleveland broadcaster summed it up by saying the Lake Erie city is not as dependent on newspapers as is New York; Cleveland is a commuter's city, where radio is big and trade groups work together for the common good.

However much of the broadcaster feeling about what good radio-tv derived from the newspaper blackout echoed the feelings expressed by New York broadcasters when newspapers in that city resumed publication (BROADCASTING, April 8).

▪ Some stations reported more than usual business in the December-March period.

▪ Most stations said portions of their expanded news coverages would be retained.

▪ All stations agreed that air media had made friends during the strike, among listeners and sponsors.

KYW-TV, which had added 90 minutes daily to its news schedule, is returning to normal.

KYW-AM-FM, which had increased its 3 hours and 20 minutes of news to 6 hours daily, will maintain the increased schedule. The stations said January-March was the best first quarter in their history. While previous radio sponsors were given preference in buying additional time, the stations said print advertisers who were forced into radio seemed satisfied and they see a good chance of converting at least 20% of these new accounts to long-term dollars.

WJW-AM-FM kept its news schedule constant and did not add any programs during the strike. It did not gain short-term strike advertisers, but picked up several year-long contracts from accounts not on the station previously.

At WJW-TV, news broadcasts which had been expanded were cut back to pre-strike schedules. An increase in business was reported, but percentage attributable to the strike was slight.

At WEWS (TV), the news operation was back to normal, after being expanded one hour daily during the strike. Business was reported as normal.

WERE-AM-FM, which ran 4 hours

The voices that influence Indiana's most dynamic market

In Indianapolis, wholesale and retail center of Mid-Indiana's thriving 55-county concentration of diversified industry and business, progress is a *co-operative* project. Here is the hub of a vast super-market, kept active and healthy by able industrial, civic and cultural leaders such as those pictured above.

Three of the co-operative influences in the forward surge of this great market are The WFBM Stations, which blanket this rich area with communication facilities that help inspire Mid-Indiana families to individual and collective action. These facilities are available to advertisers of worthwhile products and services. Use the voices of WFBM to broadcast your selling message.

THE WFBM STATIONS
INDIANAPOLIS, INDIANA
TV AM FM
TIME-LIFE BROADCAST INC.
Represented Nationally by The KATZ Agency



G. Barron Mallory, President of P. R. Mallory Company Inc.



Bishop John P. Craine, Christ Church Cathedral on Monument Circle



Robert E. Morehead, President of the 1963 "500 Festival" Committee

of news daily above the regular schedule, has returned to pre-strike operations. The only carryover is birth announcements in the *Bob Neal Show*.

WHK-AM-FM is retaining three of its expanded newscasts with other news shows going back to normal. The station reported a major increase in additional business from regular sponsors. Business which could be attributable to the strike was less than 4% of the station's total.

At WGAR-AM-FM, the station is retaining an hour-and-a-half of expanded news and features, which had reached three hours daily during the strike. The station reported a considerable gain in December through January business, but said March had already returned to normal buying patterns.

WDOK-AM-FM's news schedule is returning to normal. A slight increase in business did not offset the station's expanded payroll. As a result, the station said it actually lost about 10% during the strike.

WNOB (FM) is returning to its normal news schedule and reported a light increase in business during the blackout.

At WABQ, a Negro-oriented station, the expanded news coverage is being retained. A slight increase in business was reported.

WJMO, also Negro-oriented, said it was keeping its enlarged news schedule and reported that business during the strike had nearly tripled over the same period a year ago.

WXEN-FM, which had broadcast in 12 languages before the strike, increased its news coverage to 15 languages and said it will continue to operate under the expanded schedule. Business remained about the same.

Marvin show purchased by regional sugar firm

The Savannah Sugar Refining Corp., Savannah, Ga., a long-time user of syndicated film, has bought United Artists Television's *Lee Marvin Show* in seven southern markets, starting this fall.

The regional buy will cover Atlanta; Columbia, S. C.; Bristol, Va.; Greensboro, Winston-Salem, Charlotte, and Washington, all North Carolina. The agency for Savannah Sugar is Burton E. Wyatt Adv., Atlanta.

The half-hour, first-run series has been sold in a total of 67 markets. The latest station sales were to WTOP-TV Washington; KLZ-TV Denver; WCHS-TV Portland, Me.; WSLS-TV Roanoke, Va.; WLOS-TV Asheville, N. C.; WRGB-TV Albany-Schenectady-Troy; KGUN-TV Tucson, Ariz.; WFMJ (TV) Youngstown, Ohio; and WPRO-TV Providence.

Young & Rubicam agency merges two departments

Young & Rubicam has merged its merchandising and sales promotion departments to improve and expedite client services, according to an announcement today (April 15) by Edward L. Bond Jr., president.

The new department will be called the marketing and promotion services department and will be headed by Hadley Atlass, now Y&R's vice president and merchandising director. The department will have two new divisions. Peter Calley will be manager of marketing services, and Arthur Burdge will be manager of creative sales promotion. Both have been elected vice presidents.

Business briefly ...

General Mills Inc., through Needham, Louis & Brorby, Chicago, plans a heavy schedule of daytime network tv spots plus supporting local spot in selected tv markets starting May 1 for six weeks to promote two new products, Betty Crocker mint fudge brownie mix and Butterscotch Squares mix. Four-color magazine schedule also is being used.

Goodyear Tire & Rubber Co., through Young & Rubicam, and **Wilson Sporting Goods,** through Campbell-Mithun,

TvB rewards local salesmen's efforts

Local sales efforts of five tv salesmen will be rewarded today (April 15) when the Television Bureau of Advertising names winners of its "Outstanding Salesmen" competition.

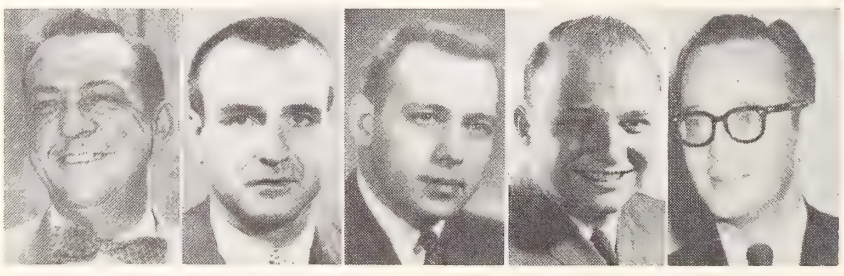
Scheduled to receive the honors, on the basis of videotaped reports of specific sales stories: Del Greenwood, KOA-TV Denver; Bill Kelley, KDKA-TV Pittsburgh; Dick Janick, KTTV (TV) Los Angeles; Bob Saracen, WGAN-TV Portland, Me., and Bob Walton, WRBL-TV Columbus, Ga.

Entrants in the TvB contest submitted 10-minute video tapes summarizing the sales techniques used to get clients "on the dotted line" for tv time. A number of the tapes received by TvB include appearances by clients and statements of their satisfaction with results of tv promotion.

Twenty of the tapes received will be transferred to film and made a part of the TvB library, available to the organization's member stations.

The winners' sales initiative stories in brief:

▪ Mr. Janick, KTTV, got "new tv money" for his station by convincing Liberty Records of the benefits of a tv campaign for Christmas albums. Record companies normally depend on radio plays for their broadcast promotion.



Mr. Greenwood Mr. Kelley Mr. Saracen Mr. Janick Mr. Walton

▪ Mr. Kelley, KDKA-TV, sold sponsorship of a Pittsburgh pops concert to Pittsburgh National Bank. Such concerts had previously been regular sustaining features on the station.

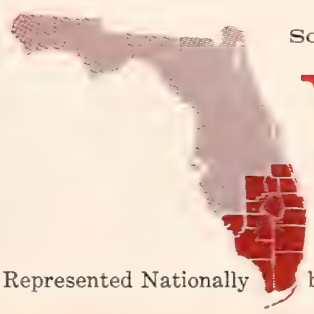
▪ Mr. Saracen, WGAN-TV, ran into difficulty in talking a building contractor into tv promotion of a modern "Medallion home." The solution: co-promotion by 14 subcontractors working on the home and by the local electric power company.

▪ Mr. Walton, WRBL-TV, sold his client, Metcalf's Clothing Store, on tv's efficacy in moving goods. Says the store's owned Bud Metcalf, "I've found that it pays to make the tv station my partner in business."

▪ Mr. Greenwood received a reported $8,000 for KOA-TV from the Ridgewood Realty Co., for advertising a model home. The home, which became known as the "house that KOA-TV built," during its promotion, was sold immediately after construction. A spokesman for the realty company said "this demonstrated to us, how we could use tv effectively."



Only the sunshine covers South Florida better than WTVJ



South Florida's Largest Daily Circulation

WTVJ

A WOMETCO ENTERPRISES, INC. Station

Represented Nationally by Peters, Griffin, Woodward, Inc.

WTVJ
WLOS-TV

WOMETCO ENTERPRISES INC

Fertilizer firm buys country music special

If you are faced with a 45-day selling season, foresee increased competition within a few seasons and want to make maximum impact this year within your specialized, regional markets, what do you do?

One approach is that which Southern Nitrogen Co. of Savannah, Ga., is taking in telecasting a country music spectacular over 13 stations in a six-state area Thursday (April 18), the firm's first venture into tv programming.

The 90-minute taped special is being brought in for about $75,000 and Southern estimates that the cost per viewer-prospect will be about 10 cents.

The show's cost is in addition to Southern's annual $200,000 outlay for advertising, which is split 50-50 between broadcast and print media. Normally the company runs two radio-tv flights a year, in the spring and fall, with over 50% of the annual volume coming between March and May.

Southern's agency, Dennis, Parsons & Cook Inc., Jacksonville, Fla., devised the country music format and went to Nashville to produce the show. Glenn Reeves, a veteran country music writer, performer and recording artist, coordinated production at WSIX-TV Nashville, with Bill Heintz directing. The program was taped on Feb. 26 starring members of the *Grand Ole Opry*, including Patsy Cline, who was killed in an air crash March 5.

Seek Investors ▪ The nine minutes of commercial time is not devoted strictly to selling fertilizer. At least half is designed to interest potential investors. The theory behind this, as expressed by John R. Riley, Southern's president, is that investors "with agricultural interests—farmers, supply dealers and bankers—would provide Southern Nitrogen with an advantage over future competition in the Southeast."

Promotion for the spectacular is



Glenn Reeves (r), producer of country music spectacular, goes over shooting script with Ferlin Husky, one of the show's stars.

will sponsor a 90-minute color telecast by NBC-TV of the climax of this year's Tournament of Champions golf match in Las Vegas (May 5, 4:30-6 p.m. EDT).

Tidewater Oil Co., through Grey Advertising, Beverly Hills, Calif., will sponsor five minutes of *Don Allen News,* on ABC Radio West (116-station hookup in the 11 western states), Monday-Friday at 8-8:10 a.m. starting April 22. Tidewater will also be cosponsor of ABC Radio West's *Weekend West,* eight 5-minute human interest programs broadcast weekends on the half-hour from 9:30 a.m. to 4:30 p.m.

Chrysler Corp.'s Dodge Div. through BBDO, Detroit, is adding flights of radio spots for May in 65 markets while continuing heavy use of its tv mix of network spots and fringe minutes as in the first quarter. Dodge also is adding weekend radio network spots adjacent to news and sports.

Ford Div. of Ford Motor Co. for the second season will sponsor *The Lively Ones,* an eight-week musical series which will replace *Hazel* on NBC-TV Thursdays, July 25 through Sept. 12. *Hazel,* also sponsored by Ford, will return Sept. 19. J. Walter Thompson Co. is the agency.

New York Telephone Co. has started an advertising campaign for its Yellow Pages directory in New York State. Twenty- and 60-second announcements on daytime and evening tv began April 1 in six markets. One-minute radio spots, a portion directed to the Spanish-speaking listener, will begin June 2 in seven upstate markets. Agency: BBDO, New York.

Rep appointments...

▪ KMSO-TV Missoula, Mont.: Avery-Knodel Inc., New York, as national representative.

▪ KRZY Albuquerque, N. M., and KDAB Denver: Ewing/Radio, Los Angeles, as national representative.

▪ WJAY Mullins, S. C.: T-N Spot Sales, Raleigh, N. C., as national representative.

▪ KXOA Sacramento, Calif.: Blair Radio, New York, as national representative.

▪ WPGC Morningside, Md.: Mort Bassett & Co. as national representative.

▪ KRGN (FM) Las Vegas: Herbert E. Groskin as national representative.

▪ WWOR-TV Worcester, Mass.; WETB Johnson City, Tenn.; WKXV

being placed in all media. One-minute spots are scheduled on 84 stations, ads will appear in over 250 weekly newspapers in the 13-market area, some of the show's performers will do radio and television spots, 39 ads will run in seven farm magazines and others in *TV Guide* regional issues, plus a direct mail campaign directed to 70,000 dealers and consumers.

Lee DeYoung, director of advertising and promotion for Southern Nitrogen, estimates that some 85% of total farmer-prospects in the six-state area will see the program.

The company is also planning to take its own rating of the show through an advance notice and questionnaire being sent to a representative list of customers and dealers. A telephone sampling survey is also scheduled for selected viewing areas.

Best Markets ▪ The show will be seen in prime markets in the six states which provide the largest number of farmer prospects. The stations are WALB-TV Albany, WJBF-TV Augusta, WRBL-TV Columbus, WMAZ-TV Macon and WSAV-TV Savannah, all Georgia; WTVC (TV) Chattanooga, Tenn.; WIS-TV Columbia, WSPA-TV Spartanburg, both South Carolina; WTVY (TV) Dothan, WAFG-TV Huntsville, both Alabama; WNCT (TV) Greenville, WECT (TV) Wilmington, both North Carolina, and WCTV (TV) Tallahassee, Fla.

The majority of the stations will air the program between 7:30 and 9 p.m. and the total viewing audience is estimated at more than 2.5 million.

Knoxville, Tenn.; WTID Newport News, Va., and WNXT Portsmouth, Ohio: Vic Piano Assoc. as national representative.

▪ KVKM-TV Monahans and KVLF-TV Alpine, both Texas: Jack Masla Co. as national representative.

Cigarettes to lose taint of cancer, Cullman says

Cigarettes "will ultimately be exonerated" of charges that smoking them causes lung cancer, Joseph F. Cullman III, president of Philip Morris Inc., predicted last week at the firm's annual stockholder's meeting in Richmond, Va.

He said studies are showing increasing evidence that indicates factors other than smoking are the major contributors of development of cancer in humans. The National Cancer Society and the Atomic Energy Commission have announced a joint study "to investigate the roles of radiation, viruses and chemicals as causes of cancer," Mr. Cullman told the stockholders.

The tobacco industry has reacted to the charges with "restraint and logic," he said. "The ultimate answers will be found in the laboratories. . . ."

Mr. Cullman said that Philip Morris had a record year in 1962 and predicted the first quarter of 1963 will show "modest increases" over the $128,620,000 in sales and $4.8 million in earnings for the first four months last year. Two new Philip Morris brands, Paxton and Saratoga, were successfully tested in two markets each in February and soon will be promoted nationally, he said. Both are king-size, filter cigarettes packed in the Humiflex plastic package. The company also makes Philip Morris, Marlboro and Parliament cigarettes.

EXPECTATION IS TWO-WAY STREET

Advertising, management roles discussed at ANA meeting

What top management expects of its advertising people and what advertising people should expect of top management were topics discussed at the 17th western meeting of the Assn. of National Advertisers (AT DEADLINE, April 8). More than 200 advertising executives and agency and media guests attended the meeting in Santa Barbara, Calif.

Alan C. Stoneman, president of Purex Corp., said management expects advertising people to "possess knowledge, skill and experience in their profession." They should be "both creative and good mechanics and well grounded in the economics and technologies of their industries." The good ad man also should have a philosophy that makes him regard "change as the only constant . . . and time to be as important as any asset in his operation. . ."

Mr. Stoneman continued that the good ad man "will think of market as untapped potentials . . . of competition as a constructive force to be coped with through innovation, better product and better value . . . not as something which should be met head-on in the market place in a toe-to-toe slugfest."

The other side of the coin—what advertising people should expect of business management—was presented by Fairfax M. Cone, chairman of the executive committee of Foote, Cone & Belding, Chicago. The first thing the ad man expects, Mr. Cone said, is an understanding of the simple fact that "advertising is what you do when you can't go see somebody."

He continued, "If what one does in advertising . . . is exactly what one would say and do in person, face to face with the object of his attention, it can no more be wrong than that face-to-face meeting. On the other hand, it can't possibly be better."

Honest and Complete ▪ When advertising is good, Mr. Cone stated, "it will not only be honest but it will also be complete, concise and compelling to its proper audience." Every businessman should learn these simple rules, he continued. There is also an "easier . . . cheaper . . . much surer way: This is to insert a first-rate, experienced advertising man into top-level management ranks with equal rank and full authority." Such a man "should be a member not only of the top management 'team' but also of the board of directors" and he should, like any other man in that management, be capable of "ascending the ladder to the very top."

Robert V. Zacher, professor of advertising at Arizona State U., reported that only 35 American universities and colleges offer programs for advertising majors. Eleven are in schools of business and 24 are in schools of journalism. The scarcity of academic advertising courses and the confusion of where they should be given he blamed on the professional advertising executives who have not taken the trouble to decide what "kinds of people they want to hire and what they expect them to know and to be able to do."

Advertising, he continued, has lost much of the glamour that once made it an attractive career to college graduates, since the dawning of the space age. To attract bright students, agencies will have to offer starting jobs better than mailroom positions and salaries will have to be raised to compete with those offered engineering students. Mr. Zacher said the average beginning salary for graduates placed in advertising by his university's placement bureau last year was $515 a month, while engineering students got jobs at over $700.

Gilbert H. Weil, ANA general counsel, reported on government trends affecting advertising. He described the main danger as politicans who realize that every voter is also a consumer and who rush to get headlines and votes as the protector of the consumers' interests. Another danger, he said, was the delegation by Congress of increased power of control to regulatory agencies. Mr. Weil urged advertisers to put their own houses in order and then to fight any attempt to subject them to unjust rulings.

A. H. de Grassin, director of advertising of Kaiser Aluminum & Chemical Corp., presided over the session.

A FACE ONLY
MILLIONS OF SCIENCE FICTION
FANS COULD LOVE





He (or it) is the surprise guest in one episode of "The Outer Limits."
This not-so-down-to-earth science fiction series takes viewers into hour long probes of outer space and into new areas of imaginative entertainment.
Each week, another suspenseful drama.
Each week, another big name guest star. Cliff Robertson, who got the JFK role in "PT-109", stars in one episode, (along with the friend in our photo).
"The Outer Limits" was created by Leslie Stevens, and is produced by Joseph Stephano, whose credits include writing "Psycho."
The show premieres this fall on ABC Television—along with no less than 12 other new shows.
Innovations, new faces and formats, new ideas—all with one thing in common. Entertainment.
Fresh programming that attracts the younger, larger families we, and you, both want to reach.

"THE OUTER LIMITS" ONE OF THE BIG NEW SHOWS ON ABC THIS FALL abc

VOLVO TAKING CUE FROM DETROIT

Refutes radio-tv cutback of other foreign car importers

At a time when many of the once-flourishing foreign car importers are retreating and burning their broadcast advertising budgets behind them, at least one firm is staging a counterattack.

Volvo, the Swedish import, stands alone now among major foreign makes with a national radio-tv advertising campaign in progress.

While such leaders as Volkswagen, Renault and Jaguar report broadcast advertising through local distributors only and others gave a flat "no" to inquiries about such campaigns, Volvo now enters the fifth week of a 14-market campaign which is scheduled to run into June.

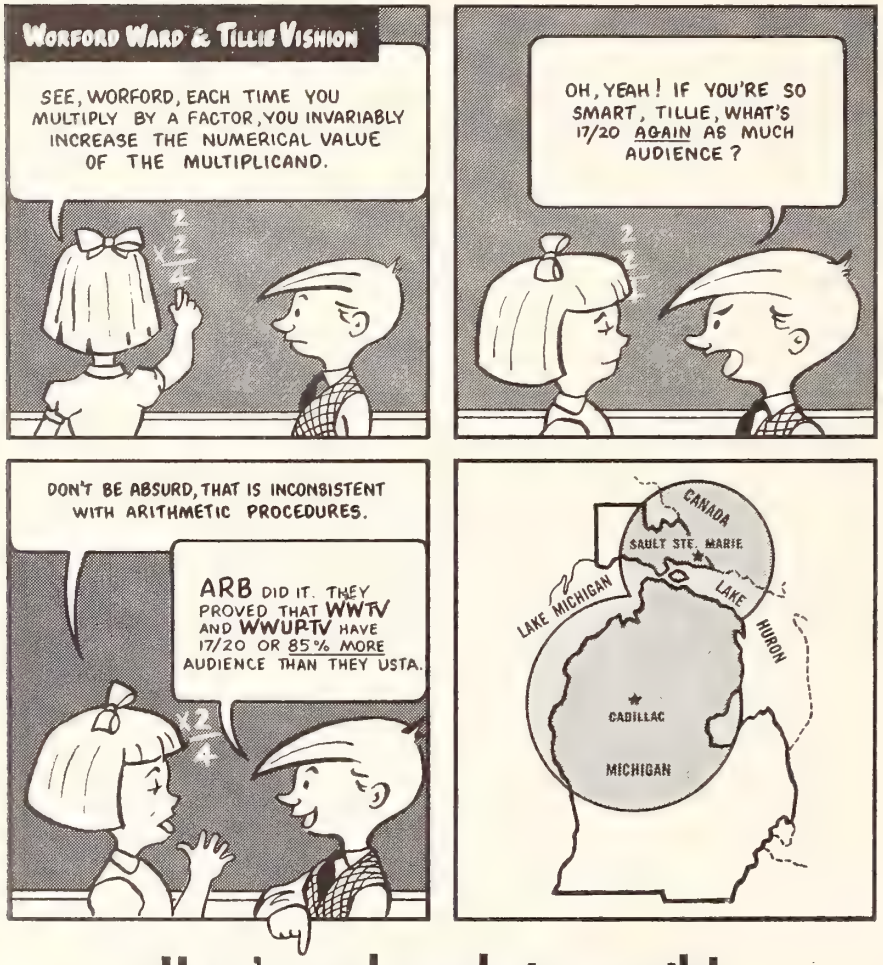
Volvo advertising manager James C. LaMarre insists that this isn't an experiment for his company. "Am I getting paid to be a trailblazer? No, indeed—this is sound business. Already, as a direct result of the television campaign, I can report the best day of sales and the best week of sales in our history.

"We are not taking our cue from other foreign car importers. We are following Detroit, and we consider our competition to be the American-made compact cars."

Plush Days Gone ▪ From time to time, other importers have used national television as an advertising outlet, but such advertising has declined recently as the boom of what one spokesman called "the plush days," began to subside.

In its place, importers report that broadcast advertising has been encouraged through local dealerships. A few said that dealerships of some of the foreign brands were too spotty for national television advertising; another simply said, "We're just not selling enough cars for a national campaign." One importer, British Motor Corp.-Hambro Inc. (Austin-Healey, MG, Sprite), indicated that it may test one market in the fall for a possible national or regional campaign.

The Volvo campaign is being run on the basis of 20 per two-week period on tv, and 10 per two-week period on radio. The 14 markets receiving the campaign are Orlando, Daytona Beach and Tampa, all Florida; Washington; Providence; New York; Lancaster, Pa.; New Haven and Hartford, both Connecticut; Boston; Denver, Colorado Springs and Pueblo, all Colorado; and Philadelphia. The agency is Carl Ally Inc., New York.



Here's real market growth!

Yes, we've *greatly* increased our market AND audience! The November, 1962 NSI and ARB show that WWTV/WWUP-TV have increased their audience almost miraculously over November, 1961. *Why?* Because we've really gone great guns with our new satellite in Sault Ste. Marie!

And ARB estimates that we now cover an area with 492,100 *TV homes*—actually more TV homes than the *entire population* of Atlanta!

Upstate Michigan is as yet America's greatest "undiscovered opportunity," to many advertisers. Nearly a million people. Retail sales, nearly a BILLION. If you want to increase sales in Michigan as a whole, use the *easy* place to do it! Ask Avery-Knodel, Inc. for the proof.

The Folger Stations
AM-TV-FM
RADIO
WKZO KALAMAZOO-BATTLE CREEK
WJEF GRAND RAPIDS
WJEF-FM GRAND RAPIDS-KALAMAZOO
WWTV-FM CADILLAC
TELEVISION
WKZO-TV GRAND RAPIDS-KALAMAZOO
WWTV/ CADILLAC-TRAVERSE CITY
/WWUP-TV SAULT STE. MARIE
KOLN-TV/LINCOLN, NEBRASKA
/KGIN-TV GRAND ISLAND, NEB.

WWTV/WWUP-TV
CADILLAC-TRAVERSE CITY / SAULT STE. MARIE
CHANNEL 9 ANTENNA 1640' A. A. T. CBS • ABC
CHANNEL 10 ANTENNA 1214' A. A. T. CBS • ABC
Avery-Knodel, Inc., Exclusive National Representatives

'Product Q' enters market ratings field

A new rating service, "Product Q," has been established in New York. Jack B. Landis, co-founder of the firm, said, "we feel this is a good time to be entering the field. The hearings in Washington have shown up chinks in the armor of the biggest ratings services, and this could work to our advantage."

Marketings Evaluations, of Manhasset, N. Y., will provide the Product Q service. Mr. Landis indicated that its early services would be limited to marketing, but it eventually planned to expand into media studies. Founding the company with Mr. Landis, formerly director of developmental research at J. Walter Thompson, is Henry Brenner, currently president of Home Testing Institute-TvQ and formerly director of research for Standard Brands.

"Product Q will be a complete service going far beyond the mere offering of numbers," the company said. Mr. Landis added, "We will never offer a client a list of unexplained figures."

Product Q intends to fill what the firm considers "the information gap," by investigating the consumer's "state of mind and behavior."

Such a study, conducted monthly

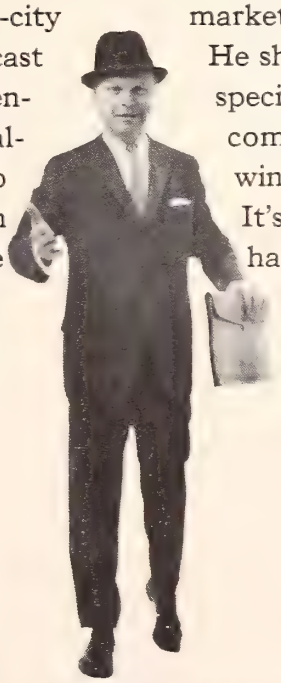
SPECIAL PROJECTS

Just what is Blair Television Special Projects? It's not too easy to specify. Basically, Special Projects is Blair's specialized effort to bring together national advertisers who have localized problems with special features of exceptional local appeal available for sponsorship.

It is also Blair's answer to the increasing need of national advertisers to pinpoint advertising to their most logical customers.

Blair Special Projects does not fit the so-called established programming pattern, yet offers uncommon values to the advertiser who wants to take advantage of localizing his product and identifying it more strongly with individual communities.

No one knows his community better than the Blair Television Station Manager, and it is logical to assume that with his programming skill and his intimate feel of his market, he can devise programs with unique local appeal and community interest. City-by-city ratings prove that no nationally broadcast program has universal appeal; tremendous variations market-by-market are always present. A local program directed to Seattle television viewers dealing with an incipient dock problem would be of little interest to a mid-western TV viewer, but would be of the utmost interest to those in that Seattle community. The program, "Lost Cargo", triggered a $10,000,000 Bond Issue by the city to improve the docks.



This imaginative development of specialized programming is only part of the project—selling programs of this type requires creative thinking and hard work, and that's where Blair Special Projects takes over. It is an additional selling force designed to influence the men who are behind marketing and media planning.

Has Special Projects been successful? Nearly 200 of those tough sales have been made for our stations in the last 18 months.

If you are a national advertiser, ask Ralph Allrud or Earl Thomas about Special Projects and what it can do to help you win good will with your dealers and the customers for your products. As an illustration, consider a national brand-name bread, successful nearly everywhere else, that couldn't crack the New Orleans market until a Blair projects man stepped in. He showed that a year-'round schedule of special events with wide local appeal on community-minded WDSU-TV could win customers faster than anything else. It's the first time such a sales division has been created by a station representative—not unusual for Blair, for Blair sets the pace.

BLAIR TELEVISION

The favorite programs of the lady of the house

Life may begin at 40, but for tv's *Dr. Kildare* show, it also gets quite a boost at 49.

A survey among women viewers last week by American Research Bureau indicates that *Ben Casey* dominates the female viewers between ages 18 and 49; but over 49, the gals go for *Dr. Kildare.*

Overall, the survey indicated that almost 20 million women watch *Ben Casey,* as compared to slightly more than 18 million for *Dr. Kildare,* but among those over 49, *Dr. Kildare* leads by over a million.

The two doctor shows led a listing of top 10 tv shows preferred by the ladies. *The Defenders* was a distant third, followed by *Dick Powell* and *Lassie.*

ARB ESTIMATED ADULT FEMALE VIEWERS BY AGE GROUPS
(PRIME TIME GENERAL DRAMA SHOWS)
February 15-28, 1963

Rank	Program	18-29	30-39	40-49	Over 49	Total Adult Females
1	Ben Casey (ABC)	4,275,480	5,247,180	4,664,160	5,635,860	19,822,680
2	Dr. Kildare (NBC)	3,725,400	3,725,400	3,911,670	6,705,720	18,068,190
3	Defenders (CBS)	2,590,460	2,438,080	3,504,740	5,028,540	13,561,820
4	Dick Powell (NBC)	3,347,040	2,928,660	3,068,120	4,183,800	13,527,620
5	Lassie (CBS)	2,430,900	3,079,140	2,592,960	4,537,680	12,640,680
6	Nurses (CBS)	2,747,350	2,986,250	2,747,350	3,464,050	11,945,000
7	Eleventh Hour (NBC)	2,905,440	3,147,560	2,542,260	3,268,620	11,863,880
8	Empire (NBC)	2,361,180	1,642,560	2,155,860	3,387,780	9,547,380
9	Going My Way (ABC)	1,515,750	1,919,950	2,425,200	3,637,800	9,498,700
10	Loretta Young (CBS)	1,789,830	1,960,290	1,789,830	2,386,440	7,926,390

and based on the reactions of 2,500 consumers across the country, will be reported three times a year, and will provide, the company feels, "a before-and-after assessment of campaigns or promotions no matter when they occur."

"In addition to the detailed statistical data, a comprehensive analytical report will be issued evaluating the current standings of the client brand versus competition and exploring the reasons for good or poor performance."

Speaking for the firm's first client, Scott Paper Co., an official said, "While Nielsen can give us such things as sizes of audience and penetration, we are hoping to learn from Product Q about the share of mind, mental knowledge and attitude of the consumer."

'Saturday Review' cites several tv advertisers

The Saturday Review cited several television advertisers last week for their support of "programming in the public interest."

Named as winners in the broadcast category of the magazine's 11th annual advertising awards competition were: Bristol-Myers, for its sponsorship of NBC-TV's *White Paper* series, "especially for "The Battle of Newburgh"; Shell Oil, for sponsorship of CBS-TV's *N. Y. Philharmonic Young People's Concerts* and to CBS-TV for its *Tour of the White House* special, "a historic coup . . . the biggest 'person-to-person' show in the annals of broadcasting. . . ."

Runners up named by the *Review* are Lever Bros., All-State, Brown & Williamson and Bristol-Myers for sponsorship of CBS-TV's *The Defenders;* Standard Oil (N.J.) for NBC-TV's *The Tunnel;* Douglas Fir Plywood Assn. and Pittsburgh Plate Glass Co. for NBC-TV's *David Brinkley's Journal;* Metropolitan Life Insurance Co. for CBS-TV's *CBS News Specials* and Texaco for its sponsorship of the Metropolitan Opera over its special radio network.

The awards were given on the basis of programming content alone, with emphasis on advertiser willingness to support programming of controversial subjects and "high quality" shows, without undue regard for size of viewing audience.

Half-hour news shows reach 75% sales mark

The new half-hour newscasts to be seen on NBC-TV and CBS-TV next season are attracting advertisers. As of late last week, both networks could report the programs three-fourths sold.

In a formal announcement, NBC-TV said advertisers for its Monday-Friday, 7-7:30 p.m. *Huntley-Brinkley Report,* starting Sept. 9, include R. J. Reynolds Tobacco (William Esty), American Home Products (Ted Bates), American Chicle (Bates) and Aluminum Corp. of America (Fuller & Smith & Ross).

CBS-TV, it was acknowledged, has Philip Morris, Procter & Gamble and Whitehall signed as advertisers for that network's 7-7:30 p.m. news programs which begin Sept. 2, also on a Monday-Friday basis.

NBC noted that its news operation (NBC News) in 1962 presented 1,201 hours of network tv programs, or about 26% of the entire network schedule. This was more than a 70% increase in news and informational programming over the past five years.

Also in advertising . . .

Forjoe moves ▪ Forjoe & Co. and Forjoe Tv Inc., radio and tv station representatives, have moved their Los Angeles offices to 451 N. La Cienega Blvd., zone 48. Telephone is Oleander 5-7755.

AFA Hall of Fame ▪ The Advertising Federation of America is soliciting nominations for its 1963 Hall of Fame election. The award honors outstanding contributions to the advertising industry. Cut-off date for nominations (nominees are recognized posthumously after a two-year period) is April 26. They should be mailed to AFA, 655 Madison Ave., New York.

Agency move ▪ The Van Sant Dugdale advertising, marketing and public relations firm has moved its offices from 15 East Fayette St., Baltimore to 1 North Charles St., same city. Phone: LE 9-5400.

New office ▪ Street & Finney Adv., New York, has moved its offices to 535 Fifth Ave.

Filmways New York outlet ▪ Filmways of California has opened editing and completion facilities in New York for commercial films the company produces in Hollywood. Phil Larschan of Preferred Film Service, New York, will represent and supervise Filmways in that city. The new facilities are located at 2 W. 45th St.

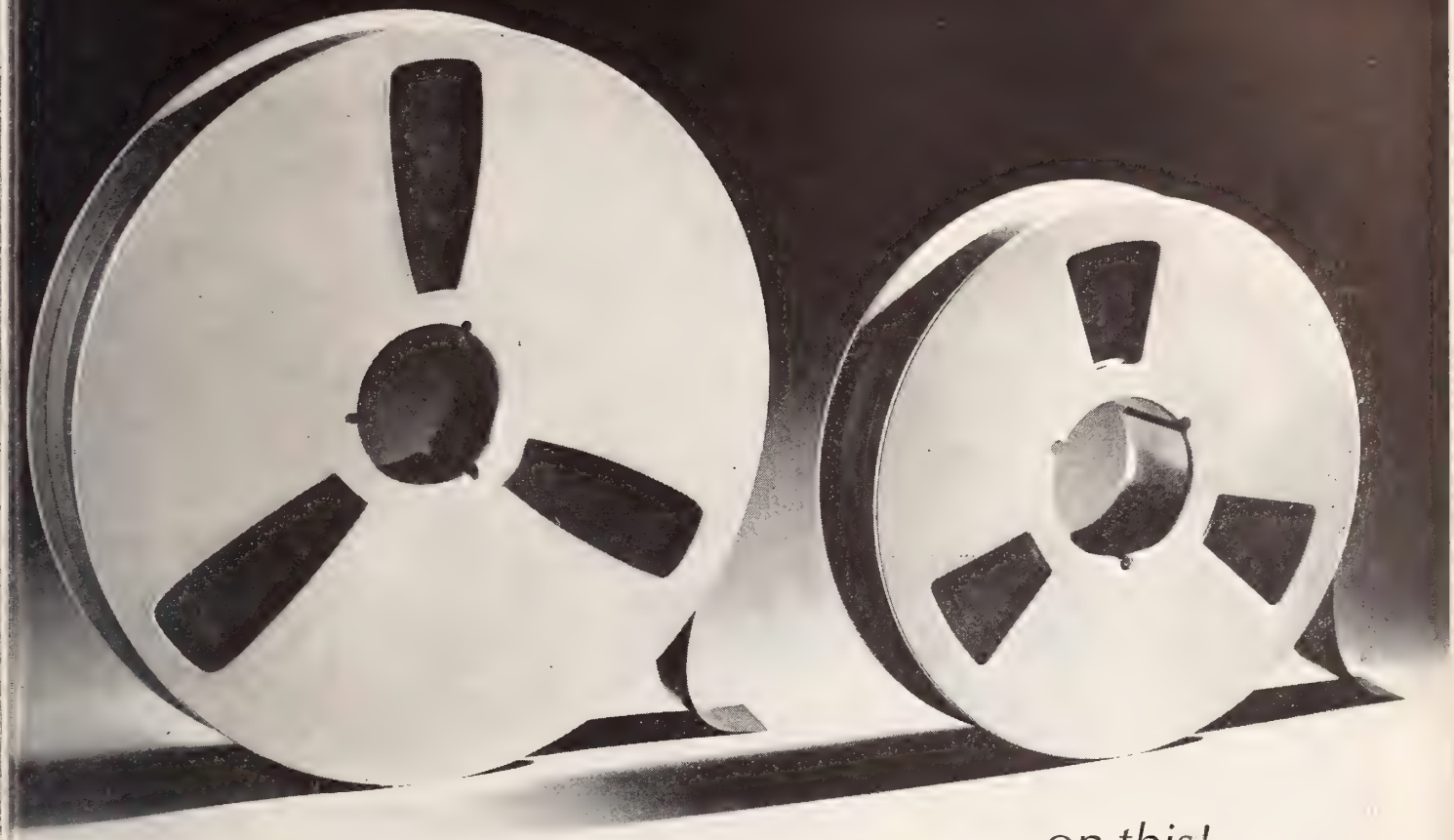
Marketing course ▪ Columbia U.'s Graduate School of Business will conduct a short intensive course in marketing management for senior marketing executives May 5-10 at Arden House in Harriman, N. Y. Details about the course are listed in a brochure available at Columbia U. Business School, New York 27.

4As moves headquarters

A move of a few blocks in mid-Manhattan is scheduled to be complete this morning (April 15) of the American Assn. of Advertising Agencies' headquarters office. The AAAA has been at 420 Lexington Ave. (Graybar Bldg.) but starting today it's open for business at the new Pan Am Bldg. at 200 Park Ave. (near Grand Central Terminal). The new phone number: 972-7200.

...CUT YOUR TV TAPE COSTS IN HALF!

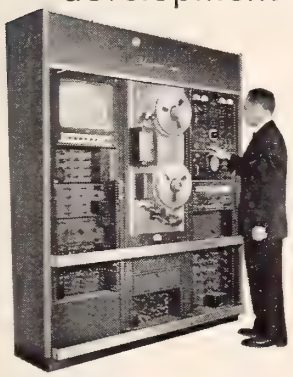
pack twice as much programming on a reel!



all this... *on this!*

Photography Courtesy Reeves Sound Studios, Inc.

Another RCA first! Now for color—as well as monochrome—this RCA development enables you to operate any RCA recorder at full or half speed



- **Permits 50% Cost Reduction in Tape Inventory**
- **Reduces Tape Storage Space**
- **Cuts Tape Distribution Expense**

This new engineering advance, available only for RCA TV Tape Recorders, combines all the benefits of standard quadruplex recording with the savings of half-track recording. It provides for tape speed to be switchable from conventional 15 inches per second to half speed at 7½ ips.

Since this new approach uses quadruplex recording, tapes are interchangeable with other standard machines. Regular 2-inch tape is used. Standard editing techniques are employed. There are no picture discontinuities. And there is no discernible difference in resolution. *You get the same high quality, the same color fidelity, that you are now getting from RCA recorders.*

HOW IT WORKS: A new RCA headwheel assembly and capstan motor make it possible to use half-track recording and to cut tape operating speed in half. The new recorded track is only 5 mils wide as compared with 10 mils for conventional recording. As a result, twice as many tracks can be recorded on the same length of tape—permitting twice as much programming to be packed on a standard reel.

See your RCA Broadcast Representative for complete details. Write RCA, Broadcast and Television Equipment, Dept. UC-22, Building 15-5, Camden, N.J.

RCA®

The Most Trusted Name in Television

NIELSEN 'MASTER PLAN' CHARGED

Harris subcommittee recesses after hearing Sindlinger, Seiler giving broadcasters, agencies time to suggest solutions

The House subcommittee which has been exposing inadequacies of broadcast measurement services since early March was told last week that the A. C. Nielsen Co. has been following a "master plan" to dominate the media research field since 1949, and has been "very successful" in its execution.

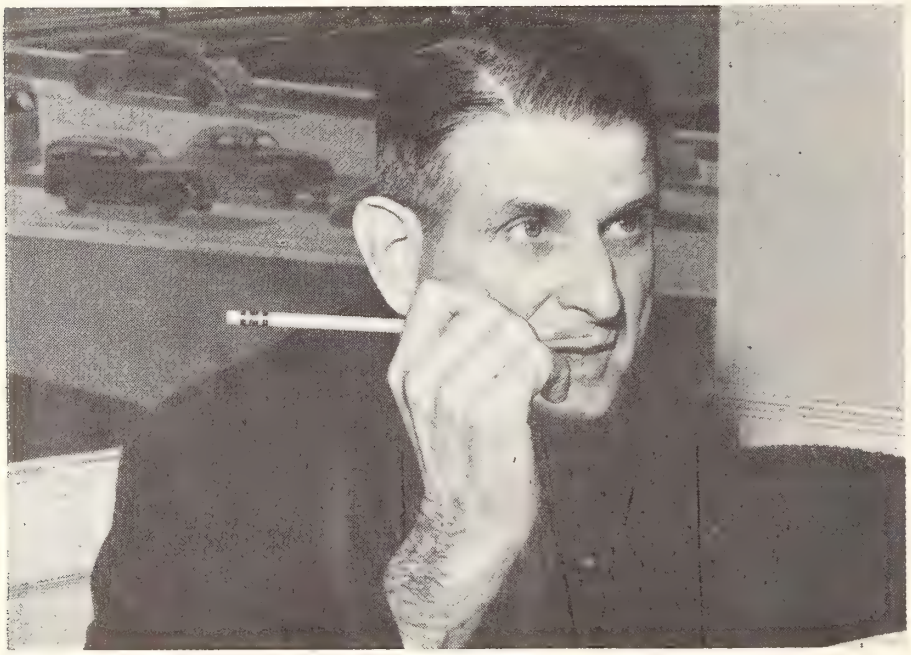
Last week's only witnesses before the Special Subcommittee on Investigations were two men who had fought long court battles with the giant firm while struggling to get their own meter-based survey companies off the ground. They described how the Nielsen company used its industry influence and large financial resources to wear them down, reduce their will to prolong court actions and yet maintained its supremacy in the measurement market.

Albert E. Sindlinger, president of the market research company bearing his name, charged A. C. Nielsen Sr. has used every means at his disposal to thwart Mr. Sindlinger's efforts to enter the broadcast measurement field with a competing meter device, previously Nielsen's exclusive domain.

Mr. Sindlinger quoted from stacks of Nielsen documents he had subpoenaed for a $2.5 million civil suit against the company 13 years ago, and wove a tale of alleged monopoly conspiracy and economic pressure which he said even his close friends considered "fantastic."

James W. Seiler, director of American Research Bureau—Nielsen's only competitor in tv audience measurement—told the subcommittee its investigation of ratings had shown serious need for improvement in media research and his firm intended to announce soon that it would double all sample sizes (and necessarily raise rates) to improve the accuracy of its reports (see page 48).

(It was learned at the NAB convention in Chicago two weeks ago that Nielsen was substantially raising the prices of its local tv reports, costs of improvements the firm said had been instituted more than a year ago. No increase in sample size was announced by the company [BROADCASTING, April 8].)



Chairman Harris
Time to "give the American people truth and honesty"

Hearing Recessed, But . . . ▪ The hearing was recessed Wednesday (April 10) for Congress' annual Easter week pause, but Rep. Oren Harris (D-Ark.), chairman of the subcommittee and its parent Commerce Committee, said he had in mind some other things related to the ratings probe which he would take up with the subcommittee at an executive (closed) session, probably next week.

Chairman Harris said at the conclusion of testimony last week that broadcasters, advertising agencies and advertisers had had ample warning from Congress about problems in broadcast measurement, noting hearings had been conducted on the subject as long ago as 1958. If that's not time enough "to give the American people truth and honesty," Rep. Harris said, "then I don't know what is."

The subcommittees next order of business will be to seek remedies for the mess it has uncovered. It can be expected to call on agencies and the promotion arms of broadcasting for ideas.

The positions of Television Bureau of Advertising, the Advertising Research Foundation and Radio Advertising Bureau already are public knowledge. TvB President Norman E. Cash and ARF Chairman Lyndon O. Brown said last month that measurement methodology needed refinement and recommended an industry group to work with the rating firms themselves (BROADCASTING, March 4). RAB President Edmund Bunker proposed a radio-ratings methodology study at the NAB convention (BROADCASTING, April 8).

The position of major broadcast advertising agencies, however, is in disaray, with little sign of agreement (BROADCASTING, April 1), although several urge self-reform by the raters.

Before Chairman Harris recessed the hearing, he took pains to warmly congratulate the work of his staff, particularly Robert E. L. Richardson and Rex Sparger, the two men who conducted the bulk of the investigation, starting in August 1961. The chairman said the two assistants began "without knowledge" of the rating business, but quickly became knowledgeable, "as the hearing has shown." He said their work, under the direction of Charles L. Howze Jr., staff director, had been "splendid."

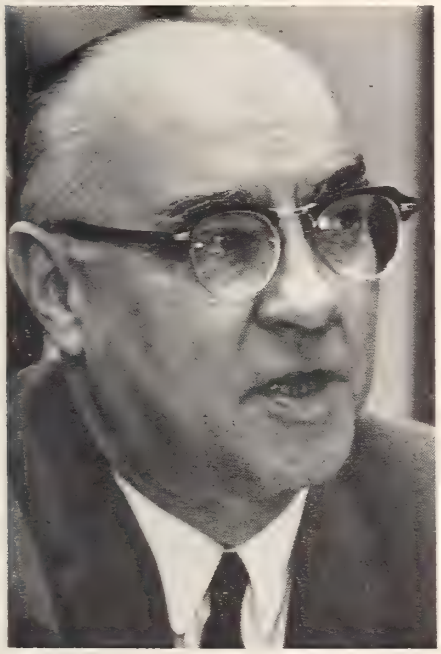
The Sindlinger-Nielsen Conflict ▪ Mr. Sindlinger recounted his tribulations with the Nielsen company and its founder on Tuesday. Although A. E. Sindlinger & Co. began to measure ABC Radio network audiences last year after the Nielsen company cancelled ABC in May, his firm has not really been in the broadcast measurement field in any substantial sense since his court fight ended in 1952. That legal battle was against Mr. Nielsen, his company, and several associates, including Henry A. Rahmel, executive vice president

and general manager, the same man who carried the weight of Nielsen testimony earlier in the congressional hearing.

His suit was based on three major contentions, Mr. Sindlinger told the subcommittee last week:

- That Mr. Nielsen had created a monopoly and "that his actions against our company were part of the conspiracy to create a monopoly."
- That Mr. Nielsen had made slanderous allegations against him and his company.
- That the Nielsen company used a patent application on a meter as a claim of patent infringement against a similar device on which Mr. Sindlinger had been seeking a patent.

The suit ended with a $75,000 out-of-court settlement paid to Mr. Sindlinger on Feb. 22, 1951. His attorneys had told him recently that the reason the defendant decided to settle was the issuance a month earlier of a subpoena



Mr. Sindlinger
Uncovers Nielsen 'master plan'

for the so-called "master plan" for taking over media research. It was drawn in 1947 and 1948 by Messrs. Nielsen and Rahmel (AT DEADLINE, April 8) to persuade the Nielsen firm's board of directors that the company was on the right track in making large expenditures for its broadcast research because eventually it would achieve "complete domination not only of broadcasting, but also of magazines and newspapers," Mr. Sindlinger said.

Sindlinger Sees Plan ▪ Asked whether he had ever seen the Nielsen "master plan," Mr. Sindlinger said he had taken notes on it when it was placed in his hands "for a few days" in October 1949 by Norwood Weaver, who had been assistant to Mr. Nielsen but who left the company to become Mr. Sindlinger's general manager. Mr. Weaver, now an executive with a Philadelphia food firm, has said he does not have the book.

Mr. Weaver's association with the Sindlinger Co. ended when the boss became concerned about "mysterious trips to Chicago" (Nielsen headquarters) by Mr. Weaver and subsequent problems which developed among a group of Chicago backers of his firm, Mr. Sindlinger testified. They abandoned financial support of Sindlinger's effort to launch Radox, the instantaneous audience measurement device for which patents were sought by the competing firms, he said.

Mr. Rahmel, identified by Mr. Sindlinger as a co-author of the Nielsen company plan, denied knowledge of the document earlier in the hearing.

The subpoena which Mr. Sindlinger said led to quick settlement of his suit was prepared from his notes and requested "documents which enumerate and discuss the following plans:

"A. The development of a patent program designed to block any future competition and to hinder and/or eliminate any existing competition in the measurement of national radio and subsequently television audiences, by mechanical, electronic or automatic devices:

"B. A merger with the C. E. Hooper Co. [Nielsen Co. did reach an agreement with the Hooper firm which later left tv measurement];

"C. The development of long-range contracts to hinder and to eliminate future competition;

"D. A program of 'capturing' through a form of tie-in sales and/or agreements, advertising agencies and clients."

Some of the other points Mr. Sindlinger testified about:

- The late Edgar Kobak, representing the Advertising Research Foundation at a Sindlinger Radox presentation before the NBC Radio Network affiliates committee on Feb. 7, 1952, was instructed by Mr. Nielsen that "your duty is to stop Mr. Sindlinger." Mr. Sindlinger said he overheard these instructions while eavesdropping on a telephone conversation between Messrs. Nielsen and Kobak prior to the presentation.

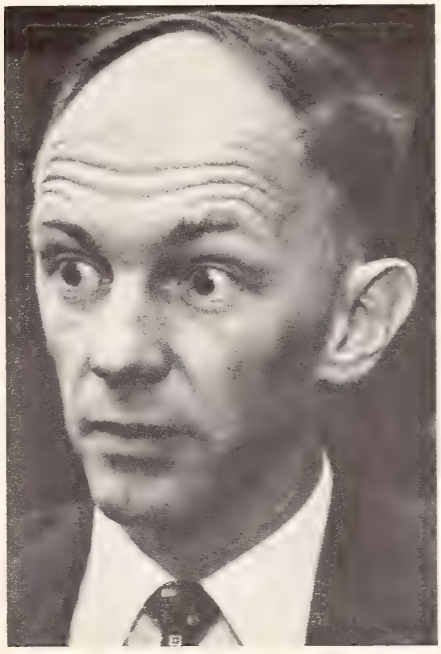
He later learned, Mr. Sindlinger said, that Mr. Kobak had purchased Mr. Weaver's stock in Nielsen and placed it in his wife's name before he sat in on the Radox presentation as an ARF "observer." A non-profit organization, ARF objectives, among others, are to evaluate existing research methods.

- Mr. Sindlinger said he had arranged to show Hugh Beville, NBC's director of research, a cluster of Nielsen Audimeter homes which he had discovered in an unusually dense grouping in Appleton, Wis., where NBC signals then came in with considerable difficulty but where CBS was clearly heard.

It was known then that NBC had been trying to get Nielsen to redistribute its sample because, Mr. Sindlinger said, it tended to favor locations where CBS affiliates were predominant.

But Mr. Beville, abruptly decided not to visit the meter area. He wired Mr. Sindlinger: "Not interested in going ahead with the job we discussed." However, Mr. Beville had in his possession a list of 12 Nielsen households which Mr. Sindlinger had furnished him, he testified. Shortly thereafter, it was noted, NBC announced a circulation plan through the Nielsen company.

The Nielsen company learned the location of Radox homes in New York City and how the system operated by talking with telephone company em-



Mr. Seiler
Some changes being made

ployes in 1949, Mr. Sindlinger said. Mr. Richardson pointed out that if Nielsen could do this then, "somebody else ought to be able to do it." He referred to evidence that information about the location of Nielsen homes was in the hands of a client in the mid-1950's (BROADCASTING, April 8).

Nielsen Suit Hurt ARB ▪ Mr. Seiler, founder and former president of ARB until it merged with C-E-I-R Inc. in 1961, when he became director, admitted Wednesday that a patent suit filed against his firm by Nielsen seriously impaired ARB's unsuccessful effort to enter the national rating field with its own meter device, the Arbitron. But Mr. Seiler refused to say flatly that the

Cowles drops Nielsen tv and magazine surveys

Cowles Magazines & Broadcasting Inc. announced Thursday it is cancelling all contracts with the A. C. Nielsen Co., the nation's largest media research firm, because of the way the research company does business.

The value of the Cowles contracts was estimated at $65,000.

Failure to answer Cowles' questions raised about alleged "cheating" by Nielsen interviewers forced the publishing firm to terminate contracts for *Look, Family Circle* and KRNT-TV Des Moines, said Marvin Whatmore, Cowles vice president and general manager. He said Nielsen had breached its contract.

(The four Triangle stations which had subscribed to Nielsen service announced cancellation 10 days ago [AT DEADLINE, April 8]).

Cowles executives and representatives of the Curtis Publishing Co. were noted attending the hearing of the House Special Investigations Subcommittee, which questioned Nielsen witnesses extensively during its probe of broadcast measurement companies (see page 46).

Three former Nielsen fieldmen testified two weeks ago that it was common practice for them and their colleagues to fill out magazine survey questionnaires themselves rather than conduct the two-hour interviews required (AT DEADLINE, April 8).

The research firm has not answered Cowles' questions about its methods, Mr. Whatmore said. "This reluctance on your part, particularly in view of serious unexplained discrepancies between Nielsen-rated magazine audiences and those reported by other research organizations for the same magazines, had been and is of major concern to us," he wrote the research company.

suit was the cause of ARB's merger with C-E-I-R Inc. or ARB's failure to establish its own meter rating service with the Arbitron.

The subcommittee, which had approved the witness' frankness during an earlier appearance when questioning centered on ARB methodology (BROADCASTING, March 18), suggested he was "very evasive" last week. Asked why the apparent change in his attitude, Mr. Seiler explained that earlier questions had been on facts, but last week's inquiries were for opinions and suppositions, and he felt he could not honestly give straight "yes" or "no" answers to many of them.

The Nielsen patent suit was filed against ARB when it had placed Arbitron meters in six major U. S. tv markets and just before it signed contracts for its instantaneous national rating service with three tv networks. Settlement of the suit Oct. 24, 1961 followed legal costs of about $250,000 by ARB, Mr. Seiler said. A licensing and royalty agreement which was part of the settlement requires ARB to pay the Nielsen Co. 5% of its gross on any use of the Arbitron system, now confined to local ratings in New York.

Asked if ARB's merger with C-E-I-R Inc. was brought on by the costs of the patent suit, Mr. Seiler said the basic reason was that it was the best arrangement for the firms concerned. The suit had a "serious impact" on ARB, Mr. Seiler admitted, and "did drain off quite a bit of money." But the abandonment of a national Arbitron system was due to the reluctance of broadcasters to support two meter-based national services, Mr. Seiler said. He did state, however, that ARB would more likely have gone ahead with its national Arbitron system had it not been for the patent suit.

Prodded when he did not confirm or deny definitely whether the Nielsen Co. had offered him a job during the suit, Mr. Seiler would state only that he had heard hearsay remarks "about my doing some kind of work in the Nielsen company." He was not interested, he said.

Questioning about ARB and Nielsen charges for their national audience composition reports showed that in Mr. Seiler's opinion his competitor's recent decision to offer its report for half ARB's price could put ARB out of that business. To meet the competition ARB was forced to cut its price in half to $1,300 where it is "no longer profitable," he said.

ARB doing its best

The American Research Bureau said last week it has done its best to alleviate the metropolitan market definition problem of Mark L. Wodlinger, manager of WZZM-TV Grand Rapids, Mich., an interim operation.

After unsuccessful efforts to obtain a redefinition of the Grand Rapids - Kalamazoo - Muskegon area for his new station by ARB and the A. C. Nielsen Co., Mr. Wodlinger has been told by ARB that it will offer two reports, one for metropolitan Grand Rapids, the other for metropolitan Kalamazoo.

Mr. Wodlinger had received strong support from the House Subcommittee on Investigations when he told the members about his metro woes during a session of the rating investigation last month (BROADCASTING, March 11). ARB Director James W. Seiler announced the change at a hearing session last week (see page 46), and was told the staff felt it was a "good settlement of the problem."

ARB to double size of samples, prices

American Research Bureau, second biggest television audience research company, intends to announce soon it will double the size of all samples used in its national and local reports, it was learned last week.

A permanent advisory panel of blue-ribbon statisticians will consult with the company in two weeks.

Admittedly inspired by a congressional investigation of rating services, ARB's new samples will be in effect in September. New prices, 50-60% higher, will accompany the improved samples.

James W. Seiler, director of ARB, told the House Special Investigations Subcommittee Wednesday (April 10), "Of all the weaknesses pointed out at these hearings, this is one we can do something about now" (see page 46).

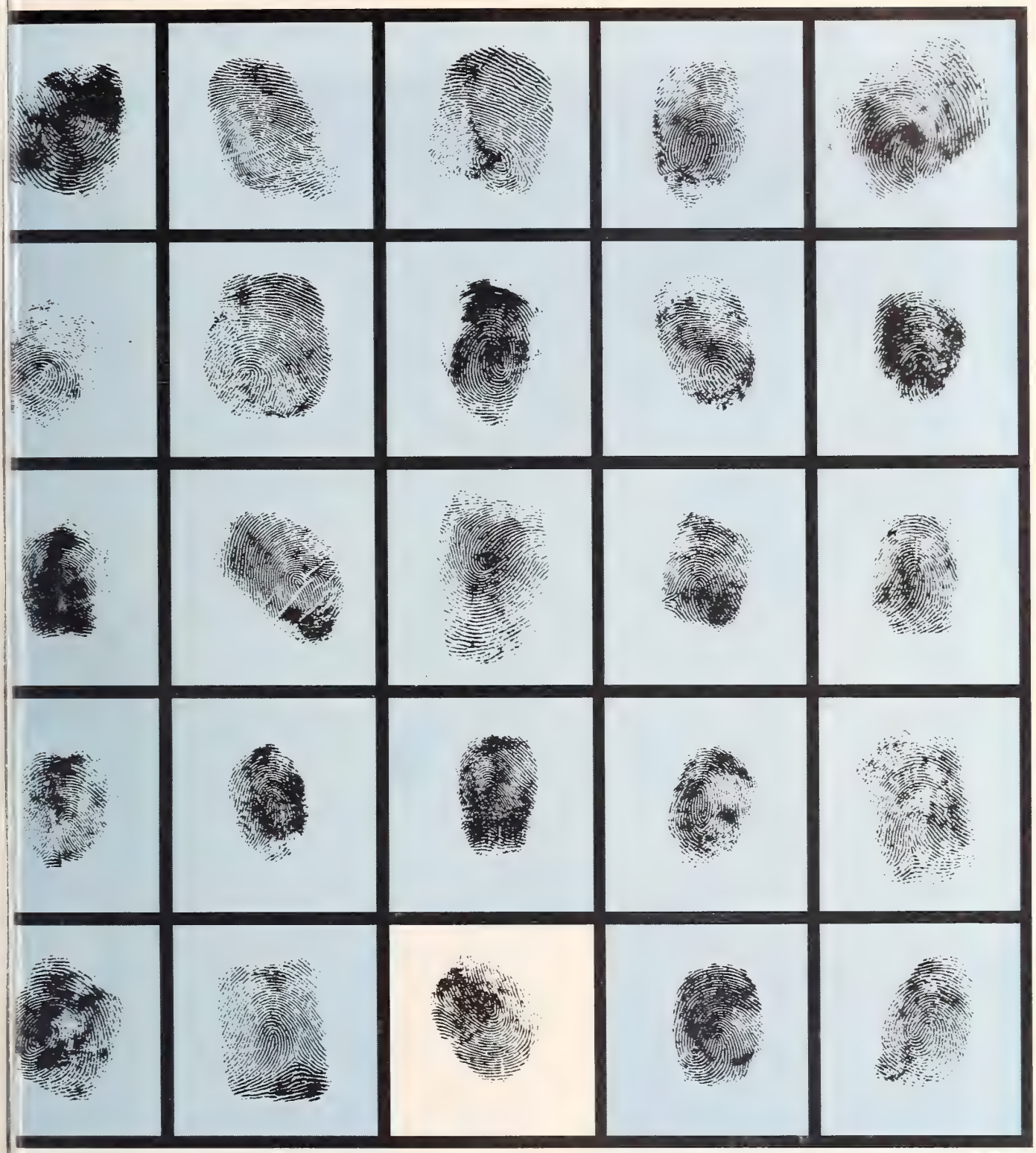
The new samples were approved later that day by the directors of C-E-I-R Inc., of which ARB is a division

"We felt the industry could hardly ignore the implications so far and should be prepared to pay the price of doubling the sample," said Dr. Herbert W. Robinson, C-E-I-R president.

The company intends to notify each of its clients by personal letter to explain the new samples and rates in details.

ARB has tabulated an average volume of 250,000 diaries yearly; that figure will go up to 500,000. Local station charges now range from $2,000 to $13,000; they'll be raised from $3,000 to $19,000. Advertiser and ad agency costs which ranged from $5,000 up for ARB's entire tv package will be raised "significantly," but no figures were available last week.

ARB's only meter system, its Arbitron sample in the 17-county metropolitan New York area, has been gradually im-



NO TWO ARE ALIKE

There's nothing amazing about the fact that everyone's fingerprints are different. People are different, and fingerprints are just further proof of it. Actually, people could be classified by television watching habits, too, because there are remarkable differences in what people like. And this is the area where big challenges come to television stations. Applying the values of good taste and balance never hurts. And that's what WFGA-TV tries to do. Our viewers and our advertisers appreciate it, too.

NBC abc

WFGA-TV

Jacksonville's FULL COLOR Station

WOMETCO ENTERPRISES INC

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

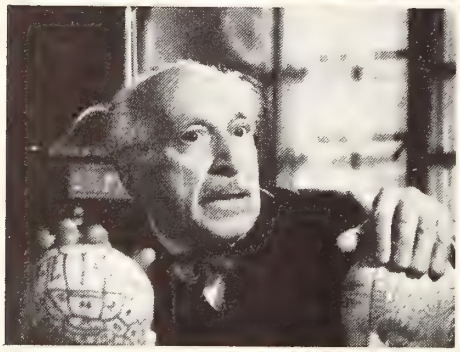
WTVJ

WLOS-TV

KVOS-TV

WFGA-TV











But Who Spies on the Spies?

...the television viewer, of course.

At least, he will be a few months from now, when NBC-TV launches a unique drama series called "Espionage." It's one of the many distinguished offerings on our top-quality fall schedule.

The original, full-hour "Espionage" dramas will be based on the real-life experiences of undercover specialists from countries all over the world.

But each script will explore the motivations and inner conflicts of these special agents as zealously as it explores their actual adventures.

What makes us so sure of "Espionage's" calibre and appeal is that its executive producer—Herbert Brodkin—simply wouldn't fool with anything



second-rate. In the course of a proud television career, he's helped guide the destinies of such worthy series as "The Defenders," "Playhouse 90" and "Studio One." Now his "Espionage" shapes up as one of the most absorbing treats the nation's viewers have ever experienced.

Which is one of many reasons we consider the approaching schedule the finest in our history. For it's a diversified roster that boasts not only such established favorites as "Dr. Kildare" and "Hazel" but brand-new attractions like Bob Hope's weekly, full-hour shows and Imogene Coca's eagerly-awaited comedy series, "Grindl."

Yes, there's a fresh kind of entertainment magic in store for all NBC-TV viewers this Autumn. Naturally.

NBC

Look to NBC for the best combination of news, information and entertainment.

Raters unreliable

NAB President LeRoy Collins said last week he doesn't think any of the broadcast measurement services are "reliable and dependable."

Interviewed Thursday (April 11) on WTOP-TV Washington's *Newsnight,* Gov. Collins told newsman Sam Donaldson that he thought some of the rating incidents revealed by a House subcommittee investigation were extremes, "but at the same time I do not hesitate to say that I know of no rating service that I think deserves the characterization of being reliable and dependable."

He said the firms take too few samples and "extrapolate far beyond reason," but sponsors pay attention to rating results because "it's all they have."

Mr. Donaldson concluded his special report on the investigation by stating there are about 200 tv meters in the Washington area. He urged any viewer having one not to dial away from WTOP-TV "because if you do you'll be taking 28,000 viewers with you."

proved by the firm from a base of 220 meters a year ago to 320 now. The goal for September 1 is 400 meters.

The semi-annual March and November "national sweeps" conducted by ARB in all U. S. markets and covering all tv stations formerly were extracted from 42,000 usable, tabulated diaries. The next national sweep will be made with at least 84,000 diaries.

The advisory panel will meet with ARB personnel in Beltsville, Md. on April 27 when its parent company, an international firm, will bring to the U. S. 30 of its top professional people. Chairman of the panel will be Professor Maurice Kendall, president of the Royal Statistical Society of England and former chairman of the statistical department, Cambridge U.

Other members will be C-E-I-R statisticians and consultants, Herbert Solomon, Alexander Mood and Jack Moshman.

Thomas won't run again

Rep. Albert Thomas (D-Tex.), chairman of the Independent Offices Subcommittee of the powerful House Appropriations Committee, announced Thursday (April 11) that he would not seek re-election next year.

Ranking Democrat on the subcommittee is Rep. Joe L. Evins (D-Tenn.), chairman of the Select Committee on Small Business.

INFORMAL CHICAGO HEARING ERUPTS

FCC probe into WYNR turns into lawyers' battle

One of the most unusual legal proceedings in the FCC's history concerning an individual station opened in Chicago last week as the commission began its investigation of McLendon Corp.'s WYNR there (formerly WGES).

The FCC is probing the circumstances surrounding McLendon's acquisition of WYNR last summer and subsequent change of programming. McLendon changed WYNR from 80% to 100% Negro programming soon after it took control, cancelling a number of foreign language programs of many years' standing.

McLendon said it did so upon studying needs of the market and learning of unfavored time brokerage by the foreign language broadcasters.

The FCC's concern: Was McLendon candid in representations about its program plans?

The commission inquiry is unusual in that it in a sense is only an informal hearing to determine whether it should consider a more formal hearing involving renewal, revocation or some other possible sanction. It is like the FCC's general inquiry into tv programming earlier this year in Omaha and last year in Chicago, but with WYNR given certain rights to question witnesses although not full rights as in a normal adjudicatory hearing.

FCC witnesses on Thursday testified to property damage at a park caused by crowds of people seeking hidden treasure during one of WYNR's contests late last fall. WYNR's prudence in such promotions also is in issue. An official of the Archdiocese of Chicago expressed disappointment that McLendon failed to seek advice about serving religious program needs as other broadcasters came forward voluntarily to do. He said his present WYNR time has proved ineffective. It's 6 a.m. Sunday, he said.

Earlier in the week counsel for the commission's Broadcast Bureau spread upon the public record virtually every scrap of paper which McLendon and WYNR supplied voluntarily from their files to the FCC investigators. These included early 1961 correspondence from the station broker, Hugh R. Norman, that in his opinion "this station can be turned around" to gross $2 million or more annually and "make $1.3 million before taxes."

The commission exhibits showed WGES grossed just over $731,000 in 1961 andl had a profit of nearly $203,-700. WGES in 1960 did a gross of nearly $839,500 and a profit of $287,-500 but in 1957 it had a profit of $308,000 on gross of almost $761,000.

McLendon paid $2 million cash for WYNR which formerly was owned by Dr. John A. Dyer, his sister, Mrs. Elizabeth Hinzman, and others. Other McLendon stations are KLIF Dallas, KABL Oakland-San Francisco, WYSL Buffalo and KTSA San Antonio plus sales representation of Mexican station XTRA Tijuana (Los Angeles).

Lawyer's Battle ▪ The hearing began Tuesday and promptly became a lawyers' battle ruled by the sharply pounded gavel of the FCC's chief hearing examiner, James D. Cunningham. It is to continue this week with presentation of McLendon's case.

The name and broadcast activities of Rep. Roman C. Pucinski (D-Ill.), who wrote the FCC last year calling for revocation of WYNR's license, became the subject of argument Wednesday. Marcus Cohn, WYNR counsel, questioned Mr. Dyer about the congressman's frequent appearances on the station, including occasional appearance on his mother's program, a Polish language show among those cancelled by McLendon.

Pat Valicente, counsel for the FCC Broadcast Bureau, objected to Mr. Cohn's questioning. The examiner sustained his objection and rejected McLendon's offer of a program information document that is part of the WGES renewal file at the FCC upon which Mr. Cohn was basing his questions of the witness. He said the document remains part of the docket however.

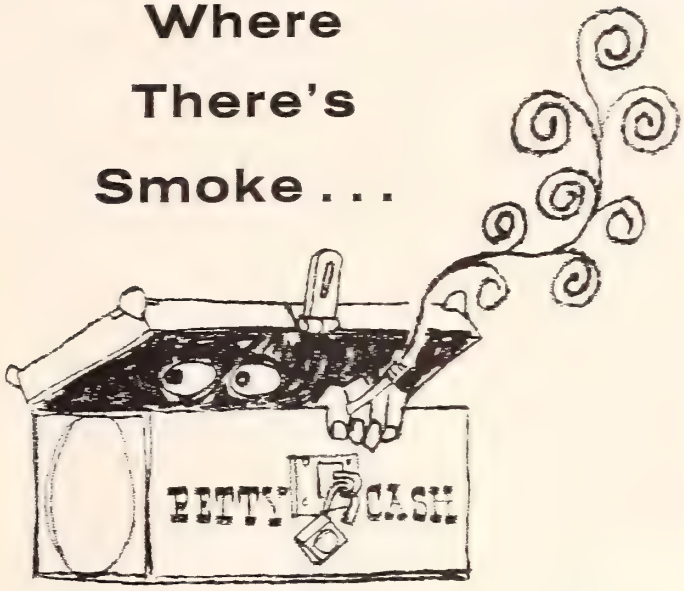
During another argument over testimony the FCC attorney was turned down in his efforts to question WYNR general manager Jay J. G. Schatz, long an investment broker, about notes he might have discounted for McLendon.

Asked if he had ever discounted notes for McLendon in the course of his regular business, Mr. Schatz indicated yes. Questioned about timing of the foreign language cancellations, he said verbal notice was given Aug. 13 and written notice Aug. 28. He did not recall a protest phone call from Rep. Pucinski as early as Aug. 13 but the FCC counsel, over strong WYNR protest, introduced a memo purporting to be the congressman's notes about his call to WYNR on that date. Rep. Pucinski protested via the *Congressional Record* that same day.

Barton McLendon, father of Gordon McLendon and McLendon board chairman, was the first witness called by the FCC last week. He testified that McLendon Corp. long had been interested in getting a station in Chicago and made inquiries about WGES beginning about 1959. He said the purchase finally was made without much study of the station or the market be-

puzzle:

Where There's Smoke . . .



How Much Do They Cost?

WMAL-TV's Television Sales Dept. was locked in knotty debate in the conference room when Haywood Meeks, TV Promotion Director, looked around and discovered the smoke cover had thinned to a point where he could identify his colleagues. Thus alerted to the fact that the cigarette supply was getting dangerously low, Meeks asked Virginia Hinkle to get nine packs of Brand X. "Just take the money from petty cash and we'll settle when you get back," instructed Meeks.

Ten minutes later, Virginia returned with seven packs. "What gives?" asked Meeks.

"I took all that was left in the petty cash box," she explained, "but that left me 32 cents short of being able to buy nine packs. The best I could do was buy seven packs and bring back 24 cents change."

How much was in petty cash and what does Brand X cost in D. C.?*
Send us your answer on the back of a wrapper from your favorite brand, we'll send you a new pack. (If you're on the smoke wagon and incorruptible, let us know and we'll send something else.)

**Everything costs more in the big city except spots on WMAL-TV's audience-pleasing spot-carriers like Ed Allen Exercise Time, Maverick, SurfSide 6, Checkmate, Bowling, Girl Talk and Woman's World. Availabilities? Check Harrington, Righter & Parsons, Inc.*

Puzzle adaptation courtesy Dover Publications, New York 14, N. Y.
Address answers to: Puzzle #78, WMAL-TV, Washington 8, D. C.

wmal-tv abc

Evening Star Broadcasting Company
WASHINGTON, D. C.
Represented by: HARRINGTON, RIGHTER & PARSONS, Inc.
Affiliated with WMAL and WMAL-FM, Washington, D. C.; WSVA-TV and WSVA, Harrisonburg, Va.

Should NAB do the FCC's dirty work?

IT WOULD IF COMMISSION ADOPTS SECURITY DEALERS SYSTEM

Just a few weeks ago one of the oldest and largest investment houses in the nation was slapped with a penalty that rocked the securities world —a five-day suspension from doing business.

This brokerage firm, Shearson, Hammill & Co., with 47 branches, suffered a humiliating and costly blow ($25,000 fine, $20,000 costs) at the hands of its own trade association, the National Assn. of Securities Dealers. Three of the firm's staff were fined $1,000 each and lost their licenses to sell securities.

NASD, operating under the umbrella of the Securities & Exchange Commission, serves as a combined investigator, district attorney, judge, sheriff and censor. Membership in NASD is compulsory for one securities house to do business with another; its membership, rules and decisions are subject to SEC review.

This is the type of shotgun NAB-FCC wedding proposed April 2 by FCC Chairman Newton N. Minow at the industry's convention in Chicago (BROADCASTING, April 8). "I would urge that the law require that every broadcaster belong to the NAB, just as most brokers belong to the National Assn. of Securities Dealers," Mr. Minow said, adding that he hoped broadcasters would get behind such a move.

FCC Study ▪ NAB, the chairman said, should have legal power to enforce its own commercial standards, with an appeal to the FCC, "just as is done in the securities field with the SEC." The FCC is familiar with the SEC-NASD operation, its personnel having made a careful study of every phase of this government-industry marriage.

At Chicago during the NAB's March 31-April 3 convention, and all last week, broadcasters were wondering what this type of FCC-NAB regulation and enforcement would do to their industry. They were asking themselves if the history of the securities business and its problems are in any way comparable to those of the broadcasting industry.

During the 1920s and the early part of the 1930s the securities business operated at what concededly was a low moral level. Brokers and their salesmen, riding the wave of a wildly rising market and assorted ethical standards, prodded people into buying most any handsomely engraved certificate whose quotations could be found on newspaper financial pages. Marginal buying prevailed; fortunes were made and lost; bucket shops abounded, and people were jumping out of skyscraper windows.

After the 1929 crash a surge of public resentment developed against the whole securities structure. Judge Ferdinand Pecora led an investigation whose findings rocked the nation.

New Deal Era ▪ And then came the New Deal. President Franklin D. Roosevelt pushed through the National Recovery Administration and the Blue Eagle's wings enfolded the securities industry along with other segments of the economy. Securities dealers operating on a high ethical level found their NRA Investment Bankers Code a blessing and quickly developed confidence in Wallace H. Fulton, its enforcement officer.

But NRA was declared unconstitutional in 1935. The securities business, liking the code idea, voluntarily voted to continue the code structure under Mr. Fulton. The new Securities & Exchange Commission urged the code committee to keep the code operating until Congress could give it legal sanction under the SEC. A temporary Investment Bankers Conference was formed in October 1936 and legislation became operative June 25, 1938. Out of this came NASD Inc., which filed its registration statement with the SEC July 20, 1939.

This once-voluntary structure now has virtual life-and-death powers over members. Its operating record is outstanding in American government-industry cooperation. An industry with an unbelievably ugly image has gained dignity and public confidence as crooked, widow-robbing securities salesmen have been punished and chased out of the market.

Much of the credit for this record is directed to Mr. Fulton, whose objectivity and judgments have commanded respect in and out of government as well as in and out of the securities business.

1,000 Non-Members ▪ Mr. Fulton directs an association whose membership includes 4,800 of the 5,800 securities firms in the nation. Of the 1,000 non-members, 500 are members of the New York Stock Exchange and do not deal with the public. The other 500 are local operators who deal locally in intrastate securities sold within the state. The 4,800 members must belong to NASD or they can't stay in the over-the-counter business.

To enforce NASD rules, Mr. Fulton has 33 traveling examiners, 14 district offices and their staffs and a $2.6 million budget ($200,000 a quarter-century ago).

All NASD members must show the association's staff all books and records the examining staff wants to see. Examiners slip in unannounced. If a member refuses, he's automatically expelled and that's the end of the world for the firm.

Any individual anywhere who has a gripe can file a complaint against a securities salesman or broker with the NASD office and start the wheels of investigation. Examiners go to work, spending weeks and months on a single case if necessary. District committees hold hearings; all committee members belong to NASD. Stenographic records are kept.

The NASD Route ▪ NASD decisions originate locally, are subject to review first by its board of governors and then by the SEC (which also can review acceptability of members, rate

---

cause Chicago's potential is so well known.

Asked if he knew about the time brokerage problem during the sale discussions, Mr. McLendon said no, although it was mentioned that foreign language shows were on the air. He said that at the time of purchase he and his son were in agreement that no program changes would be made.

Mr. McLendon said he would have to check the books rather than rely on memory in recalling whether Mr. Schatz had discounted any notes.

Replace with Negro ▪ Mrs. Hinzman, who had been part owner of WGES since 1945, testified that she and her brother adopted a policy "that whenever a foreign language program would discontinue, whether they retired or died or what have you, we would then replace the program with Negro." She said if they had continued to own WGES it eventually would have gone all Negro. She said she urged the McLendons to follow suit.

Dr. Dyer recalled discussing pro-

of assessments and NASD's own rules) and finally may go to the courts. SEC has the power (never used) to promulgate a rule which NASD would then be compelled to adopt.

The SEC act is punitive. It grew out of a desperate national emergency when the securities business and the nation's economy were in a jam. But it dealt with situations involving economic life and death. On the other hand, the NAB radio and television code structure is principally concerned with matters of taste—how deep the dagger; how many commercials at a station break.

Referring to the brokers-dealers who operate in the investment world under the jurisdiction of NASD and the government's SEC, Executive Director Fulton said, "This is a fundamental business; broadcasting is not. There are three basic sides of life—physical well-being, served by physicians; spiritual well-being, served by the church; financial well-being, served by bankers and brokers."

NASD polices unethical and unfair business practices that can financially destroy an individual or business, Mr. Fulton said, whereas NAB is concerned with problems of propriety and selection of what the public hears and sees.

In any case, NASD enforces its own policies and ethical standards as well as those of the SEC. Were the NAB radio and tv code authority to operate similarly in the case of broadcasters' adherence or lack of adherence to their own ethical rules and those of the FCC, it would operate an efficient espionage system, serve as district attorney, hear the evidence and then sit in judgment by imposing fines, suspending stations, putting them off the air for good and kicking station and network personnel out of the broadcasting business, (Chairman Minow and others have often suggested that the FCC incorporate the NAB radio and tv code advertising standards into the FCC's rules.)

Large Staff ▪ The 1962 NASD annual report shows the addition of 11 more men to its staff of examiners, permitting it "to increase significantly all phases of inspection and compliance." "A total of 2,393 examinations of member firms and branch offices were made in 1962," the report continued. "Over 36% of the 4,771 members were examined and 14% of the 4,773 branch offices. In 1961 we examined 31.4% of the members and 10.4% of the branch offices. Complaints filed from these examinations and free-riding questionnaires resulted in expulsion of 52 members and revocation of 74 registered representatives. Fifteen members and 32 registered representatives were suspended; 318 members and 64 registered representatives fined, and 332 members and 90 registered representatives censured in 1962."



Wallace H. Fulton, czar of the securities code and holder of what is sometimes called one of the world's toughest business jobs.

In the securities business a broker's reputation is critical and even a brief suspension is considered a harsh penalty. After all, millions of dollars may change hands in a quick phone call between brokers.

Guides to advertising are laid out by NASD. Here is one of its board of governor's interpretations:

"It shall be deemed conduct inconsistent with just and equitable principles of trade and in violation of Sec. 1 Art. III of the Rules of Fair Practice for a member in any form of advertising (including radio and television), circular, form letter, market letter, or other sales promotional material, to employ 'come-on' techniques or to make any statements which are flamboyant, misleading or tend to mislead in the light of the context and purpose of the material presented." Further, "Exaggerated or sensational statements or claims, the implications of which may mislead, are, however, prohibited in all advertising and sales literature sponsored by members."

The *NASD Manual* is an inch-thick document with which members must be intimately familiar.

Concededly the NASD-SEC liaison has bailed out the brokerage business from the impact of reckless and swindling tactics of past eras. It's working now, most of its members agree. In their sensitive relations with the public, practitioners of the securities selling business are most sharply regulated.

The Big Question ▪ The question then arises: Should the NAB and FCC have a similar arrangement with FCC calling the shots under an amended Communications Act and NAB serving as detective, prosecutor, judge, jury and enforcement officer holding virtual life-or-death powers over broadcaster members?

Under the NASD-SEC system, the government supervises the standards and holds the ultimate decision in its hands. This, some broadcasters argue, definitely isn't voluntary self-regulation. If the FCC adopts the NAB radio and tv codes, it must review them in detail and then approve its own version.

The NASD-SEC concept, applied to broadcasting, would find the NAB holding the power of fines, expulsion and death sentence over networks, stations and key staff people. NAB's decisions would then be subject to an appeal to the FCC and then on to the courts.

"What's this nonsense about self-regulation in Chairman Minow's speech?" one broadcaster asked.

gramming in a general way with the McLendon group during sale negotiations but he wasn't sure about specifically citing "time brokerage" contracts, a term he carefully avoided and used "bulk" time sales instead. He indicated it was general knowledge that about six Chicago stations had been long involved in time brokerage.

Father John Banahan of the Archdiocese of Chicago told Examiner Cunningham that local broadcasters are watching the hearing with an air of cynicism. He said they indicated nothing can be done to remedy the problems concerning appropriate air time for religion and foreign language shows.

When the hearing concludes Examiner Cunningham will certify the record to the full commission. He will not write a report or decision. Broadcast Bureau counsel, on the basis of the record, will make recommendations of action to the commission for consideration as a regular commission agenda item.

CCBS WANTS RULEMAKING

1-A's again ask to go above 50 kw ceiling to provide improved service to 'white' areas

Clear channel broadcasters started another effort last week to break through the 50 kw power ceiling under which all standard radio stations have operated for at least 25 years.

In a petition filed with the FCC, the 13-station-member Clear Channel Broadcasting Service requested a rulemaking that would permit Class I-A stations on the 25 clear channels to operate with power in excess of 50 kw.

CCBS said its petition was in accord with its "long-held conviction" that clear-channel stations operating with higher power than that now authorized represent "the only feasible means" of providing improved service to "white" areas and populations.

The petition requests a rule change to authorize one Class I station to operate "with power of not less than 50 kw" on each of the following clear channels: 640, 650, 660, 670, 700, 720, 750, 760, 780, 820, 830, 840, 870, 880, 890, 1020, 1030, 1040, 1100, 1120, 1160, 1180, 1200 and 1210 kc.

The petition also asks that two Class I stations be assigned to the remaining clear channel—770 kc—and that one be permitted to operate with more than 50 kw. WABC, the single Class I station now on that channel, has indicated it isn't interested in higher power.

Second Try ▪ The petition represents the second time in six months that clear channel stations have attempted to break down the 50 kw limit imposed as a result of a Senate resolution adopted in 1938. (CCBS traces the 50 kw limit on clear channel stations back to 1925, when some clears were first raised to that power.)

Last fall, five clear-channel stations petitioned the FCC for approval to operate with 750 kw. They acted after the House had adopted a resolution urging the commission to authorize higher power for the clears (BROADCASTING, July 9, 1962). The commission, however, returned the applications as unacceptable, contending that approval of them would violate the old Senate resolution (BROADCASTING, Nov. 26, 1962). But at the same time, the commission suggested the clear channel stations request a rulemaking.

The CCBS petition also asks the commission to withhold implementation of its decision to duplicate at night 13 of the clear channel stations or any other action that might affect the commission's "freedom of action" in dealing with the requested rulemaking.

The House resolution favoring higher power also asked the commission to postpone action breaking down any of the clear channels for at least one year. The commission has said it will begin implementing its decision—which was taken in 1961—this summer unless prevented from doing so by Congress.

The reasons most often cited in opposition to increased power for the clear channel stations are that it would have an adverse economic effect on other stations and tend to concentrate political, social and economic power in the hands of a small group. CCBS says comments on these points could be invited by the commission in issuing a proposed rulemaking.

Word Spoken for Regionals ▪ Besides asking for removal of the 50 kw limit for clear channel stations, the petition suggests that the commission consider increasing the power of regional stations from 5 to 25 kw. It said such an increase appears warranted because of the "significant population shifts" from cities to outlying areas, a "significant increase" in manmade noise levels in the last 20 years, and the increase in daytime power (from 250 w to 1 kw) granted Class IV stations.

The petition says removal of the 50 kw limit on all 25 clear channels is needed to provide service to all areas of the country now without nighttime radio coverage. The petition adds that the commission itself, in various clear channel proceedings, has held that the only way service to these 'white" areas can be improved is through authorization of higher power for the Class I-A clear channel stations.

In its order breaking down the 13 clear channels (BROADCASTING, Sept. 19, 1961), the commission, according to CCBS, "makes it clear" the 13 stations on the 12 remaining clear channels should be considered for higher power. Nine of these stations are CCBS members—KFI Los Angeles (640 kc), WSM Nashville (650 kc), WLW Cincinnati (700 kc), WBAP Fort Worth and WFAA Dallas (820 kc), WHAS Louisville (840 kc), WHO Des Moines (1040 kc), KSL Salt Lake City (1160 kc) and WOAI San Antonio (1200 kc).

The remaining four CCBS members, which are among those to be duplicated, are "ideally suited" for providing a skywave service to "white" areas and are "desirous of applying" for higher power, according to CCBS. They are WGN Chicago (720 kc), WSB Atlanta (750 kc), WJR Detroit (760 kc) and WHAM Rochester, N. Y. (1180 kc).

Others to be Duplicated ▪ The other stations the commission proposes to duplicate are WMAQ Chicago (670 kc), WBBM Chicago (780 kc), WCBS New York (880 kc), WLS Chicago (890 kc), KDKA Pittsburgh (1020 kc), WBZ Boston (1030 kc), KYW Cleveland (1100 kc), KMOX St. Louis (1120 kc) and WCAU Philadelphia (1210 kc).

In asking that the 50 kw limit be removed from all 25 Class I-A clear channels, CCBS says there is no assurance the 13 stations "reserved" for higher power would be sufficient to insure that four reliable signals would be provided all areas of the country. The commission's plan to duplicate 13 of the clear channel stations with Class II outlets, the petition adds, would result in service to only some 41,582 square miles of "white" area and 234,575 "white" area residents.

CCBS says this would constitute only 3.19% of 7,343,910 "white" area residents west of the Mississippi River. It says that no "white" area residents east of that dividing line would receive an initial primary signal. The commission, however, in its order duplicating the clear channels, said the addition of 13 stations would bring a first nighttime groundwave signal to more than 600,000 people.

Another argument advanced by CCBS is that the clear channel stations need higher power if they are to live up to their potential for civil and military defense service. The petition also says removal of the 50 kw limit would put the United States "on a par" with other countries that don't observe a similar ceiling and would "place the United States in a better bargaining position" for renegotiating terms on the expiration of the 1950 North American Regional Broadcast Agreement and the 1957 Agreement with Mexico.

Etv funds may be on way

The first federal funds to support educational television may be on the way soon.

The House approved $1.5 million of a total $32 million authorization when it passed an omnibus supplemental appropriation bill last Tuesday (April 9).

Five-hundred thousand dollars less than the budget estimate, the appropriation was opposed on the floor by Rep. Sam M. Gibbons (D-Fla.), of Tampa, who contended it would open the door to federal control of etv. His amendment to kill the etv money was shouted down when the House was assured the funds were only for construction of station facilities.



	Buses Daily	Running Time	10 Lbs.	20 Lbs.	30 Lbs.*
NEW YORK—PHILADELPHIA	32	2 hrs. — min.	$1.25	$1.40	$1.65
LOS ANGELES—SAN DIEGO	42	2 hrs. 30 min.	1.15	1.25	1.45
CHICAGO—MILWAUKEE	14	1 hr. 50 min.	1.20	1.40	1.60
CINCINNATI—LOUISVILLE	14	2 hrs. 40 min.	1.30	1.50	1.70
RICHMOND—NORFOLK	19	3 hrs. — min.	1.30	1.50	1.70

*Other low rates up to 100 lbs.

Save time! Save money! Ease those inventory control problems too! Ship via Greyhound Package Express! Packages go everywhere Greyhound goes, on regular Greyhound buses. Very often they arrive the same day shipped. Ship nationwide, anytime... twenty-four hours a day, seven days a week, weekends and holidays. Ship C.O.D., Collect, Prepaid, or open a charge account. Insist on Greyhound Package Express. **It's there in hours... and costs you less.**

GREYHOUND PACKAGE EXPRESS, Dept. 8-Q
140 S. Dearborn St., Chicago 3, Illinois

Please send, without cost or obligation, complete information on Greyhound Package Express service ... including rates and routes.

NAME_____ TITLE_____

COMPANY_____

ADDRESS_____

CITY_____ STATE_____ PHONE_____

CALL YOUR LOCAL GREYHOUND BUS TERMINAL OR MAIL THIS CONVENIENT COUPON TODAY



KEEP AN EYE ON THE BOYS BACK HOME

State legislatures giving year-round DST bill big play

Daytime-only broadcasters who've been primarily interested in wheedling additional broadcasting time out of the FCC would do well to keep an eye on proposals in their own state legislatures that could take away one of the most profitable hours they now have. (Also see story on related federal activity, page 62).

These are proposals to establish daylight saving time on a year-round basis. Sunrise-to-sunset stations in states adopting such measures couldn't begin broadcasting in winter until their listeners had left for office and school.

Bills providing for 12 months of daylight saving were introduced earlier this year in the legislatures of at least three states—New York, Massachusetts and Connecticut.

In New York, the bill was shelved for this year, in part, at least, as the result of opposition of the New York State Broadcasters Assn. Consequently, Massachusetts and Connecticut lawmakers, who looked to the Empire State to take the lead, are not likely to act on the matter, either.

But New York proponents of the measure are expected to revive it when the legislature reconvenes in January.

Highway Safety a Factor ▪ In all three states, year-round daylight saving time is being advocated by highway safety groups who say the extra hour of daylight in late afternoon would help prevent traffic accidents. Some industry spokesmen in Massachusetts have also supported the proposal.

Not all daytimers oppose 12 months of daylight saving time. Those authorized by the FCC to begin operations before sunrise would be given another hour of daylight in the afternoon to broadcast.

But daytimers prohibited by FCC regulations from broadcasting until sunrise would lose the first—and often very profitable—hour of their broadcast day in the winter.

This was the message New York broadcasters brought to their legislature, both in testimony before the legislative committee considering the proposal, and wires and letters to their representatives in Albany.

Late Service in New York ▪ They pointed out that in northern New York state, official sunrise during some winter months is as late as 7:45 a.m. EST. Under daylight time, they said, daytimers in those areas wouldn't be able to go on the air until 8:45 EDT.

As a result, they added, these stations wouldn't be able to broadcast their usual winter-time public service announcements of school closings, weather reports, traffic conditions and the like, at an hour early enough to be of use to their listeners.

The financial cost to the daytimers could also be high. Some said as much as 30% of their revenue comes from early morning advertising and that most, if not all, would be lost.

There has been no concerted statewide broadcaster action in Massachusetts or Connecticut, as there was in New York. But in Massachusetts, daytimers were joined in opposition to the proposal by some television stations that didn't want to be out of step, timewise, with New York and Connecticut.

In Connecticut, there appears to be no strong feeling, on the part of the public in general or broadcasters in particular, on either side of the proposal. In Hartford, the feeling seems to be that although 12 months of daylight saving time might be worthwhile, the bill shouldn't be passed without similar action in New York and Massachusetts.

Atheist loses plea against KNBR renewal

The FCC last week reaffirmed a finding in a 1946 decision and refused to punish a radio station for refusing to grant time to an atheist. But missing from the commission's announcement last week was even an echo of the extensive dissertation in the earlier order that atheists are entitled to air time for an expression of their views (BROADCASTING, July 22, 1946).

In both cases, the action was initiated by Robert H. Scott, of Saratoga, Calif. Seventeen years ago, the FCC denied his request to revoke the licenses of three San Francisco stations for refusing him time.

And last week, the commission, in a letter to Mr. Scott, dismissed his petition that the renewal application of KNBR San Francisco (formerly KNBC), be denied. Mr. Scott had been refused time by the NBC-owned outlet to broadcast a program in favor of atheism.

In its letter to Mr. Scott last week, the commission held there was no reason to depart from its decision on his earlier petition. At that time, the commission said, it held that "the stations involved did not broadcast programs which were directed against you or against the position which you espoused."

"The commission," the letter continued, "determined that the facts submitted in those instances did not present situations in which stations denied the opportunity for the presentation of a controversial issue of public importance."

The commission's 1946 order, however, contained a lengthy argument in favor of granting time to atheists. "If freedom of speech is to have any meaning," a unanimous commission said, "it must be extended as readily to ideas which we disapprove as to ideas which we approve." It also said public interest considerations preclude "a policy of making radio wholly unavailable . . . for expression of any view which falls within the scope of the constitutional guarantee of freedom of speech."

Mr. Scott cited this decision in his action against KNBR.

Horse race broadcasting change proposed by FCC

The FCC last week proposed to amend its rules to prohibit the broadcasting of horse race information that could be of use to organized crime through illegal gambling interests. The commission said that the rule changes should remove any difficulties the broadcaster new faces in determining whether the broadcast of particular programs would aid gambling activities.

The rule would prohibit the airing of "any program known or intended by (the licensee) to be of substantial use to persons engaged in illegal off-track gambling on horse races." The proposed rule would specify in detail what information would fall into this category. Such information, the commission said, would be prohibited whether or not there was any indication that it would be illegally used.

The broadcast of a horse race or horse race information would be exempted from the proposed rule if it is not followed by another such broadcast for a two-week period. The FCC said that such broadcasts would not be frequent enough to help gamblers.

The commission also exempted races that have a purse exceeding $25,000, saying such a race becomes of national interest to sportsmen and the general public.

A further exception to the rule would allow a station to broadcast, on two occasions during the calender year, a full day's racing card, provided that the race track is within 100 miles of the station and the races are connected with a local event. This would allow stations to carry racing events of local or re-

Paris and Helen of Troy

FAMOUS ROMANCES 3



NATURALLY... Helen was a real luscious dish, 'cause her daddy (not sugar!) was Zeus, a sure-nuff god . . . and her mother was Leda, a (dis)enchanted swan. Now Paris, the pride of Troy, while passin' through Sparta one day, spied this lusty lass in the too-tight-tunic and whisked her off (she whisked easy!). Menelaus, Helen's poorer half, took a burn (not slow!) and "launched a thousand ships" to pursue his purloined pearl. —Man, that's love!

but naturally...

love has a way of stirring things up . . . and we're happy to say that folks in the rich Rochester, New York area are pretty well stirred up right now with love and affection for (you guessed it!) WHEC-TV, CHANNEL 10! The ratings prove it, the rush to purchase spot availabilities proves it . . . and you can prove it to yourself by joining the crowds and reaping the sales from the ever-lovin' Rochesterians!

GANNETT GROUP

WHEC 10 TV

HR

ROCHESTER, NEW YORK

Rockefeller's views on 'Great Debates'

Gov. Nelson Rockefeller of New York, widely conceded to be the first Republican out of the starting gate for the 1964 presidential nomination, aired some of his views on past and future television "Great Debates" between presidential aspirants at a news conference held in Topeka, Kan.

Asked by a WIBW Topeka reporter if he would be reluctant to debate if a candidate, Gov. Rockefeller said, "Well, I should think that any aspirant for the office would push for the opportunity of a debate. I should think perhaps the incumbent might be less enthusiastic."

When queried as to the merit of the confrontations, the governor voiced the opinion that the 1960 debates between former Vice President Nixon and then—Sen. Kennedy were not really campaign debates but "sort of a discussion through an intermediary."

Asked if he believed in "the basic



principle of a face-to-face appearance of the major candidates," Gov. Rockefeller, who hasn't yet officially declared himself in the running, said, "I think it has tremendous potential."

gional interest, such as at a county fair.

Controlled by FCC ▪ The FCC said that broadcast stations are not subject to a law passed by Congress in September 1961 which outlawed the sending of race information by interstate wire communications.

The commission said that in spite of its controls to prohibit "the broadcast of wagering information," there seems to be an increase in the broadcasting of horse race information "and that certain stations are broadcasting information which is of value to persons in illegal gambling activities." The commission said that the rule proposals are the result of a study it made in connection with the Justice Dept. (BROADCASTING, May 7, 1962). The study was to determine what minimum restrictions could be used to restrict the aiding of illegal gambling.

House Commerce panel gets equal time bill

The House Communications and Power Subcommittee has referred to the Commerce Committee for consideration a bill which would suspend equal time provisions of the Communications Act for the 1964 presidential and vice presidential elections.

The subcommittee, headed by Rep. Walter E. Rogers (D-Tex.), did not pass on the bill's merits at an executive session Monday (April 8), but did conduct hearings on it last month (AT DEADLINE, March 25, BROADCASTING, March 11).

The full committee is expected to consider the proposal, introduced by Chairman Oren Harris (D-Ark.), at an executive session after the Easter recess, possibly next week.

Network broadcasters sought full repeal of the equal time provision, but said they would support the proposed modification, the same that guided the national coverage of the 1960 elections. Several minority political parties opposed the bill, although it won support of the Democratic and Republican parties.

Pape Tv revocation hearing postponed

Everybody concerned agreed last week that they need more time in the revocation proceeding against Pape Tv Co., licensee of WALA-AM-TV Mobile, Ala.

Pape petitioned the FCC for a 30-day extension to file its petition for reconsideration of the commission's order to show cause why its licenses should not be revoked for seeking payoffs to refrain from editorial attacks (BROADCASTING, March 11).

The petition said that O. W. Pape, sole owner, is involved in court proceedings on the question of his mental capacity. Pape Tv said the commission should wait until the court hands down its decision because it believes that the court's findings will have "important bearing" in the revocation case.

The Broadcast Bureau agreed that it would be a good idea to grant Pape Tv the extension because the court's decision will have an impact on the procedure of the hearing.

Hearing Examiner David I. Kraushaar granted Pape Tv's request and extended the hearing from April 19 to June 19. The hearing will be held in Mobile.

Minn. Senate to hear cigarette bill debate

A bill which would make it a misdemeanor in Minnesota to distribute cigarettes which have used human beings in tv and other advertising (BROADCASTING, April 8) cleared the General Legislation Committee of the State Senate by a 6-5 vote last Thursday (April 11).

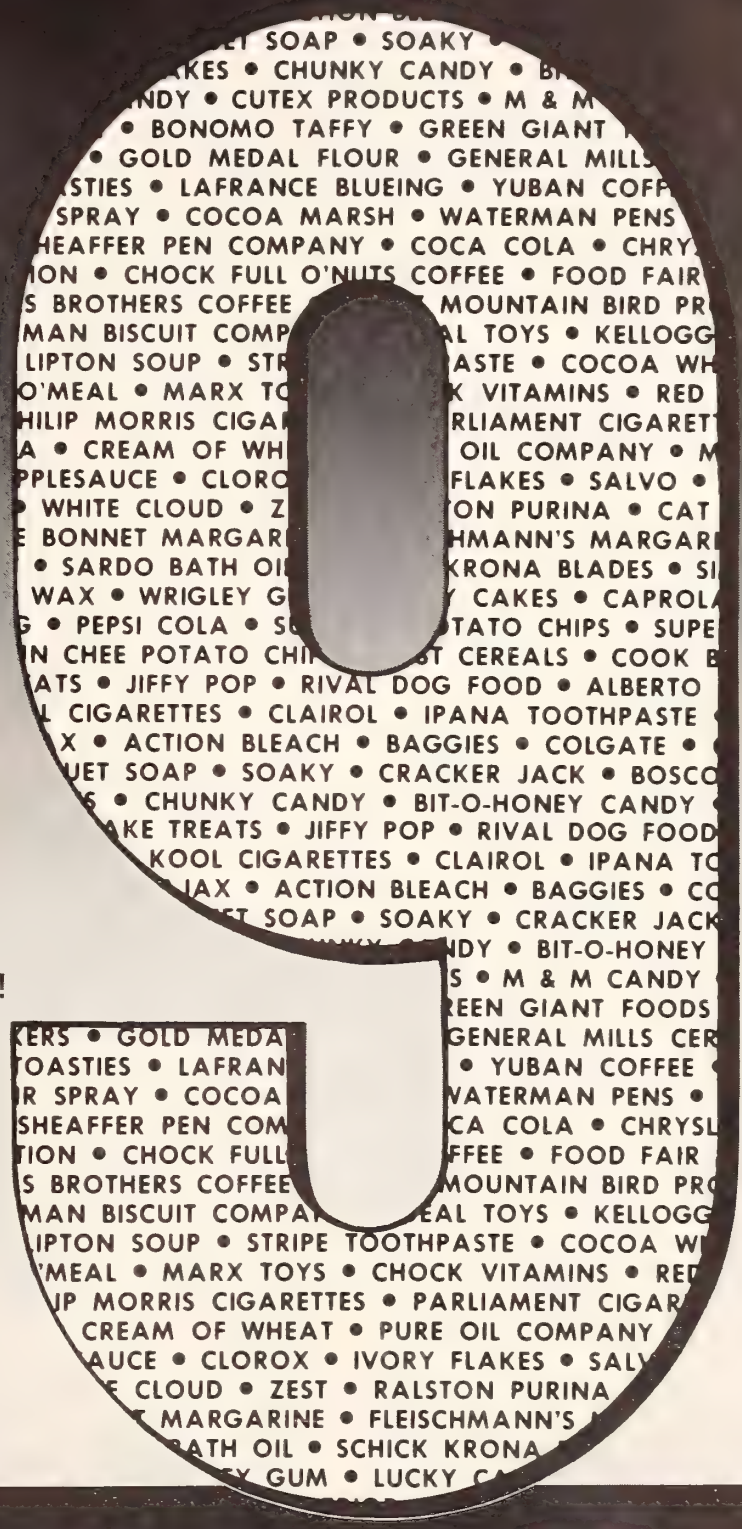
The measure (S. F. 618) now goes to the Senate floor where it is expected to be debated sometime next week. The bill is given little chance of becoming law since the state legislature has only two weeks before adjournment of that body.

Radio commercials for cigarettes presently are not covered under the bill but a proponent said that an amendment will be offered during Senate debate to prohibit personal endorsements by athletes, movie stars, etc., on radio. The bill's sponsors, Sens. Nicholas Coleman, who owns a St. Paul advertising agency, and R. G. Perpich of Hibbing, said their measure is primarily aimed at commercials and newspaper ads featuring top sports and movie stars whose endorsements of cigarettes appeal to teenagers.

As originally introduced, the bill made it a misdemeanor for tv stations and other media to broadcast or print cigarette commercials which displayed a human being. Two weeks ago, however, the committee deleted this provision and placed the responsibility on cigarette wholesalers and distributors after such advertisements are exposed to the public. The bill now prohibits wholesalers from distributing a brand of cigarettes after notification by a country attorney that complaints have been lodged against the advertising of a particular brand.

Sherman Headley, WCCO-TV Minneapolis and president of the Minnesota Broadcasters Assn., in opposing the measure before the committee, said the bill is unconstitutional and impossible to enforce. He said neither state nor federal legislation is appropriate in this particular area.

Another bill opposed by the MAB, which would restrict the height of all broadcasting towers in Minnesota to a maximum of 1,000 feet, is scheduled



★ Buy the Big 9 in the Big Market!

★ 1 Minute Avails in Class "A" Time!

★ Million Dollar Movie Delivers 40% More Sell Per Week, Per Home!

★ At Lower Cost, M$M Produces Audiences As Large As Top Network Shows With 1.4 Average Exposure Per Home!

★ For Deeper Penetration Into a 12 Billion Dollar Market, Join Brand Name Advertisers in a Smart Package Buy!

CKLW-TV

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for debate by the State Senate tomorrow (Tuesday). It gives the state commissioner of aeronautics the authority to restrict proposed tower heights and locations even if approval already has been given by the FCC and Federal Aviation Agency.

Mr. Headley said this measure will have a "serious, adverse affect on the growth of tv in Minnesota" and upset planned coverage of new stations under the FCC's table of allocations. He noted that there are 47 unoccupied tv channels in the state and that in many instances they could not achieve maximum coverage intended by the FCC if their tower heights are restricted by the state.

The bill contains a grandfather clause protecting the three existing broadcast towers in the state higher than 1,000 ft.—KCMT (TV) Alexandria, (1,133 feet); KEYC-TV Mankato, (1,116 feet), and KROC-TV Rochester, (1,314 feet).

El Centro to get two new vhf's

The FCC last week granted two new vhf tv stations in El Centro, Calif., on chs. 7 and 9.

The ch. 7 grant was given to KXO-TV Inc. which operates KXO in that city. KXO-TV is owned principally by Marc Hanan (50%), William J. Ewing (17.2%), and Robert N. Ordonez (15.2%).

The ch. 9 grant went to Tele-Broadcasters of Calif. Inc., which is controlled by H. Scott Killgore. Tele-Broadcasters is licensee of WPOP Hartford, Conn., KUDL Kansas City, Mo.; KALI San Gabriel and KOFY San Mateo, both California.

Both KXO-TV and Tele-Broadcasters had been applicants for the ch. 7 facility in El Centro, but the latter amended its application Nov. 9, 1962, to apply for ch. 9.

FCC approves RKO request

The FCC last week granted a request by RKO General—which owns WGMS Bethesda, Md., and WGMS-FM Washington, two adjacent communities—and waived commission rules which stipulate that a majority of the am's programs must be originated from Bethesda.

The commission noted that the petition was granted because RKO plans to construct new studios in Washington to accommodate both stations and make them equally accessible to residents of both places. The waiver will not become effective until RKO applies for the studio relocation, is granted it and begins actual operations from the new studios.

Celler to Loevinger: go easy in L.A. case

SAYS ANTITRUST ACTION COULD BE 'UNREALISTIC'

A congressman known for his trust busting proclivities last week asked the Dept. of Justice to go easy on what he termed a violation in the interests of keeping two Los Angeles newspapers in competition with each other.

Representative Emanuel Celler (D-N.Y.), chairman of an antitrust subcommittee of the House Judiciary Committee, told Lee Loevinger, antitrust chief of the Justice Dept., that the Chandler and Hearst newspapers should not be prosecuted even though they agreed to simultaneously kill the Hearst morning *Examiner* and the Chandler evening *Mirror* in January last year. Mr. Celler said there could be situations where it would be "unrealistic" and "unjust" to prosecute.

Mr. Loevinger also testified that the only request made to the Justice Dept. in 1961 was on the question of Chandler buying the *Examiner*. He said he told the Hearst attorney that this would be against the Sherman Act. He said he observed that since both newspapers were losing money there was nothing in the law to prevent each publisher from closing its losing newspaper down.

This had been interpreted as "clearance" for the action taken last year. Norman Chandler, president of the Times-Mirror Co., testified last month that he understood the government had no objection to the closing down of the two newspapers.

A group of Hearst executives, headed by G. O. Markuson, general manager of Hearst Newspapers, testified last week that the *Examiner* lost a total of $4 million in the two years, 1960-61. He also related that the Chandler group offered to buy the Hearst evening newspaper, the *Herald-Express*, but this was rejected by Hearst officials.

The Times-Mirror Co. publishes the morning *Los Angeles Times* and owns KTTV (TV) that city. The tv station is being sold to Metromedia Inc. for over $10 million and is pending FCC approval (CHANGING HANDS, Jan. 21).

The hearing, which began last month with testimony from FCC Chairman Newton N. Minow (BROADCASTING, March 18) will be resumed after the committee completes its hearing on a civil rights bill. This is expected in mid-May.

FCC fines teasers

Teaser announcements apparently have stripped three stations in Lafayette, La., of a total of $1,500. The stations—KLFY-TV, KPEL and KXKW—were notified by the FCC last week that they have 30 days to contest the fines, $1,000 for the tv and $250 each for the am's. The commission said the fines were prompted by the stations' "repeated" airing of teaser spots without identifying the sponsor, a violation of the Communications Act.

The spots said, the FCC claimed, "On May 23rd, prices in South Louisiana are coming down." The commission said that the ads were paid for by Brown's Thrift City, a general merchandise discount store in Lafayette, although the company was not identified as the sponsor. The FCC warned nearly a year ago that teasers would be treated in the future as a "serious matter" (AT DEADLINE, June 4, 1962).

KLFY-TV is owned by Camellia Broadcasting Inc., KPEL by Radio Lafayette Inc. and KXKW by General Communications Inc.

Modernizing time zone bills before committee

The Senate Commerce Committee will consider two bills intended to modernize the nation's time zone statute at a hearing April 29, Chairman Warren G. Magnuson (D-Wash.) announced last week. Sen. Gale W. McGee (D-Wyo.) will conduct the hearing.

Both bills apply to communication and transportation and would extend the four time zones now restricted to the Continental U. S. to include Hawaii and Alaska, and would double the number of zones to eight. Daylight saving time would run from the fourth:Sundays in April and October. The differences in the proposals is in which agency would administer national time, presently a function of the ICC. Transportation and communication businesses would be required to follow federal time.

S. 1033, requested by the ICC and introduced by Sen. Magnuson, leaves open the question of who would administer time problems, but would require states and local communities to adhere to the statute in all official acts under penalty of a fine.

S. 1195, introduced by Sen. Norris Cotton (R-N. H.), would shift responsibility for the time statute to the Commere Department where "all commercial interests of the nation can properly be focused on the problem." The Cotton proposal also includes fines for nonconformance to federal time, but does not require states and communities to do so.

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Philco objects to NBC's program exhibits

SAYS THEY ARE CONTRARY TO COMMISSION RULES

Philco Broadcasting Co. contended last week that the eight programming exhibits filed by NBC in the renewal application for WRCV-TV (ch. 3) Philadelphia, are contrary to FCC rules and undermine the principle of the proceeding.

Philco has applied for a new station on ch. 3 in Philadelphia, in competition with NBC's renewal application (BROADCASTING, March 25).

According to Philco all eight programming exhibits are based on WRCV-TV's operation after the expiration of its regular license on Aug. 1, 1960. Philco said that filing of the data violates commission rules requiring that such information be taken from a staton's operation during its last regular license period. Philco referred to the decision of the presiding hearing examiner in the ch. 10 Miami case, when an exhibit submitted by L. B. Wilson concerning WLBW-TV's programming was rejected because it did not deal with the period covered by its four-month license grant.

Philco said it felt that the conclusions NBC drew from its exhibit were unreliable because they were based on programming done after the license expiration, and they did not indicate that NBC would carry-out any future proposals.

After The Fact ▪ Programming data drawn from a period after a license renewal application has been filed is no indication, Philco said, of a station's true performance because it realizes that it is under close observation. "Indeed, the commission could have little faith in the future performance of an existing licensee who waited until his license had expired before awakening to his responsibilities to the public," Philco said, basing its argument on the FCC's decision on the promise versus performance question in the KORD Pasco, Wash., case.

Philco said that a licensee should have to live up to the promises it made in winning its license.

Philco continued that if NBC's exhibits are admitted to the proceedings, the commission's purpose of encouraging applicants to compete with renewal applications will be undermined. Philco said that future applicants will be discouraged from applying if the party seeking a license renewal can ignore its performance during its license period. Philco said that this was the basis for its own application—that it could provide better servce than NBC has provided on WRCV-TV.

Philco said that NBC will probably file its opposition to the former's petition this week, and that the question will be raised when the hearing resumes April 22.

Court broadcasts don't mean equal time

The FCC ruled last week that the broadcasts of county court proceedings in Gary, Ind., do not constitute grounds for an equal-time demand by political opponents of the judge.

Thomas R. Feddell had complained that he should have been given time equal to that afforded Judge A. Martin Katz by WWCA Gary in its regularly scheduled program, *Gary County Court of the Air*. Both men are candidates for the Democratic mayoralty nomination in Gary.

The commission, however, by a 4-2 vote ruled that the program constitutes "on-the-spot coverage" of a news event and is therefore exempt from the equal-time requirement of Sec. 315 of the Communications Act.

The program, which is broadcast live three days a week and on tape a fourth, has been carried by WWCA for the last 14 years. Judge Katz has been presiding in the county court for 7½ years.

In his complaint, Mr. Faddell maintained that Judge Katz controls the content of the programs and is able to tailor them to present a favorable image of himself. WWCA, however, told the commission that since the programs are broadcast live it's "impossible" for the judge to exert that kind of control.

Although holding that Sec. 315 doesn't apply to the program, the commission said the "fairness doctrine"—which requires the airing of both sides of a controversy—might apply.

The commission added, however, that it does not, "of course, express any opinion on this score and indeed, in the circumstances, could not appropriately do so in the absence of a specific complaint."

The ruling was contained in a letter to Mr. Fadell. Voting in favor of the decision were Chairman Newton N. Minow and Commissioners Rosel H. Hyde, Robert T. Bartley and Frederick W. Ford. Commissioners E. William Henry and Kenneth A. Cox dissented. Commissioner Robert E. Lee did not participate.

Lie detector test offered in evidence

An applicant for an am station whose credibility was questioned in a comparative hearing has gone to unusual, if not unprecedented, lengths to demonstrate his truthfulness to the FCC. He submitted to a lie detector test and asked the commission to accept the findings.

The applicant is John J. Farina, who is seeking a construction permit for a station in Mt. Holly, N. J. He is being opposed for the grant by Burlington County Broadcasting Co., which a hearing examiner's initial decision recommended be given the cp, and Burlington Broadcasting Co.

During the hearing, his credibility was brought into question twice—in connection with the amount of money he said he had to finance the station and on the number of persons he claimed to have contacted in preparing his proposed programming.

To resolve these questions, he submitted to a lie detector test administered by Lloyd B. Furr, an expert in the use of the polygraph (lie detector). Mr. Furr concluded that Mr. Farina believed all of his answers on his application to be truthful and that "he did not lie to questions under oath at the hearing."

During the oral argument phase of the proceeding last week, Benito Gaguine, Mr. Farina's attorney, asked the commission to reopen the record to accept the test results contained in an affidavit signed by Mr. Furr.

Veteran FCC officials do not recall anyone else ever taking a lie detector test to prove his credibility to the commission.

FTC orders Six Month wax to find new name

Continental Wax Co., Mt. Vernon, N. Y., must stop using the brand name "Six Month floor wax" and must stop "misrepresenting" that the wax will protect floors for six months, the Federal Trade Commission ruled last week in a final order.

The FTC held that Six Month floor wax will not endure as a satisfactory floor covering subjected to the normal wear of an average home for six months. In ordering Continental to stop using the brand name, the FTC said that 'Six Month" is an allegation of performance of the product and is more than just a trade name.

The FTC rejected Continental's contention that two changes had been made in the formula of the wax and therefore the company no longer produces the product under fire. "The commission's right to enjoin false advertising of a product cannot be foreclosed by a midstream change in the product itself,"



THE SPREAD OF THE EAGLE

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Produced and directed by Peter Dews who created "An Age of Kings", "The Spread of the Eagle" features a cast of hundreds with a distinguished company including Robert Hardy, David William, Keith Michell, Mary Morris, Beatrix Lehmann, Barry Jones, Peter Cushing, Roland Culver, Paul Eddington. Produced by BBCtv in one-hour episodes, "The Spread of the Eagle" will be transmitted first in Britain this year.

You are invited to contact your BBC representative for further information on the series.

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the FTC said. "Were we to hold otherwise, a loophole or escape hatch of gigantic proportions would be created." Continental, the order said, has not established that the "new" "Six Month" wax is any different from the earlier product.

WIOK seeks denial of sale of WROK-AM-FM

WIOK Normal, Ill., informed the FCC last week that to avoid a concentration of communications media in the area of northern Illinois which lies outside of Chicago, the commission should deny the application by Rockford Broadcasters Inc. to sell WROK-AM-FM Rockford to WROK Inc.

WIOK said that the proposed assignee of WROK-AM-FM is wholly owned by the Bloomington Broadcasting Corp. which is licensee of WJBC-AM-FM Bloomington. WIOK said that due to the proximity of Normal to Bloomington it is in direct competition with WJBC-AM-FM. The Normal station also pointed out that Bloomington's only daily newspaper, *The Daily Pantagraph,* owns 50% of WJBC-AM-FM.

Bloomington Broadcasting also has 25% interest in WHBF-AM-FM-TV Rock Island which owns the *Rock Island Argus,* and has interest in KBUN Bemidji, Minn., WIOK said.

WIOK said that sale of WROK-AM-FM to the Bloomington broadcasting interests would create an anti-competitive concentration of broadcasting facilities. WIOK added that WROK Inc.'s connection with newspapers added to the concentration which would endanger the station's competitive position.

Several weeks ago the National Assn. of Broadcast Employees & Technicians requested that the FCC deny the sale of WROK-AM-FM on grounds that WROK Inc. had refused to honor the union's collective bargaining agreements with Rockford Broadcasters. NABET also charged that $400,000 for WROK-AM-FM is too excessive a price and would result in damaging the station's ability to maintain its performance standards.

SRA to hear Harris

Rep. Oren Harris (D-Ark.) will be guest speaker Tuesday May 16 at the sixth annual Station Representatives Assn. awards luncheon at the Waldorf-Astoria.

At the luncheon, the association will announce and confer its Silver Nail award for excellence in timebuying and the Gold Key award for leadership in advertising.

The FCC last week...

▪ Granted petitions by KOTA-TV (ch. 3) Rapid City, S. D., and the South Dakota State Superintendent of Public Instruction and assigned commercial ch. 11 to Lead, educational ch. 9 to Rapid City and switched the channel reserved for educational use in Pierre from ch. 22 to ch. 10. This realignment of reservations necessitated the substitution of ch. 7 for ch. 9 in Sheridan and ch. 4 for ch. 7 in Lander, both Wyoming.

▪ At the request of the Board of Regents of Eastern New Mexico U. and the State Dept. of Education, shifted educational ch. 3 from Roswell to Portales, both New Mexico.

▪ Designated for hearing, in order to clarify the issue of concentration of control, Midnight Sun Broadcasters' application to buy KIFW Sitka, Alaska, from Sitka Broadcasting Inc. Midnight Sun owns KFAR-AM-TV Fairbanks, KENI-AM-TV Anchorage, KTKN Ketchikan and has an interest in KINY-AM-TV Juneau, all Alaska.

FCBA schedules planning meet

The executive committee of Federal Communication Bar Assn. will meet May 9 to establish procedures for a public meeting to discuss the proposals issued by members of a special committee on revisions of the Communications Act. The documents, by Leonard H. Marks, on FCC organization; by W. Theodore Pierson, on freedom from censorship; by Philip J. Loucks, on political broadcasting, and by Reed Rollo, on the common carrier provisions (BROADCASTING, Jan. 28), are due to be published in the *Federal Communications Bar Journal* in an issue scheduled to be in the mails in the next week or two. The FCBA has already received 30-40 requests for copies of the monographs, including a number from Capitol Hill.

THE MEDIA

Rating services 'seal' under study

NAB COMMITTEE BELIEVED IN FAVOR OF ENDORSEMENT PROGRAM

The NAB Research Committee is leaning toward a "seal of good practice" for radio-tv rating services in its planned recommendations to the NAB board on what to do about the audience measurement crisis.

This reportedly is the direction taken by the committee in an executive meeting last Wednesday (April 10) in New York. Participants in the meeting, however, stressed that nothing definite was decided and no recommendations were adopted. Several courses of action were discussed and will be explored further.

A day after the research committee meeting, the RAB renewed its invitation for NAB support of a planned RAB study of radio measurement firms.

Under the seal proposal, the rating firms would be asked and encouraged to subscribe to an NAB-endorsed and supported program. A condition for use of the "seal" would be that subscribing measurement services agree to "instant audits" of their field work, sample, methodology and all ingredients of a particular survey. The audit would be taken by an independent firm commissioned by the NAB.

As far as antitrust laws would allow, stations using ratings would be encouraged to subscribe only to those firms which themselves operate under the "seal."

The NAB Research Committee, it is understood, also discussed all the other proposed solutions of the ratings problem brought out by the House Subcommittee on Investigations during the six-week hearing (see page 46). Particular emphasis was given to the RAB plan at the meeting and it was reported there is "no schism" between the two groups.

The committee plans a second meeting within the next two weeks with several "assignments" given members who are to report back at that time. It is expected that a definite recommendation to the NAB will be decided upon at this time and will form the basis of NAB President LeRoy Collins' promised report to the NAB board meeting June 20-24 in Washington.

The specific assignments include more detailed study of several proposals that have been put forth by individuals and groups. These include RAB, Tv Bureau of Advertising (BROADCASTING, March 4), Needham, Louis & Brorby (BROADCASTING, April 1), and Paul E. J. Gerhold, Foote Cone & Belding (BROADCASTING, April 1). Committee members are to analyze these various recommendations and get industry reactions.

Donald H. McGannon of Westing-



Photo by Moulin Studios.

San Francisco's Chinatown—the largest Chinese community outside of China itself with a population of over 40,000. A city within a city, Chinatown boasts its own hospital and staff, 4 daily Chinese language newspapers, 2 bilingual newspapers, library, police substation, low cost housing project, Improvement Association, plus 11 Christian churches and 2 Buddhist temples. Chinatown is just one example of the audience variety found in the important San Francisco-Oakland TV market.

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...is what **KTVU offers** the **viewer...and the advertiser.** Live sports, local events, top syndicated shows, post '50 movies...variety in programming to please the varied tastes of **the San Francisco-Oakland TV audience.** And for advertisers, **KTVU offers a choice of availabilities and rates** to deliver low cost per thousand campaigns. Variety is another reason KTVU is the **nation's leading independent TV station.** For availabilities call H-R Television or **KTVU.**

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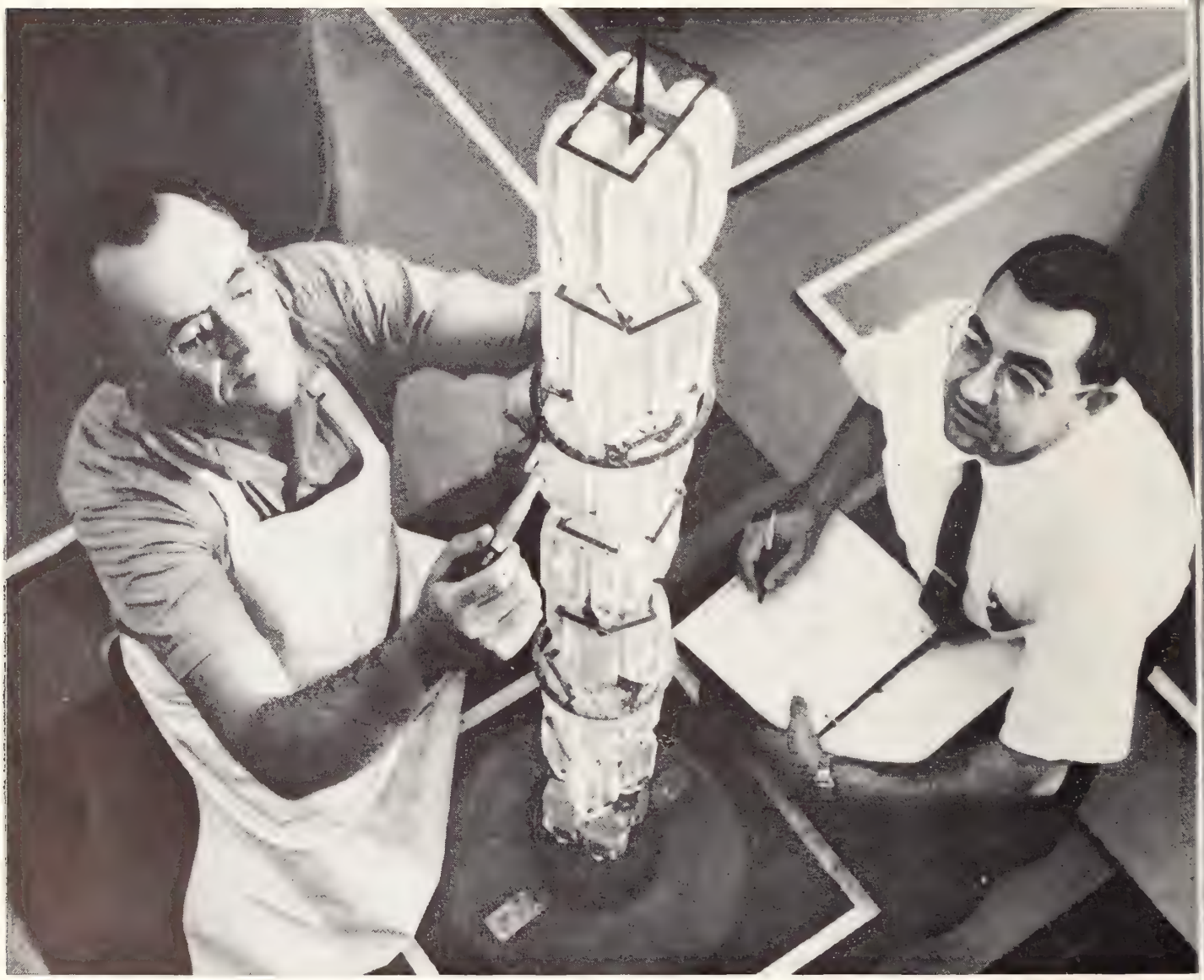
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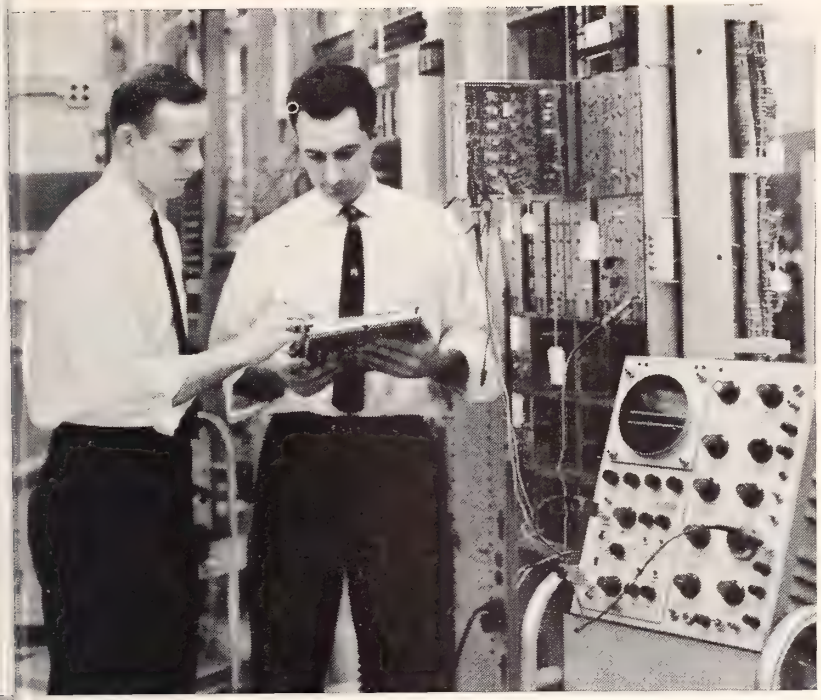
You may never see any of the products that Western Electric's Merrimack Valley Works turns out. Yet, you use them every time you make a telephone call.

At our plant in North Andover, more than 10,000 men and women use their various skills to produce microwave radio relays, telephone repeaters and other dependable carrier and transmission equipment needed by the New England Telephone & Telegraph Company and the 20 other Bell telephone companies across America.

Last year, paychecks totalling $60,000,000 were paid to Western Electric's Merrimack Valley employees, most of which was spent locally. More than 2,000 Massachusetts business firms benefited from the goods and services Western Electric purchased in doing its job as manufacturing and supply unit of the Bell System. In addition, our state, county and city taxes amounted to millions of dollars. As we help provide the nation with the finest telephone services, we are also able to make important contributions to the local economies in the cities where we work throughout the nation.



Man-Made Quartz Crystals are the result of years of research and development by Bell Laboratories and Western Electric engineers. With this 23-day process, crystals for filters and oscillators can be produced at a lower cost and of higher quality than natural quartz. Here, W.E. Product Engineer Nick Lias (right) examines a new batch of crystals with Charles Andrew, an attendant in the Merrimack Valley Works Quartz Crystal Building.



A Major Product of the Merrimack Valley Works is T-1 Carrier equipment, which allows many telephone calls to be transmitted simultaneously... another result of Western Electric—Bell Laboratories teamwork. A branch of Bell Labs at W.E.'s North Andover plant enables Western Electric engineers to work closely with members of the research and development organization of the Bell System. W.E. Planning Engineer Jerry Surette (left) and Ralph Powell, a Bell Labs Senior Aide, work on the redesign of a decoding board, an essential part of the new T-1 Carrier unit.



"Electronics and Communications have played a major role in the economic growth of Massachusetts," comments Raymond V. McNamara, Haverhill Gazette Publisher. "Western Electric's Merrimack Valley Works is an excellent example of this. And, W.E. people have made important contributions to the area through their active participation in community and civic affairs."



1962 Safety Fair was held at the Merrimack Valley Works last July as part of Western Electric's continuing, company-wide safety program. Smokey the Bear (portrayed by a W.E. employee), and many other exhibits and demonstrations on off-the-job safety, were visited by thousands of men, women and children from North Andover and the surrounding area. The fair was held in conjunction with Massachusetts Safety Month.

Over $140 Million was spent by Western Electric with New England suppliers during 1962. One such company, Pace Industrial Corp. of Portsmouth, New Hampshire, is operated entirely by handicapped people. The firm produces a device used to prevent overloading in carrier switching equipment. Below, President Dorothy Pace and W.E. Buyer Les Currier (left), look on as Frank Jolley, a Pace employee, connects the leads on one of these units.



house Broadcasting Co. is chairman of the NAB Research Committee. Others present last week included Vince Wasilewski, executive vice president of the NAB, representing Gov. Collins; Melvin Goldberg, NAB vice president for research; Willard Schroeder, WOOD Grand Rapids, Mich., and chairman of the NAB Radio Board until the convention two weeks ago; Nathan Lord, WAVE-AM-TV Louisville; David Adams, NBC; Tom Fisher, CBS. The network research directors joined the committee for lunch, including Julius Barnathan, ABC; Jay Eliasberg, CBS, and Hugh Beville, NBC.

RAB to Move ▪ RAB announced last week it would have a plan outlined by April 22 and be ready by then to begin talks with the Advertising Research Foundation regarding ARF consultation on RAB's "Research Into Radio Research" study (BROADCASTING, April 8).

Edmund C. Bunker, RAB president, said he reviewed RAB's plan and renewed the invitation to NAB in a "liason meeting" last week following the NAB Research Committee meeting.

He said that, as in his presentation at the NAB convention in Chicago the week before, he emphasized that RAB's study would be a radio project," directed with the interests of radio in mind," although "we will be happy to furnish television . . copies of the report and anything of value in providing know-how for improvement of television ratings—if we make any discoveries pertinent to both media."

"We are again urging that NAB join with RAB to help solve what is obviously radio's most pressing problem," Mr. Bunker said. "We would welcome NAB's financial support for the pilot study we plan to conduct."

He repeated his Chicago statement that if NAB will help support the radio ratings study "we will accept its counsel and give NAB an important place at the table in the adminstration of this project. We will welcome the support of any group." Although RAB plans to direct its proposed study, it is seeking ARF cooperation and guidance and plans to use an independent research organization. It has made plain that the study will be made only if it has pre-acceptance by major advertisers and agencies, and financial support by the radio industry.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ WGR-AM-FM-TV Buffalo, N. Y.; WDAF-AM-FM-TV Kansas City, Mo.; KFMB-AM-FM-TV San Diego, Calif.; KERO-TV Bakersfield, Calif.; WNEP-TV Scranton-Wilkes-Barre, Pa.; WDOK-AM-FM Cleveland, Ohio: Negotiations underway by Transcontinent Television Corp. with Taft Broadcasting Co. (see page 27).

▪ WHGB Harrisburg, Pa.: Sold by Herbert Kendrick to Herbert Schorr and Stanford Stevens for $250,000. Mr. Schorr, presently with WDAS Philadelphia, formerly had an interest in WFEC Miami, Fla., and in WRVM Rochester, N. Y. WHGB is a fulltime station on 1400 kc with 1 kw daytime and 250 w nighttime. Broker was Edwin Tornberg & Co.

▪ KAFE (FM) San Francisco, Calif.: Sold by Hal Cox to McLendon Corp. for $125,000. McLendon already owns KABL Oakland-San Francisco and KLIF-AM-FM Dallas, KILT and KOST (FM) Houston, KTSA San Antonio, all Texas, WYSL-AM-FM Buffalo, N. Y., and WYNR Chicago. KAFE, founded in 1958, operates on 98.1 mc with 100 kw.

▪ KDOM Windom, Minn.: Sold by Robert D. Thompson to Ralph Wylie Sterling for $40,000. Mr. Sterling is a management consultant. KDOM operates on 1580 kc with 250 w fulltime. Broker was Hamilton-Landis & Assoc.

Collins names committee to plan new NAB home

A new Washington headquarters for the National Assn. of Broadcasters moved closer to reality last week with the appointment by President LeRoy Collins of a special five-man building committee.

NAB Board Chairman Clair R. McCollough, president of the Steinman Stations, Lancaster, Pa., also will chair the building committee. Other members are Ben Strouse, president of WWDC-AM-FM Washington; Ben Sanders, president of KICD Spencer, Iowa; Joseph E. Baudino, Washington vice president, Westinghouse Broadcasting Co., and Payson Hall, president, Meredith Broadcasting Co., Des Moines, Iowa.

Late last year, the NAB purchased the property adjacent to the present building at 1771 N St., N.W., as a site for the new headquarters.

Writers continue contract talks with three networks

Negotiations on a new contract between the Writers Guild of America East and the three networks covering staff and freelance writers are expected to continue until deadline time tonight (April 15).

The pact, which originally expired

we have a research department, too

Radio, TV, newspapers—all of the media in which we are involved have a research department. But the facts we gather have a slightly different use; these are the facts both the buyer and seller of media properties need to do business. Countless satisfied clients can attest to the value of Blackburn "research." Not to have all of the data at your disposal could prove costly. Consult Blackburn.

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on March 31, was extended to tonight by agreement. It covers more than 200 staff writers on non-entertainment shows (largely news and public affairs) and an undetermined number who function as free-lancers.

The main obstacle to an agreement is the union's proposal for a wage increase. WGAE originally had sought a 15% increase for writers but is reported to have lowered its demand.

The base salary for news writers at ABC and CBS is $195 a week, plus time-and-a-half for work over 40 hours a week. The NBC rate is $214 a week with compensatory time off instead of additional payment.

A union spokesman said that if "progress is made," negotiations probably will continue beyond tonight's deadline.

Commercial tv comes to WNDT fiscal aid

Gifts from commercial television totaling $212,000 during the last 10 days have helped educational television station WNDT (TV) Newark-New York into a position where its Board Chairman Howard C. Sheperd feels the station can meet its financial obligations by the end of the present fiscal year June 30.

Speaking to a meeting of the board of trustees Thursday, Mr. Sheperd said "while we must still raise nearly $350,000 . . . I feel confident that we can and will do so."

CBS and NBC each contributed $100,000 to the station, and Metromedia (Metropolitan Broadcasting Co.) made a grant of $12,000. Earlier in the year, WPIX (TV) and RKO General contributed $50,000 each to the station; making a total of $312,000 commercial television has given the station this year.

Earlier Grants ▪ A year ago, CBS, NBC, American Broadcasting-Paramount Theatres, and group station owners, Metromedia and RKO General, made grants of $250,000 each toward the founding of the station. This year's grants raise to $1,562,000 the amount contributed to the station by commercial television.

CBS has also taken part in the support of educational tv stations WGBH (TV) Boston, KETC (TV) St. Louis and WTTW (TV) Chicago, and various other organizations. The network said it has granted a total of $825,000, plus technical assistance and facilities to these ventures.

In making its presentation, CBS President Frank Stanton said, "We believe in the tremendous capacities of television to supplement traditional tools of instruction."

Mr. Sheperd also told the trustees Thursday (April 11) that WNDT planned a budget reduction for the coming fiscal year of $256,000 (from $2,956,000 to $2,700,000) taking into account the fact that the corporation had received $800,000 in non-recurring or one-time grants in the current fiscal year. NBC's gift had been made, according to Board Chairman Robert W. Sarnoff "although ultimately we believe the station must rely on those sources (educational organizations) for its financial support."

In a move called by the board "in the interest of economy made necessary by the new budget," Richard D. Heffner, vice president and general manager of the station, was relieved of his duties. In a staff reorganization, the position of president and general manager will be combined and held by Dr. Samuel B. Gould, formerly president of the station.

3 to 4 in Berkeley today

One of radio's old-timer outlets, KRE Berkeley, Calif., is due to swap three call letters for four today (April 15).

The station, which started am operation June 11, 1922 will be identified as KPAT as the Wright Broadcasting Co. takes over its operation from Central California Broadcasters.

Wright Broadcasting, currently negotiating for other am and fm properties throughout the U. S., is moving into national headquarters June 1, in the new Sperry Rand Building, 1290 Avenue of the Americas, New York.

U.S. station airs editorials to Canada

WYSL-AM-FM Buffalo created international excitement just prior to the April 8 Canadian elections by broadcasting editorials critical of Prime Minister John Diefenbaker and favorable to his opponent, Lester Pearson. The incident was still a live topic last week.

Arthur Holt, McLendon stations vice president and manager of WYSL-AM-FM, said the editorials brought wide radio, tv and newspaper coverage including a seven-column front-page story in the *Toronto Globe & Mail*. He said the editorials, 105 seconds in length, were broadcast a score of times prior to the election.

The editorial "strongly" urged Canadians to elect Mr. Pearson, citing Mr.

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MIDWEST —Fulltime radio station in single facility market. Gross of $65,000.00 last year resulted in ownership earnings of approximately $20,000.00. Total price of $105,000.00 with 29% down. ***Contact—Richard A. Shaheen in our Chicago Office.***

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Diefenbaker's "ostrich-like attitude toward defense" and calling him "a bogus politician."

"We had an opinion and expressed it," Mr. Holt said. He added that copies of the editorial were sent to Diefenbaker headquarters but by that time the 48-hour hiatus on campaigning before election had become effective and the offer of reply time was not accepted. WYSL then created a composite statement from Diefenbaker supporters.

Mr. Holt said he was on the telephone one entire night at his home, answering calls from Canadian newsmen. J. Tyler Dunn, station news director, voiced the editorials. Mr. Holt contended U. S. radio stations have as much right to comment editorially on Canadian elections as Canadian newspapers, radio and tv stations have to comment on U. S. presidential elections.

A sidelight to the excitement developed April 7 when the *Buffalo Courier Express* carried an editorial voicing concern over broadcast commercials. The newspaper deplored "a specially objectionable aspect" — placement of commercials in a way "to make mincemeat of program entertainment when they might better be introduced before and after."

WYSL criticized the newspaper's position editorially April 8 and 9, citing "a couple of examples of journalistic mincemeat in the same Sunday edition in which they graciously offered their observations on overcommercialization." The station took the 24 pages in foldout news sections as an example, pointing out that of 60,000 total lines, only 5,500 are news or copy lines; 14 pages had no news whatever.

Where will the 1964 conventions be held?

POLITICAL PARTIES SHOULD MAKE SELECTIONS BY JUNE

Broadcasters should know by early June where to set up their microphones and cameras for the 1964 Democratic and Republican nominating conventions. Sites of the conventions should be decided by then—if present schedules of the parties' site committees are maintained.

The GOP group, whose chairman is Jean K. Tool, Republican state chairman of Colorado, meets in Denver May 17 to "consolidate findings." Divided into teams, the committee has sent one group to Miami Beach. Others will go to Atlantic City, Chicago, Dallas, Detroit, Philadelphia and San Francisco.

The Democratic site committee, headed by William Potter, national committeeman of Delaware, has finished its tours of Atlantic City, Baltimore, Chicago, Detroit, Miami Beach, Philadelphia and San Francisco. The group is scheduled to meet with media representatives in mid-May to hear requests for space, facilities and one city for both conventions.

J. Leonard Reinsch, executive director of the Cox Stations and chairman of the U. S. Advisory Commission on Information, has been accompanying the Democratic group on its tour in an advisory capacity for questions on media needs for coverage.

GOP Meeting ▪ A meeting with the Republican site committee and broadcasters was held in Washington with ABC, CBS, MBS, NBC and the independent broadcasters represented.

In effect all the broadcasters asked for the same things—plenty of floor space (at least 20,000 square feet each for ABC, CBS and NBC; 2,500 sq. ft. for MBS and 4,000 square feet for independents), air conditioned facilities in the convention hall, both conventions in the same city with a minimum of one week between them, or a minimum of two weeks if the conventions are held in different cities.

In 1960 the conventions were held two weeks apart. The Democrats met first at the then-new Sports Arena in Los Angeles; the GOP gathered at Chicago's International Amphitheatre. The physical separation caused broadcasters sizeable logistical problems.

Larry Beckerman, executive producer for ABC News Washington, said the network planned to send about 430 people—25% more than in '60—to cover next year's conventions. Of the cities seeking GOP favor, he said, Dallas posed the only real problem since ABC would have to transport video-

Baltimore candidate's equal-time problem

Equal time and free time have come to the fore in Baltimore where a local election is scheduled May 7.

At WCBM-AM-FM, Brenda C. Satterfield, who is running for a Republican City Council seat, has asked her 38 fellow candidates to waive equal time demands on the stations so she can return to the air as moderator of *Family Forum* and on-scene reporter.

Miss Satterfield, who at 21 is making her second bid for elective office in as many years, has been on the air only six weeks since March 1962. Last year she was a candidate for the Maryland House of Delegates, and because of Sec. 315, was off the air from the filing date through the November election. She went back on the air until late December when she filed in the current election.

In a letter to other candidates, asking them to waive the equal time provision, she said being off the air has been "an unnecessary hardship, entailing loss of overtime pay and the professional necessity of regular use of name and presence. . . . If all council candidates agree, I can assure you that: My broadcasts will be non-political; your name and courtesy will be mentioned in at least three broadcasts during the campaign; WCBM will adhere to its 'fair play' doctrine in every other phase of the campaign."

Miss Satterfield said 25 candidates had responded favorably and she expects the remaining 13 will also agree to the waiver.

No Sale ▪ At WBAL-TV, the station "contrary to its previous policy . . . will not sell any program time or announcements for political purposes."

The station offered free time to Democrats and Republicans running for the three major offices and both parties accepted. The schedule began with 5-minute programs and will run through Monday, May 6, with 5, 15 and 30-minute programs.

Brent O. Gunts, vice president and general manager, said the public should "have the opportunity to see, hear and evaluate the candidates for public office. The medium through which the candidates may most conveniently be seen by the greatest number of people, with a minimum of inconvenience to the candidates, is television. It is one of television's main purposes to keep the community informed and WBAL-TV does not believe that candidates should be pressed to procure funds in order to afford adequate television exposure."

The station estimates the time being offered in the campaign at more than $30,000. In the mayoralty race, incumbent Democrat Philip H. Goodman is opposing former Baltimore mayor and Maryland governor Theodore R. McKeldin.

Faulk to leave WINS

John Henry Faulk, one-time blacklisted newscaster, has been granted a release from a "long term" contract with WINS New York where he has been host of that station's *Program PM*.

Mr. Faulk's request to terminate the contract was agreed to, "with reluctance," by station manager Mark Olds. Mr. Faulk reportedly wants to devote more time to television activities and to a book he is writing for publication this fall. The book is described as an autobiographical account of his last 10 years.

tape equipment a long distance.

Bill Leonard, executive producer of the CBS News election unit, said about 400 would work on the conventions, 50 more than last time.

Mutual's Stephen McCormick, vice president of network news and Washington operations, said the network planned to have 75 people at the conventions.

Elmer W. Lower, vice president and general manager of NBC News, indicated the network's "convention task force" of 350-400 people would be about the same. He also stressed a need for adequate back-up video and audio circuits.

Speaking for the independents was Jim Snyder, chief of Westinghouse Broadcasting Co.'s Washington news bureau. He noted that at the 1960 conventions more than 800 of the 2,000 broadcasting personnel were with independent broadcasters. He said non-network personnel were crowded together —in relation to network space—in 1960, particularly in Chicago. In 1964 more independent people are expected, especially independent film crews, he added. A growing number of broadcasters have decided that their communities require the localized reporting which only their own newsmen can give to the national conventions.

Miami Beach has been viewed with skepticism by the networks because of limited video cable facilities to the North. However telephone company spokesmen have assured the city that if it is chosen as a convention site, adequate cables will be provided.

Another general concern of the broadcasters is air conditioning. In 1960 facilities left something to be desired, they said.

Parking space, hotel suites, working space in GOP headquarters hotel, outlets, camera platforms, audio booths and pool arrangements were also discussed at the meeting.



Successful election owes much to radio-tv

The political power that lies in effective broadcast presentation was forcefully brought home in Chattanooga, where 34-year-old Ralph Kelley has unseated Mayor P. R. Olgiati, who was seeking his fourth consecutive term.

Mayor-elect Kelley, shown presenting his "12 Steps to Real Progress" platform, used 10-, 20- and 60-second spots on radio and tv, daily 5-minute telecasts and several 30-minute specials. About 75% of his budget was spent on broadcasting. His campaign was managed by Bob Elmore, a partner in Goforth, Elmore & Assoc., a Chattanooga advertising agency and pr firm.

AWRT project to bring female observers to U.S.

Mrs. Lyndon B. Johnson, wife of the Vice president, will serve as honorary chairman of International Project I of the Educational Foundation of American Women in Radio & Television. Co-chairmen of the project are Mimi Hoffmeir of NBC and Ruth Walter of Voice of America.

The project, activated in cooperation with the U. S. Dept. of State, will bring foreign women broadcasters to this country to observe our radio-tv methods. The first group, consisting of three women from Korea, Cyprus and Norway, arrives today (April 15). Their itinerary includes visits to Washington, D. C. and New York; attendance at the AWRT National Convention in Philadelphia May 2-5, and separate trips to 18 local AWRT chapters.

Media invited to briefing

Broadcasters and editors have been invited by the Department of State to attend the sixth National Foreign Policy Conference, to be held April 22-23 in Washington. President Kennedy, Secretary of State Rusk and others will participate in sessions, many on the record, "intended to assist the information media in making available to the American public the maximum possible information in depth on current foreign policy issues," the department said in issuing its invitations. The first of these sessions were held in April 1961.

Racing club sued by NBC

NBC and Jerry A. Sims, an NBC-TV newsreel cameraman, have filed suit in Santa Barbara (Calif.) Superior Court, asking for more than $25,000 in real and punitive damages from the California Sports Car Club, Tom Lamona and Sam Diaz and various John Does, as an outgrowth of an alleged attack on Mr. Sims as he was covering the Santa Barbara road races last September. He charges that the defendants attacked him, threatened distruction of his camera and removed the film and exposed it to light. NBC seeks damages for interference with its business of newsgathering, syndicating and broadcasting and from the loss of income from the intended use of the destroyed newsreel footage.

SDX announces journalism awards

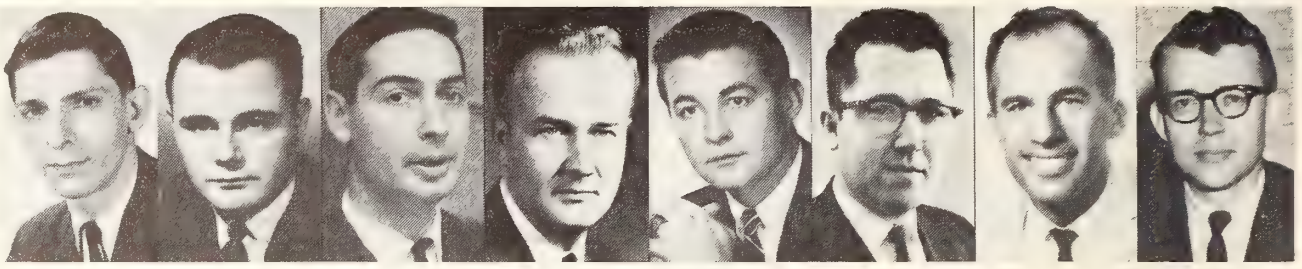
Sigma Delta Chi awards for distinguished service in journalism during 1962 were announced last Thursday for WINS New York, WBZ Boston, KWTV (TV) Oklahoma City, KGW-TV Portland, Ore. and Harold Keen, public affairs director, KFMB-TV San Diego.

The awards, given annually in 15 media categories will be made at the annual banquet ceremony at the Statler-Hilton hotel in Dallas on May 11 by Walter Burroughs, president of SDX and president and publisher of the Orange Coast Publishing Co., Newport Beach, Calif.

The WINS news staff received its award for radio reporting of the Eastern Air Lines crash in New York, Nov. 30, 1962. Their coverage was "complete, comprehensive and sympathetic."

WBZ's citation was for *Suburbia's Children,* a series of monthly programs on mental health problems. The series was "highlighted by resourceful public service radio broadcasting."

KWTV was selected for television news reporting by reporter Ed Turner and cameraman Bob Mathews of *The*



Mr. Haynes Mr. Horne Mr. Lewis Mr. Miller Mr. Plante Mr. Richter Mr. Sack Mr. Schoen

CBS Foundation names eight News Fellows

CBS Foundation Inc. last week announced the selection of eight CBS Foundation News Fellows for 1963-64.

Those awarded fellowships, a year of study at Columbia U., New York, for men and women in radio and tv news and public affairs, are Milton E. Haynes, editorial researcher, CBS News in New York; Richard L. Horne, news editor, writer and producer of WEEI Boston; Will I. Lewis, radio-tv news director, School of Journalism & Communications, and news director of WUFT (TV), etv station of the U. of Florida at Gainesville.

Also, Donald C. Miller, program supervisor of KUSD-AM-TV (U. of South Dakota) Vermillion; William M. Plante, news reporter-writer-announcer, WISN-TV Milwaukee; Robert Richter, manager of special projects, KOPA-TV Portland, Ore. (etv station); John Sack, features supervisor of CBS-TV's *Calendar* series; Louis S. Schoen, news reporter-photographer, WOW-AM-TV Omaha.

The news fellowships were set up in 1957 by CBS Foundation Inc., through which CBS makes educational, cultural and philanthropic contributions.

To date, CBS has spent an estimated $500,000 in fees and stipends for the project that permits broadcast journalists to extend their knowledge of the field. Fellowship grants, which include the payment of school expenses plus living costs, have averaged about $8,000 apiece. The 1963-64 year will be the seventh series.

War at Oxford. It was "an outstanding example of journalism excellence achieved by a local television station in the reporting of an event of national significance."

KGW-TV's award for public service in television was won for *Pollution in Paradise*, a program filmed by the station to "speak out on the health, economic and recreational problems tied to air and water pollution."

Mr. Keen, cited for his television commentaries, dealt with issues in "a clear, compelling and straightforward style at the moment they were timely and in the face of potential and actual opposition from an influential segment, if not majority of the community."

Media reports...

One week's sales ▪ Business written during the week of March 25 for KNX-AM-FM Los Angeles exceeded $188,000, according to James W. Ingraham, general sales manager of KNX-CBS Radio Pacific Network. Among the accounts contributing to this first-quarter record, of which $132,000 of this amount was booked in a single day, were General Motors, Cowles Publishing Co., Chrysler Corp., National Distillers, Humble Oil Co., Canada Dry, Tillamook County Creamery Assn. and Lanvin Inc.

News in stereo ▪ WFOL-FM Cincinnati has announced that it has been chosen to be the sole outlet in that city for the Radio Press International news service. WFOL-FM programs fulltime in stereo. The station said that placing emphasis on the news is part of its plan to improve its program format.

Overflow audience ▪ Closed circuit television gave 475 high school basketball fans in Rockford, Ill., a chance to watch a championship tournament game, after the gymnasium was sold out. WREX-TV Rockford set up the closed circuit coverage of the Auburn-East game on a Friday night in the school auditorium. The game was rebroadcast on video tape the following day over the ch. 13 facility.

What do kids think of tv?

A three-part research clinic to learn from children themselves what they think about tv kid shows and the type of film fare they prefer will be held this spring at the Wisconsin Center of the U. of Wisconsin, Madison, by the Wisconsin Assn. of the American Council for Better Broadcasts. The organization sponsored a major film seminar there last year.

On three successive Saturdays, May 18 to June 1, about 200 children will view typical tv kid films, both educational and entertainment, and will tell their adult group leaders what they think about them. Each tiny tot group will be tape recorded to help in the evaluation, Mrs. S. Morris Kupchan, president of the Wisconsin association, said. The children will be chosen to represent different age, sex and geographic factors. Adult discussion of findings will be included at the June 1 meeting.

WNYC-TV civil service test ▪ WNYC-TV New York, municipal station, will test applicants this June for five tv director positions at the station. The directorships are civil service jobs paying salaries ranging between $6,050 and $7,490. Further information is available at the New York City Dept. of Personnel, 96 Duane St. Applications must be filed there before April 23.

Tribute to rep ▪ Susquehanna Broadcasting Co.'s WARM Scranton, and WSBA York, both Pennsylvania, and WICE Providence, R. I., represented by Robert E. Eastman & Co., honors Eastman's Philadelphia office manager, Derrick Dyatt, at a "D-Day" celebration at the Warwick Hotel in Philadelphia Thursday (April 18). More than 100 agency guests were invited.

Piano tuning ▪ Vic Piano Assoc., recently-formed New York radio and tv representation firm, has distributed a 38-page booklet to some 3,000 stations throughout the U.S. outlining the firm's policies and introducing its executive personnel. The booklet stresses the company's intention to work in "problem" markets for "special situation" stations.

COURT FACES JURISDICTIONAL HURDLE

Must decide right to rule on industry music appeal

The issue of television stations' right to a narrower form of license for their use of music from the repertory of the American Society of Composers, Authors and Publishers was submitted to a federal Court of Appeals in New York last week.

But the court must first decide whether it has jurisdiction to consider the issue, brought up on appeal from a lower court. The jurisdictional question and the merits of the appeal were argued at the same time.

Judges Leonard P. Moore, Henry J. Friendly and Paul R. Hays of the Second Circuit Court of Appeals heard the arguments last Wednesday (April 10) and are expected to issue a decision within two weeks.

At the Source ▪ The case centers on efforts of the All-Industry Television Stations Music License Committee to obtain an ASCAP license that would not require tv stations to pay ASCAP for its music except when played in locally originated programs. Music in future syndicated programs and feature films would be licensed by ASCAP to the producers of these programs "at the source" instead of being paid for by stations directly, as now. (Network music is covered in separate agreements between ASCAP and the networks.)

Chief Judge Sylvester J. Ryan of the U. S. Southern District Court in New York ruled several months ago that ASCAP could not be forced to grant this sort of license. The All-Industry Committee appealed under the Expediting Act to the U. S. Supreme Court, which on jurisdictional grounds declined to consider the appeal. The committee then appealed to the Second Circuit Appeals Court, the normal channel for appeals.

ASCAP and the Dept. of Justice—which has an interest because ASCAP operates under a consent decree—contended the Court of Appeals lacks jurisdiction.

Arthur H. Dean of the New York law firm of Sullivan & Cromwell, appearing for ASCAP, argued that the All-Industry Committee is seeking a type of license not specified in the ASCAP consent decree and therefore is seeking, in effect, to modify that decree when it has no standing to do so.

Walter Mansfield of Donovan, Leisure, Newton & Irvine, counsel to the committee, contended that the consent decree entitles broadcasters to have ASCAP music fees fixed in court and that consequently they have a right to appeal.

Joel E. Hoffman, attorney for the Justice Dept., countered that if stations have been damaged by ASCAP their remedy is to sue the society for treble damages under the antitrust laws.

Questioning by the judges indicated some skepticism about the committee's right to appeal, although Judge Moore questioned the Justice Dept.'s position. He said he would have expected the government, having played a part in putting ASCAP under a consent decree, to side with the broadcasters.

'Block Booking' ▪ Mr. Mansfield said that in resisting the new form of license ASCAP was insisting on a sort of "block booking." All that the stations want, he said, is an extension of a principle already recognized: the right to exclude syndicated and feature-film programs from their licenses in the future, just as network programs are now excluded.

Mr. Dean argued that the stations should not be allowed to change a "fee proceeding" into one involving "modification of the consent decree."

The All-Industry Committee, headed by Hamilton Shea of WSVA-TV Harrisonburg, Va., represents more than 350 tv stations. ASCAP tv music licenses expired Dec. 31, 1961, but have been continued in effect pending a decision on new terms, with any changes to be retroactive to that date.

If the appeals court takes jurisdiction and decides that ASCAP can be required to issue the new form of license,



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JUPITER BROADCASTING



ABC Easter program uses new GE camera

A new four-vidicon color film camera, co-developed by ABC and General Electric Technical Products Operation, was used on tv for the first time on an Easter Sunday documentary (yesterday, 6:30-7:30) on a Bell & Howell *Close-Up* episode entitled "The Vatican." The show was colorcast on ABC-TV's owned stations and those affiliates equipped to transmit in color, the network said.

The new tv film camera, that ABC, through its president of the engineering division, Frank Marx, claims to represent a major breakthrough in tv color film transmission, was shown at the NAB convention in Chicago a few weeks ago.

The vidicon tubes serve as the camera's eyes. Standard color cameras have three such tubes, one for each of the primary colors of red, green and blue. One tube in the new camera produces a sharply detailed and bright monochome picture—the other three fill in the colors electronically and in a "coloring-book" fashion.

According to Mr. Marx, the new camera provides not only better reproduction of color film over conventional color film transmission but also a better reproduction when seen in black-and-white.

Mr. Marx (left in photo), and Robert L. Casselberry, general manager of General Electric's Technical Product Operation, Syracuse, N. Y., inspect the inner-workings of GE's vidicon camera.

ASCAP may appeal or the case may go back to Judge Ryan for further hearings on whether that form is "reasonable and should be granted. If the appeals court rules for ASCAP, the committee presumably will have a choice of procedures. These could include abandonment of efforts to get the new form and return to a straight fee-fixing proceeding before Judge Ryan; possibly some new form of litigation seeking the new type of license, or conceivably a new appeal to the U. S. Supreme Court.

Continental/International sells radio series

Continental/International Productions, producer-distributor of four hour-long syndicated radio series, has made sales in 14 U. S. markets and 30 sales abroad, according to Sydney Yallen, executive vice president. *This Is Steve Allen,* series of 260 programs, has been sold to KBEA Kansas City, Mo., KSFM (FM) Sacramento, Calif., KMAK Cedar Rapids, Iowa, and KCTY Salinas, Calif. Sammy Davis Jr.'s *That's Entertainment* series of 130 hours has been purchased by KDAY Los Angeles, WZUM Pittsburgh, WOOW Greenville, N. C., WCLS Columbus, Ga. This series has also been sold to the Macquarie network in Australia, plus other Australian stations, as well as in Hong Kong, Singapore, Malaya, Trinidad and Liberia. *Johnny Green's World of Music,* 260 hours, has been sold to KYME Boise, Idaho, and KSOM Tucson, Ariz. *The Milton Cross Show,* 260 hours, has been sold to KBUZ Phoenix, Ariz.; WGAR-FM Cleveland, and KSDO San Diego.

Mr. Yallen is currently on a sales trip in the East and Midwest on behalf of these radio programs. as well as the company's new tv comedy series, *Sebastian Cabot and the Crime Busters.*

STOP THE PRESSES!

Profitable fulltime radio station in beautiful, growing Pacific Northwest market. Sale includes $50,000.00 in land and building. Priced at $125,000.00 with $35,000.00 down and the balance out over thirteen years. Principals available to discuss this at Washington-Oregon state association meetings the end of this month.

Box E-267, BROADCASTING

NBC-TV plans 'Kremlin' show

NBC-TV cameras penetrate the Iron Curtain May 21 for a special hour-long color presentation, *The Kremlin.* Xerox Corp., through Papert, Koenig, Lois, will sponsor the show (9:30-10:30 EDT).

William R. McAndrew, NBC executive vice president in charge of news, said camera crews spent two months in the Kremlin and were granted access to areas denied Russian tv cameramen

and never before filmed by a foreign organization.

Premier Khrushchev will appear in the film entering the Kremlin for a state dinner, as will Lt. Gen. Andrei Vedenin, commandant of the Kremlin.

Economee's first quarter hits $2.7 million sales

Economee Television Programs completed sales totaling $2.7 million during the first quarter of 1963, presaging a record year, Pierre Weis, vice president and general manager, announced last week.

Highlighting the sales volume was a contract signed with KTWV (TV) Tacoma, Wash., covering 16 series. Mr. Weis noted that during the first quarter more than 175 individual sales were made, amounting to more than 10,000 half hours of programming, and said some stations bought several series.

The sales leaders were *The Ann Sothern Show*, *Bat Masterson* and *The Aquanauts*. Other contracts involved *Tombstone Territory*, *Highway Patrol*, *Sea Hunt*, *Men into Space*, *Science Fiction Theater* and *Rough Riders*. Mr. Weis said that sales made during the NAB convention were incorporated into the first quarter since convention business was written during the last days of March and continued through the early days of April.

Screen Gems to syndicate 'Naked City', 'Churchill'

Screen Gems Inc. has placed *Naked City* and *Winston Churchill: The Valiant Years*, into syndication, it was announced by Robert Seidelman, vice president in charge of syndication for SG.

Initial sales on *Naked City* have been made to WPIX (TV) New York and WGN-TV Chicago for a fall starting date. The stations will acquire 99 hours and 39 half-hours of the program, which is completing its fourth year on ABC-TV.

The Churchill series consists of 26 half-hour episodes and one 60-minute special. The programs were carried for two seasons on ABC-TV.

New Intertel program

Intertel members, Westinghouse Broadcasting Co. and the National Educational Radio & Television Center have produced cooperatively a one-hour documentary, *The Turkish Question*, a study of political and social problems in modern Turkey.

Intertel is a program production venture of the Australian Broadcasting Commission, Canadian Broadcasting Corp., Associated Rediffusion Ltd., WBC and NETRC.

Tv stations to jointly produce programs

TELEVISION AFFILIATES CORP. TO DISTRIBUTE THEM

Television Affiliates Corp. plans to make available to its subscribers later this year a group of public affairs-cultural programs that will be produced jointly by various tv stations throughout the country.

Robert Weisberg, TAC vice president, reported last week that at a meeting of TAC's board of directors during the NAB convention, a proposal was made that various TAC stations collaborate to produce segments of a specific half-hour and one-hour program. To date, TAC programs are produced in their entirety by individual stations and are included in the organization's library for distribution to members. Mr. Weisberg noted there are more than 100 programs in the library.

The suggestion met the unanimous approval of the TAC board of directors and the proposal will be placed before the annual meeting of program directors of TAC-affiliated stations in Chicago on June 13, Mr. Weisberg said. Subjects to be depicted and stations to be utilized as co-producers will be chosen during the programming conference. This production approach is intended to give the programs more depth and a more balanced view of a particular subject. Present plans are to produce at least four special programs during the remainder of 1963.

Six new stations were enrolled as TAC members at the NAB convention, Mr. Weisberg reported. They are WTVN (TV) Columbus, Ohio; WLBT (TV) and WJTV (TV) Jackson, Miss. (co-subscribers in that city); WZZM-TV Grand Rapids, Mich., and KAKE-TV Wichita, Kan. Fifty-four stations now belong to TAC, according to Mr. Weisberg.

'Price' to precede 'Casey'

ABC-TV plans to program *The Price Is Right* in a Wednesday night slot next season. It will be in the 8:30-9 p.m. period, preceding *Ben Casey* and following the new half-hour *Patty Duke* program. An advance listing of ABC-TV's nighttime schedule two weeks ago (BROADCASTING, April 1) though correct for all time periods covered, inadvertently omitted the Wednesday, 8:30-9 slot.

Stations DO Have Personality



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Statistic-Retail sales in the area covered (Grade B) by WPBN-TV, Traverse City, & WTOM-TV, Cheboygan, total $531,362,000.

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Nine times out of ten, if a man says (anywhere in Michigan) "I'm from Paul Bunyan Network," the response is: "How is Les these days, say hello from me."
Man after man, time after time, the immediate identification is with Les Biederman--an identification that personalizes the Paul Bunyan stations--that sells their products.

The PAUL BUNYAN STATIONS

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Soren H. Munkhof, Gen. Mgr. Paul Bunyan Bldg., Traverse City
Nat. Rep.-Venard, Torbet and McConnell -- Network Rep.-Elisabeth Beckjorden

M-i-c-k-e-y M-o-u-s-e spells dollars in syndication

Walt Disney's *Mickey Mouse Club,* which returned to the air last fall as a syndicated series after a three-year hiatus since the end of its network career on ABC-TV, is doing better in syndication than on the network, according to Vincent H. Jefferds, director of marketing for the character merchandising division of Walt Disney Productions. "It's now on 80 stations," Mr. Jefferds said "and we expect the number to hit 150 in the next two months."

One reason for optimism is a promotional film he has just completed to help the salesmen of Buena Vista Distributing Co., Disney's syndication arm, tell the *Mickey Mouse Club* story. And, as the film tells it, it's a pretty impressive story. Since last fall, when the series started, stations carrying the program have seen their audience rise 34.5%, on the average, for the time period over the figure for the previous year, with more than half (57%) of these stations standing in first place in their markets while *Mickey Mouse Club* is on the air.

The stations which had already ranked first in their markets (48%) have not only kept top place but have boosted their ratings by 18.2%, the film states. Stations which were in second place (34%) moved into first with an average rise in ratings of 57.5%. Stations which had been in third place have moved up with an average rating increase of 171.4% over the preceding year.



Some of the Mouseketeers as they appeared nine years ago, when the series was new and they were young.

Mickey Mouse Club has attracted advertisers as well as audience, according to the promotional film, which states: "Many important sponsors have instructed their agencies to buy heavily wherever the show is placed." The program's sponsor list includes Colgate, Post cereals, Nestle, Continental Baking, Sunkist, Kellogg, Coca-Cola, Seven Up, Cracker Jack and Malt-o-Meal, all the leading toy companies and Safeway and Kroger food chains.

Quality Sells ▪ One reason for this top-drawer list is the quality of the program material, Mr. Jefferds explains. More than $16 million was put into the production of the 280 hours of *Mickey Mouse Club* shows which, after some editing for syndication, leaves enough for more than three years of programming on a half-hour a day, five days a week basis. And, he noted, new material is being added and interspersed with the original content, so "if we wanted to we could go on forever."

Another reason is the program's merchandising adjuncts, available to "substantial sponsors who commit for at least 26 weeks." Using Kroger as an example, the film shows window and interior display sheets fea-

NBC-TV buys 'Fireball', 3rd series from ITC

Independent Television Corp. has sold its half-hour *Fireball XL5* series to NBC-TV, representing the third ITC program to be carried on the network next fall, Abe Mandell, ITC executive vice president, announced last week.

For ITC, a subsidiary of Britain's Associated Television Ltd., the sale of three programs to NBC-TV in one year represents a "breakthrough," Mr. Mandell noted. The other series are *Espionage,* a one-hour program produced in association with Herbert Brodkin, and *Fury,* which has been on the network seven years.

NBC-TV will schedule *Fireball* Saturday, 11-11:30 a.m. It consists of 39 half-hour science fiction episodes set in the 21st century.

'Untouchables' sold to six

The Untouchables, put into syndication on the eve of the NAB convention in Chicago, has been sold to the six Metromedia stations, it has been announced by Richard Dinsmore, vice president and general manager of Desilu Sales Inc.

Metromedia stations are WNEW-TV New York; WTTG (TV) Washington; KMBC-TV Kansas City, Mo.; KOVR (TV) Sacramento, Calif.; WTVH (TV) Peoria, and WTVP (TV) Decatur, both Illinois.

NBC Films syndicating space cartoon series

A new half-hour cartoon series, *Astro Boy,* is being released for syndication by NBC Films, Morris Rittenberg, president of the network unit, has announced.

The animated series is being produced by Video Promotions Inc., Hollywood and, according to Mr. Rittenberg, the production budget for 52 half-hour episodes will be in excess of $2 million. The series centers around the interplanetary adventures of a youngster in the 21st century.

Mr. Rittenberg noted that *Astro Boy* represents the first syndicated program to be released by NBC Films in three years. It is scheduled for distribution this spring.

Hollywood Tv Service releases more serials

Hollywood Television Service has added 16 Republic "cliffhanger" serials never before released to U. S. tv to its library, which now includes 46 serials, made up of 577 installments. Of these, 202 are science-fiction and 128 jungle adventure. The new additions include *King of Jungleland* starring Clyde Beatty, *Underseas Kingdom, King of the Rocket Men* and the Rod Cameron starer *Manhunt in the African Jungle.*

The new package was officially announced at the NAB convention in Chicago, although a pre-release sale had already been made to WPIX (TV) New York. David Bloom, HTS sales manager, said the company's sales of cliffhangers in the first three months of this year equalled the entire receipts for these films last year. He attributes the boom to the company's persistent campaign to have the episodes shown on a daily strip basis.

"Attempts to program serials with full week intervals between chapters during the earlier days of television just about killed them off as effective sales

turing Disney characters, special Mouseketeer Club trading stamp books for youngsters who collect their own stamps, Mouseketeer hats redeemed for Kroger bread wrappers, Disney characters in peanut butter and jelly glasses, family contests with trips to Disneyland as prizes, character cut-outs and records, shelf talkers and counter displays.

Merchandising assistance is available to stations as well as advertisers, Mr. Jefferds says. Personal appearances of Chief Mouseketeer Jimmy Dodd, the kids and the Disney characters can be arranged to help launch the broadcasts, their sponsorship, or to help jack up ratings where they are below the national average. There is a heavy demand for Disney merchandise, he reports, noting that from a slow start in the fall, orders for Mousketeer hats now total 24,000 a day.

Half of the stations start the *Mickey Mouse Club* at 5 p.m., with 30% starting before then (mostly at 4:30 p.m.) and the remainder later than 5 (chiefly 5:30 p.m.). Outside the U. S., the series is "doing great" where there is open competition, but it has been impossible to clear time for 2½ hours a week in countries where tv is government controlled, Mr. Jefferds said.

product," Mr. Bloom stated.

"It is understandable that this practice was adopted in view of their success in theatres on a Saturday matinee exhibition policy. But cliffhangers simply cannot be treated on tv as they were in theaters and still maintain the suspense so vital to their entertainment content," he explains. "This suspense factor is diluted by the vast amount of other tv entertainment beamed between weekly showings."

Program notes...

Griffin for Skelton ▪ Merv Griffin has been selected as host of *Talent Scouts,* which replaces *The Red Skelton Hour* this summer on CBS-TV (Tuesday, 8:30-9:30 p.m.), starting July 2. Sponsors of *Scouts* will be the regular advertisers on *Skelton*: Best Foods (Lennen & Newell), S. C. Johnson & Son (Foote, Cone & Belding), Lever Bros. (BBDO) and Philip Morris (Benton & Bowles).

Nation's response ▪ "Shape of the Nation," a half-hour physical fitness program, will be presented on the Army's *Big Picture* tv series during the weeks of May 6 through 18. Host-narrated by Bob Hope and Jerry Colonna, the film will be carried by 350 tv stations in conjunction with the President's Physical Fitness Council and the U. S. Junior Chamber of Commerce.

Western tandem ▪ Four Star Distribution Corp. is filming introductions and bridges, enabling its two off-network series, *The Rifleman* and *Dick Powell's Zane Grey Theatre,* to be scheduled by stations as a one-hour western block. Chuck Connors, star of *The Rifleman,* is featured on the introductions and bridges.

Night at theatre ▪ KDKA-TV Pittsburgh, the Pittsburgh Playhouse and Stoney's Brewery are collaborating for an April 25 telecast of "Angel Street," Broadway show now playing the Iron City. The pickup will be 7:30-9 p.m. from the station's Gateway Center studio where sets have been specially designed by Art Director Jack Guest. The play originally was on Broadway and in the movies as "Gaslight." Agency is Cavanaugh Morris Adv., Pittsburgh.

McLendon Broadcasting to enter catv field

McLendon Broadcasting Co., which owns five southern radio stations, last week announced plans to join the growing list of broadcasters who have entered the community antenna tv field. John McLendon, president, announced the formation of McLendon Cablevision Co. "to construct and operate catv systems in the southeastern U. S."

At the same time, he announced that catv veteran Fred R. Rutledge has been appointed executive vice president and operational manager of Cablevision. Mr. Rutledge, former president of the California Catv Assn., has operated catv systems for Jerrold Electronics and H&B Communication Corp.

McLendon Cablevision does not presently own any systems or franchises for catv but it was reported the company is negotiating to buy several operating systems in the Southeast. Company headquarters will be in Jackson, Miss.

McLendon Broadcasting owns WOKJ Jackson, WENN Birmingham, Ala.; KOKY Little Rock, Ark.; WYOU Tampa, Fla.; and KOKA Shreveport, La.

'A la Carte' sold to 16

Mark Century, New York, reports the sale to 16 stations, all in major markets in the U. S. and Canada, of its new "Radio a la Carte" programming service. The firm said all 16 sales were made in February of this year.

'Workshop' shows going to Educational Network

Repertoire Workshop productions of the five CBS-owned tv stations will be given to the Eastern Educational Network, it was announced last week by Merle S. Jones, president, CBS Television Stations Div.

Each CBS-owned tv station is producing seven shows for the *Workshop* series this year, creating a programming pool of 35 half-hours for telecasting on each of the five stations. Of the 35 half hours, 16 will be selected by the educational station group for programming to begin in May.

Eastern Educational Network stations receiving the programs are WETA-TV Washington; WGBH-TV Boston; WMHT (TV) Schenectady; WNED-TV Buffalo; WQED (TV) Pittsburgh; WENH-TV Durham, N. H. and WCBB (TV) Augusta, Me.

Object of the *Repertoire* series as explained by the CBS Tv Station Div. is to introduce new talent and to showcase performers of professional caliber who lack star-credit status.

North offering 'Action'

A new program package division has been formed by North Adv., Chicago, to offer a two-hour daily, five times weekly radio program service, *Action,* under supervision of William E. Connor, vice president. *Action* format includes celebrity interviews, current affairs, beauty hints and other features designed for young adults. North President Don Nathanson is part owner of KFBB-AM-TV Great Falls, Mont., KTWO-AM-TV Casper, Wyo., and KKAR Pomona, Calif.

Las Vegas recording studio

A modern commercial recording studio in Las Vegas will be constructed by United Recording Corp., Hollywood. One large and one small studio and master control facilities will be contained on the Western Avenue property, according to M. T. "Bill" Putnam, president of United and Western Recorders of Hollywood and Coast Recorders of San Francisco. Mr. Putnam is also founder and board chairman of Universal Recording in Chicago.

Clark show on 36 stations

The *Dick Clark Show,* produced by Mars Broadcasting Inc., has been bought by 12 more radio stations, bringing the total number of stations carrying the two-hour show to 36 and raising the total sales mark to nearly $350,000.

New stations signed: WKIX Raleigh, N. C.; WKYE Bristol, Va.; KOEL Oel-

wein and KMNS Sioux City, both Iowa; KRGI Grand Island and KFOR Lincoln, both Nebraska; KSAL Salina and KLIB Liberal, both Kansas; KIXZ Amarillo and WACO Waco, both Texas; WRGA Rome, Ga.; and WMEX Boston.

11 writers to script 'Adventure' series

Top names in music composition and in script writing have been selected by CBS-TV for its new *The Great Adventure* series that will be on the network, Fridays, 7:30-8:30 p.m., next season. Originally this series was called *The Free and The Brave*. Its episodes will dramatize historical events in the U. S.

Richard Rogers has been signed to compose the series' theme music and 11 writers have been assigned to script the shows. The writers and and some shows they've worked on: Charles Beaumont (*Twilight Zone*), George Bellak (*The Defenders, The Nurses, Playhouse 90* and *Studio One*), A. I. Bezzerides (motion pictures, novels), Otis Carney (*The General Electric Theater* and feature films, books), Francis Cockrell (*Alfred Hitchock Presents, Alcoa Premiere* and the *General Electric Theater*), David Davidson (*Defenders, Playhouse 90,* novels), Emmett Lavery (stage and screen credits), Arthur B. Tourtellot (*The March of Time, Crusade in Europe*), Malvin Wald (*Hollywood, The Golden Years, Playhouse 90, Climax* and feature films); Jerome Lawrence and Robert E. Lee, co-authors of Broadway's "Inherit the Wind" and "Auntie Mame" and motion pictures).

World War I history on CBS

CBS News announced plans last week for a tv documentary series dealing with the history of World War I, which will be programmed during the 1964-65 season. The study, entitled "The Great War," will be produced by John Sharnink in association with Burton Benjamin and Isaac Kleinerman.

Blair Clark, CBS News general manager and vice president, explaining the series last week, said it would give a detailed account of the period from 1900 through the Russian revolution.

Notre Dame 'Hamlet' available

WNDU-TV South Bend, Ind., has announced that it is making a U. of Notre Dame production of Shakespeare's "Hamlet" available to stations that are interested.

The two-hour video-tape show was produced and directed by the Rev. Arthur S. Harvey, C.S.C., who is director of the Notre Dame's theater.

WNDU-TV will make the play available to stations if they supply the video-tape stock and handle shipping charges. There is also a fee of $50 to stations that charge less than $700 per hour for network time, and $100 for stations that charge more than $700 per hour.

FINANCIAL REPORTS

Storer gets $12.5 million for Class B stock

STOCKHOLDERS APPROVE PURCHASE AT $28.50 A SHARE

Stockholders of Storer Broadcasting Co., by more than two-thirds vote of both classes of the company's issued and outstanding stock, have voted to approve the purchase by the company of George B. Storer's 439,700 shares of Class B common stock at $28.50 a share.

This will reduce Mr. Storer's holdings from 858,290 shares of Class B stock to 418,590 (20.9%). Mr. Storer, who is chairman and chief executive officer of the broadcasting company, retains the right as trustee to vote an additional 206,250 shares (10.4%) of Storer stock, giving him a total vote of 31.3%.

The company will buy the stock for $12,531,450 cash and it will be held as treasury stock, available for future acquisitions as necessary, the company said. The transaction will be financed by an eight-year bank loan of $15 million at 5%. The excess of the bank loan over the purchase price of the Storer stock will be used for other corporate purposes, including repayment in full of an existing $5 million bank loan.

The Class B shares, not traded publicly, are convertible to Class A common stock on a share-for-share basis. They have been receiving an annual dividend of 50 cents a share; regular common dividends have been running at $1.80 a share, and closed at $35.75 on the New York Stock Exchange on April 8.

First quarter earnings, the company announced at the stockholders meeting last week, were the largest in its history before non-recurring gains. On net revenues of $3,361,468, net income after taxes was $1,627,218 (67 cents a share). For the same period in 1962, net revenues were $2,862,030, with net income before non-recurring gains of $1,238,627 (51 cents a share).

Merrill B. Johns Jr., a midwest investment executive and rancher, was elected to the Storer board. All other directors were re-elected for regular one-year terms.

Storer Stations are WGBS-AM-FM Miami, WHN New York, KGBS Los Angeles, WIBG-AM-FM Philadelphia, WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WJW-AM-FM-TV Cleveland, WAGA-TV Atlanta and WITI-TV Milwaukee. Storer also publishes the *Miami Beach Sun* and controls Standard Tube Co., Detroit.

20th-Century Fox has $39 million loss in '62

Twentieth-Century Fox Corp. announced last week that the company had a loss of $39,796,094 for the year ended Dec. 29, 1962, larger than the company's earlier estimate of a $30 million loss.

The loss includes $33,374,000 representing "downward revision of inventory values of pictures in release at the end of the year and other reserves and writeoffs." Fox noted that the loss made it possible to claim a refund of $7,327,691 in federal income taxes paid in 1959 and 1961. It added that approximately $20 million of 1962 losses can be carried forward and will be available of offset future profit for tax purposes.

Fox's total income dipped to $96,355,871 from $114,665,797 in 1961. Film rentals, including television, amounted to $90,201,567 as compared with $107,476,709 in 1961. Television licensing contracts in 1962 amounted to $2,758,354 as against $2,820,542 in 1961.

This financial information was provided by Fox in a written statement. The full annual report will be issued on or about April 20.

Broadcasting net up 11.4% for Outlet Co.

Both gross sales and net revenues in tv and radio operations of The Outlet Co. showed substantial increases for the fiscal year ended Jan. 31, Joseph S. Sinclair, president of the company, has reported.

Net earnings from broadcasting were up 11.4% to $900,259. Last year net earnings from broadcasting totaled $807,886.

The Providence, R. I., department store owns WJAR-AM-TV that city and has pending FCC aproval on its $5.5 million purchase of WDBO-AM-FM-TV Orlando, Fla. The company is also a 50% owner of Salt City Broadcasting Corp., an applicant for ch. 9 Syracuse, N. Y.

For the 12 months of the fiscal year,

total revenues were $19,454,270 compared to the previous year's $19,329,437. Net income after taxes was $945,007 ($1.90 a share) after deducting a special non-recurring charge primarily for the demolition of a warehouse. In 1961, net earnings were $958,820 ($1.93 a share).

Dynamics Corp. purchases International Electronic

Dynamics Corp. of America, New York, producer of communications equipment, has purchased International Electronic Research Corp., Burbank, Calif., manufacturer of heat dissipating devices for electronic tubes and transistors, for a combination of DCA preferred and common stock, valued at approximately $7 million.

The transaction included acquisition by DCA of the three manufacturing divisions of IERC and majority interests of two IERC subsidiaries; 97% of Riggs Nucleonics Corp. and 80% of High Reliability Circuit Systems.

DCA reported net earnings for 1962 of $3,572,778 on sales of $75,014,106. IERC reported sales of $7,674,644 for the year and profits of $583,145.

'Felix' leads earnings parade at Trans-Lux

Trans-Lux's *Felix the Cat* series "continues to enjoy the best earnings record" of any of the company's tv series, Percival E. Furber, chairman of Trans-Lux Corp. has reported in the company's yearend financial report.

For 1962 Trans-Lux had consolidated gross revenues of $7,063,617 with net income after taxes of $616,539 (83 cents a share). This compares with the previous year's gross of $6,904,702 and net of $567,379 (76 cents a share).

Trans-Lux expects to start in September national release of *The Mighty Hercules* series of cartoon programs for tv. Each episode is 5½ minutes long. It has also signed for a children's comedy series *Mack and Myer—For Hire,* starring Joey Fay and Mickey Deems. Trans-Lux also distributes feature film for tv and to movie houses, owns 15 theatres in five cities and operates a communications service (stock market ticker projection, closed circuit tv for brokers' offices).

Cowles 1962 net earnings top $3 million mark

Cowles Magazines & Broadcasting Inc. reported net income after taxes of $3,447,209 ($1.16 a share) on gross income of $118,509,729 for 1962. This compares with 1961's net of $2,843,311 ($1.05 a share) on a gross of $103,738,574. The 1961 net income includes a gain of $487,943 from the sale of WHTN-TV Huntington, W. Va. to Reeves Broadcasting & Development Corp. for $1,925,000.

Cowles owns KRNT-AM-TV Des Moines and has pending FCC approval for the $8 million purchase of WREC-AM-TV Memphis, Tenn. It also publishes *Look* and *Family Circle* magazines, the *San Juan* (P.R.) *Star,* the *Gainesville* (Fla.) *Daily Sun,* the *Insider's Newsletter,* and books and encyclopedias.

Financial notes . . .

Six months net ▪ Official Films' unaudited figures for the six months ended Dec. 31, 1962 show a net profit before taxes of $11,000, Seymour Reed, president, has reported to stockholders.

Audio Devices net up ▪ Audio Devices Inc., New York (magnetic tapes), reported 1962 net income of $457,587 (54 cents a share) on net sales of $8,177,588. This compares with 1961's net income of $308,456 (36 cents a share) on net sales of $7,350,710.

Chirurg & Cairns up 20% ▪ Chirurg & Cairns Inc., one of few publicly owned advertising agencies, has reported to its stockholders an increase in equity of $102,423 during the past year, and a Dun & Bradstreet rating of A-plus-A1. President Wallace L. Shepardson said, "We have on the books as a result of growth from present clients and the addition of new accounts, an increase in volume of approximately 20% over a year ago."

AB-PT dividend ▪ American Broadcasting-Paramount Theatres Inc. has declared the second quarterly dividend of 25 cents a share on outstanding common stock of the corporation, payable June 15, 1963, to stockholders of record on May 17, 1963.

Tower up ▪ Tower Communications Co., Sioux City, Iowa, announced consolidated sales and earnings of over $11.8 million for 1962 with earnings before federal income tax of nearly $680,000. Both exceeded 1961 figures of $7.4 million sales and $450,000 earnings. Firm's backlog Dec. 31 totaled $4.6 million. Tower and its subsidiaries design, manufacture and install buildings, towers and passive reflectors for use in microwave systems.

WINS up 50% ▪ WINS New York has registered highest first quarter billings in its history, according to Arthur Harrison, WINS sales manager, who reported business up 50% over the first three months of 1962. This gain does not include increases atttributable to the New York newspaper strike.

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MONTREAL SALE STOPPED

BBG says CFCF-AM-FM transfer would set bad precedent; also denies sale of tv in Victoria

Authorization to purchase CFCF-AM-FM Montreal, Canada's oldest station, by suburban Montreal station CKVL-AM-FM Verdun, was denied by the Board of Broadcast Governors at its meeting at Ottawa late in March. BBG announced the denial on April 5 at Ottawa, along with denial of the bid from CKNW New Westminster, B. C. (a suburb of Vancouver), to purchase CHEK-TV Victoria, B. C. The BBG felt it would be setting a bad precedent in approving the sales. In the case of Montreal, this would give the new owners two am and fm stations in Montreal. In the CHEK-TV purchase, this would give CKNW a tv outlet which could be focused primarily on Vancouver, already with two tv stations.

BBG recommended Canadian Broadcasting Corp. for a new tv station at St. John's, Nfld., on ch. 8 with 196 kw video and 98 kw audio. The recommendation to the minister of transport for this license stated that transmission should not be before Oct. 1, 1964, and that for the first two years the station refrain from obtaining local or national spot business. CBC will assist CJON-TV St. John's, independently-owned station now on CBC network, to obtain microwave facilities for alternate network facilities from the mainland, and will cooperate with CJON-TV to ensure that Newfoundland has alternative tv network service.

CBC was recommended for a tv rebroadcasting station at Port Rexton, Nfld., to pick up programs of the new St. John's, station on ch. 13 with 17 kw video and 8.5 kw audio.

CJOX-TV Argentia, Nfld., was authorized to change from ch. 10 to ch. 3, and increase power from 200 watts to 6.7 kw video, and from 100 watts to 3.4 kw audio.

CJCN-TV Grand Falls, Nfld., is authorized on ch. 4 to increase power from 8.6 kw to 26 kw video, and 4.3 kw to 13 kw audio.



K&E in Spain

David C. Stewart (r.), president of Kenyon & Eckhardt, looks on as Alfonso Fierro, founder of Publinsa Advertising and Marketing, Madrid, signs contract in New York under which K&E acquires a stock interest in the Spanish agency. The agency henceforth will be called Publinsa-Kenyon & Eckhardt with Mr. Stewart and Giancarlo Rossini, K&E international vice president, serving on the board of directors.

IRTS panel to discuss overseas use of spots

The problems of preparing tv commercials for use overseas will be discussed at a series of six workshops sponsored by the International Radio & Television Society.

The series, which begins tomorrow (Tuesday) and continues each Tuesday until May 21, will be held in New York at the Johnny Victor Theater, 5:30-7 p.m. Each session will be an open forum discussion led by a panel aided by samples of filmed commercials. Registration fee is $15.

Topics include "Universality of Approach" (April 16); "Interchange of Ideas" (April 23); "Control of Content" (April 30); "Legal and Ethical Considerations" (May 7); "Creative Challenge" (May 14); and "Wrap Up and Philosophy" (May 21).

Registration, limited to 60, may be made at IRTS' office, 444 Madison Ave. Non-members of IRTS will be accommodated subject to space availability.

Three British companies plan joint pay tv test

Three companies with a major interest in Britain's television, radio and entertainment industries are pooling their resources and applying for a license to take part in British experimental pay tv services.

They are: the Associated British Picture Corp., the $78 million motion picture group whose subsidiary, ABC Television, provides the independent television programs for the Midlands and the North of England on weekends; British Relay Wireless & Television, the $48 million relay and rental group, and British Home Entertainment, a new company formed by a number of big names in the entertainment world to promote programs produced specifically for pay television.

The purpose of the experiments is to establish whether there is an adequate demand for such a system in Britain and also whether it can provide a satisfactory type of program.

If the experiments prove successful and the government decides to allow the introduction of pay tv on a permanent basis the three groups will continue to operate—and hope to expand—on a joint basis.

BBC to get 100% of tv set license fees

Starting Oct. 1, the BBC is to get an extra $36 million a year from tv license fees. This was announced by Britain's Chancellor Reginald Maulding in his budget proposals last week.

At present, British viewers pay an annual fee of $11.20 but the government keeps $2.80 of this as tax. This tax will now be abolished and the money diverted to the BBC. Thus the viewers' bill will be unchanged but the BBC, instead of only getting three-fourths of it, will now receive all.

BBC faces a steep rise in the cost of its services—principally for the provision of its second tv network, due to start transmission in a year's time.

BBC forecasts that it will soon need even more money and British viewers will probably be asked in 1965 to pay $16.80 a year for their set licenses.

Japanese tv will permit feature film showings

Sale of feature films for exhibition on tv in Japan will be permitted subject to approval by Japanese Finance Ministry, according to the Motion Picture Export Assn. of America.

MPEA issued a clarification statement following published reports that Japan planned to ban feature films intended for tv during 1963-1964 fiscal year, which began April 1 (BROADCASTING, April 1).

CBC-TV buys MGM features

A total of 18 post-'48 MGM feature films have been licensed for telecast by the Canadian Broadcasting Corp.

CBC-TV will televise nine feature films from MGM's 30/63 group and

Foreign production not neccessarily easier or cheaper

U. S. producers who plan to tape or film television programs abroad must be prepared to cope with myriad problems in the areas of customs, transportation, insurance and language, Gil Cates, executive producer of the *International Showtime* series on NBC-TV, revealed last week after returning to New York from an extensive shooting schedule in Europe.

"This all adds up to expense," Mr. Cates said, "and I want to offer a word of caution to any producer who thinks it's cheaper to produce abroad. It isn't. I would say that when you add the costs of transportation of equipment and crews, customs and duties, insurance and the money it costs just because you don't know the language perfectly, your budget is just as high as for a comparable show made in the U. S."

Each one-hour episode costs about $100,000, he said.

Mr. Cates stressed that shooting abroad enhances the value of a program like *International Showtime*, which presents performances of circuses, ice shows and variety and magic acts, from the main centers of the world. During the past two seasons, the program originated from Munich, Paris, Tokyo, Vienna, Antwerp, Copenhagen, Bern and Lille, France. Budapest, Innsbruck, Amsterdam and several other cities not yet selected will be added for the 1963-64 season.



Gil Cates (r), and his brother, Joseph, also associated with the tv series now in its second year on NBC-TV, are shown on location at Mount Hafelkar, Innsbruck, Austria.

Mr. Cates utilizes a key production group of seven Americans including a continuity writer, a lighting director and a producer, and employs other technical and general help in the countries in which the program originates. The unit has two tape machines of its own and an electrical generator. Mr. Cates explained that this is necessary because the show, although sold in some foreign countries, is produced primarily for the United States audience and must meet American technical standards. Don Ameche, the host, travels with the show to each locale.

Mr. Cates advises producers planning to work abroad to enlist the cooperation of government and entertainment company officials in various countries and, later, to keep a file of business organizations and personnel that may be useful on return business trips.

nine from a recent group of 30 licensed to NBC-TV for use on the network next fall.

MGM's 30/63 features, available on a market-by-market basis, have been licensed in an additional 13 markets in the United States this month, bringing the total domestic market to 42 since the first of the year.

Three pick K & E

Kenyon & Eckhardt Ltd., London, has announced its appointment as exclusive advertising agency by three English firms. Naming the Anglo-American agency were James Booth Aluminium Ltd., Rhymney Breweries and Airwoods (electric fanmakers).

Abroad in brief...

Rep appointment ▪ CHVC Niagara Falls, Ont., and CKRM Regina, Sask., have appointed Air Time Sales Ltd., Toronto and Montreal, as exclusive representative.

New building ▪ CFRB-AM-FM Toronto, Ont., plans construction this summer of 12-story office building with studios at 36-40 St. Clair Ave. West. The building will contain some 112,000 square feet of floor space.

Cannes competition ▪ An estimated 1,000 entries will be screened at the 10th annual International Advertising Film Festival in Cannes, France, scheduled for June 17-21. About 600 producers and agency executives from around the world are expected to attend the competition. Tv commercials and theater advertising films will be judged.

Limit on tv movies ▪ As a concession to movie house owners, who threatened a nationwide shutdown, the Italian state tv network last week agreed to show no more than one motion picture a week on each of its two channels.

Europe sees Churchill ceremony via Relay

A special telecast of ceremonies in Washington in which Sir Winston Churchill was proclaimed an honorary U. S. citizen was transmitted via the Relay communications satellite to Great Britain and seven European countries last Tuesday (April 9) between 3 and 3:15 p.m.

Sir Winston and his wife, Lady Clementine, witnessed the ceremony from England. The former prime minister, unable to come to the United States, was represented by his son, Randolph, at the White House ceremony.

The satellite, designed and built for the National Aeronautics and Space Administration by RCA, transmitted tv pictures that were carried live by networks in great Britain, Austria and The Netherlands, and were recorded for later transmission in France, Belgium, West Germany, Hungary and Czechoslovakia.

The event was covered by the cameras of the combined American tv networks in the White House Rose Garden. The ceremony was held to coincide with a short period of mutual visibility on Relay's 910th revolution.

British style Dodd inquiry

Britain's Home Secretary Henry Brooke, concerned at mounting criticism of the supposed effect of television on young people, has set up a special committee to look into the problem.

The inquiry, which will last about two years, will be the most comprehensive ever undertaken into the impact of British tv. Special attention will be given to crime and immorality.

The Independent Television Authority will finance the estimated $300,000 inquiry.

ADMIRAL SETTLES ARMSTRONG FM SUIT

Two of 21 patent-infringement cases remain

The 19th of 21 fm patent-infringement suits filed by the late Major Edwin H. Armstrong, inventor widely regarded as the father of fm, was reported last week to have been settled.

An attorney for the Armstrong estate said the suit, against Admiral Corp., was dismissed in the U. S. District court in Wilmington, Del., after Admiral had agreed to pay the estate an unannounced sum in lieu of damages.

He said the still pending suits are against Motorola and Philco. Like the others, they do not set a figure on the amount of damages sought.

Dana M. Raymond, New York attorney for the estate, declined to disclose the amount of the Admiral settlement but said the total received by the estate from the 19 settlements altogether would amount to "several million dollars." To be more specific, he said, might influence the outcome of the pending cases.

Aside from the 21 companies sued by the late inventor, 28 other radio manufacturers and users of fm previously took licenses under Major Armstrong's patents and paid a total of about $4.5 million in royalties to him between 1940 and his death in 1954, according to the lawyer.

The 19 companies which have settled suits brought by Major Armstrong were listed by Mr. Raymond as Admiral, RCA, Arvin Industries, Avco Mfg., Bendix Aviation, Allen B. DuMont Labs, Emerson Radio & Phonograph, Fada Radio & Electric, Gilfallan Bros., Hoffman Radio, International Telephone & Telegraph, Packard-Bell, Philharmonic Radio & Tv, Radio Craftsman Inc., Radio & Television Inc., Raytheon Mfg., Sentinel Radio, Sylvania Electric Products and Wells Gardner & Co.

Among the 28 licensees under Armstrong patents were listed General Electric, Zenith, Stromberg-Carlson, Westinghouse, Western Electric, Western Union, Hallicrafters and Stewart-Warner.

Major Armstrong, a professor of electrical engineering at the Columbia U. of School of Engineering & Applied Science from 1934 until his death, was credited with a number of major developments in radio transmission and reception in addition to fm. He died at the age of 63 in a fall from his 13th floor apartment in New York. Police listed his death as suicide.

RCA tv set sales hit 1st quarter high

Tv set sales, paced by gains in both color and black and white, are at a new high for RCA Victor for the first quarter of this year.

RCA Victor's president, R. W. Saxon, announced April 10 that the January-March period's total tv volume surpassed the previous high, set in the "boom year" of 1951.

Color tv sales, he said, marked a 30% rise over a year ago for a new record. In portable units, the increase was 37%. Mr. Saxon took these gains as indicators for the tv industry in 1963 to enjoy its biggest sales volume year.

Victrola phonograph sales, Mr. Saxon reported, are 20% ahead of a year ago, and total home instrument volume in the quarter is up 10% above the same period in 1962—the best level in 12 years.

From current volume, Mr. Saxon said, expectations are that portable receivers will account for more than 65% of all RCA black-and-white unit sales this year. A 30% sales increase in portables last month was responsible for the best March ever recorded for that line, RCA said. In radio, sales at the distributor level showed an 11% increase over the first quarter of last year, which again had been the best first quarter since 1951. Also showing a steady growth pattern are tape cartridge recorder sales which were up some 30% in the comparable periods.

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings
1

ITA convention sales reach $100,000

Sales of equipment at the NAB convention totaled $100,000 and a lengthy list of prospects was developed by ITA Electronics Corp., Lansdowne, Pa., according to G. P. Wilkinson, executive assistant to President Henry E. Rhea.

Main interest at the ITA display, Mr. Wilkinson reported, centered on the new compact 50 kw am transmitter and the new production model of the documentor. The transmitter, he said, is the first to use the Eimac 4CX35,000 tetrode. Inherent advantages are the low air requirement and efficiency, he said, with less than 200 w required to drive the 50 kw unit and only 8,500 volts on the plate. Other advantages, he said, are the high safety margin and the need for only 56 square feet of wall space.

ITA's documentor is based on a 9-inch disc that records 12½ hours per side. It records 750 lines per inch with the stylus impressing the disc without actually cutting. A new feature in the production model is an automatic time selector by which a broadcaster can select any portion of the disc in a matter of seconds. Mr. Wilkinson said a complete year of programming based on a 24-hour day can be stored on four inches of shelf space. The basic unit sells for $1,395.

Technical topics...

Low-cost camera system ▪ Continental Electronics Products Co. has introduced a new low-cost vidicon camera system for use in closed-circuit educational, commercial and industrial applications. The model is identified as the 20A-1 and consists of the vidicon camera, a control unit and power supply unit. Continental also offers a complete line of accessories for the camera system.

Wireless mike ▪ Minatronics Corp., Pittsburgh, Pa., has developed an eight-ounce wireless fm microphone with a range of over 200 feet. The new mike is claimed to be static-free because it uses fm transmission. The vest-pocket instrument was reported successfully tested by Pittsburgh's Civic Light Opera Co. recently. Further information can be obtained by writing Minatronics at 1515 W. Liberty Ave., Pittsburgh 26.

BROADCAST ADVERTISING


Mr. McDonald

Robert E. McDonald, vp and management supervisor of J. Walter Thompson Co., New York, resigns to become assistant to John Richardson Jr., president of Free Europe Committee Inc., that city. FEC operates Radio Free Europe and three other divisions engaged in research, publishing and East European emigre relations. Mr. McDonald's responsibilities will be in general administration and public relations areas.

William A. Hosie, director of corporate publicity and broadcast advertising at Hill & Knowlton, New York, elected vp. Mr. Hosie joined Hill & Knowlton in 1952 from NBC-TV.

Charles A. Bier elected vp-account supervisor of Clay Stephenson Assoc., Houston advertising agency. **Edward B. Ingeman,** formerly with N. W. Ayer & Son, Philadelphia, joins Stephenson as account executive.


Mr. Gunn

Buckingham W. Gunn, senior vp-director of broadcast services for Clinton E. Frank Inc., Chicago, elected chairman for central region of American Assn. of Advertising Agencies, succeeding **George A. Bolas,** Tatham-Laird. Other new central region officers: **Charles S. Winston Jr.,** Foote, Cone & Belding, vice chairman, and **George A. Rink,** Earle Ludgin & Co., secretary-treasurer.

Dwight Bohmbach, creative director of Knox Reeves Adv., Minneapolis, elected to agency's board of directors. Mr. Bohmbach joined agency last year. He formerly headed his own firm in Chicago. **Rembert Brown,** copy supervisor at Ogilvy, Benson & Mather, New York, joins Knox Reeves as copywriter.

Clark Robinson, creative director at Ketchum, MacLeod & Grove, New York, elected vp. **Vincent H. Drayne Jr.,** account executive, promoted to account supervisor.

James P. Roos, who worked for eight years with Needham, Louis & Brorby, Chicago, before leaving last year to join Leo Burnett Co., that city, returns to NL&B as account supervisor. NL&B also announced following promotions to account supervisors: **Robert K. Swanson, Norval B. Stephens Jr.** and **Bradley M. Wyatt Jr. Philip T. Perkins** named account executive.

Bert Berman, former director of daytime programs for CBS-TV and producer of that network's *The Verdict Is Yours,* has joined Young & Rubicam, Los Angeles, as liaison between agency and upcoming Bob Hope anthology series to be sponsored by Chrysler. He will be located at Revue Studios in Studio City, where new series is being produced. **Robert Hussey,** Y&R vp, continues as supervisor of this series and other Chrysler tv activities.

Norman L. Peterzell, formerly vp and account supervisor of Lennen & Newell, New York, joins Vick Chemical Co., division of Richardson-Merrell Inc., that city, as advertising manager for selected group of Vicks proprietary drug products.

Richard S. Perry, on creative staff of Roche, Rickerd, Henri, Hurst, Chicago, promoted to media director.

William B. Lee, corporate secretary and former advertising manager of Bell Brand Foods, rejoins McCann-Erickson, Los Angeles, Bell's agency, as director of that company's account. Prior to joining Bell four years ago, Mr. Lee had been with M-E for 23 years.

Stanford C. Kaatz, former senior copywriter with Phillips & Cherbo, Chicago, appointed director of radio-tv for R. Jack Scott Inc., that city.

Andrew Purcell, media director of McCann-Marschalk, Miami, Fla., transfers to McCann-Erickson, Chicago, as media supervisor.

'Alumnus of the Month'


Mr. Purdon

Roger Purdon, president of Kudner Agency Inc., New York, is being honored by the Pace College (New York) Alumni Assn. as "Alumnus of the Month" for April 1963. Mr. Purdon, class of '37, was cited for "restoring confidence in creative, intuitive thinking as the prime mover of quality products to the American consumer. . . . His accomplishments in the world of advertising—the profession which has contributed to happier living for many millions of Americans—reflect honor and prestige on his alma mater."


Miss Seidenberg

Beryl Seidenberg, media director of Smith/Greenland Co., New York, elected vp in charge of media and member of plans board. Miss Seidenberg was vp of Kastor, Hilton, Chesley & Clifford, New York, prior to joining Smith/Greenland.

Mike Navarro, account executive with Atherton-Privett Inc., Beverly Hills, joins Grey Adv., Los Angeles, in similar capacity.

Robert J. Guthrie, account executive with Weed Television Corp., joins Wesley Assoc., New York advertising agency, as media director.

Lorraine Robertson, formerly radio-tv buyer at Cole & Weber, Portland, Ore., joins Guild, Bascom & Bonfigli, Seattle, as media buyer.


Mr. Oliver

Neale H. Oliver, vp in charge of Detroit and Chicago offices of Motion Picture Advertising Service Co., joins Potts-Woodbury Inc., Kansas City, as vp in charge of account development. Mr. Oliver returns to Kansas City after absence of five years. Previously he was production manager of Crawford Co.'s branch there from 1951 until 1953, and in 1954 was named director of syndicated tv program sales of United Film Service (now Motion Picture Advertising Service Co.).

Ellen Kourtides, former timebuyer at Geyer, Morey, Ballard, New York, joins Chirurg & Cairns, that city, in similar capacity.

Ronald A. Rogers, formerly with KRMA-TV Denver, joins broadcast department of Rogers & Smith Adv., Dallas, as writer-producer.

Bern Kanner, vp and media manager at Benton & Bowles, New York, appointed director of media. Mr. Kanner joined B&B in 1952. **Sol Dworkow** and **Edwin A. Bihl** elected vps. Mr. Dworkow was also named manager of commercial tv production department. Mr. Bihl is creative supervisor.

Dr. Milton Alexander joins Krate-Weinberger Inc., New York agency, as marketing research consultant.

Edwin C. Brunst, vp and merchandising supervisor at Foote, Cone &

Belding, Chicago, appointed director of merchandising.

Harry R. Levin, advertising manager of Penn Fruit Co., Philadelphia, named director of advertising and sales promotion.

Dale Kreachbaum, with Atkinson & Briscoe Inc., Columbus, Ohio, advertising and pr firm, joins staff of Gutman Adv., Wheeling, W. Va.

Jay Kholos, with Carson/Roberts, Los Angeles, appointed creative director of Asher-Gould Adv., that city.

Newton K. Thornburg joins Klau-Van Pietersom-Dunlap, Milwaukee, as copywriter. He formerly was copywriter with Taylor-Crook Assoc., Bloomington, Ill., and freelance writer.

Wim Van Der Graaf, formerly with Roche, Rickerd, Henri, Hurst, Chicago, joins Waldie & Briggs, that city, as member of creative staff.

David G. Wylie, former executive art director of Young & Rubicam, San Francisco, joins Campbell-Mithun, Chicago, in similar capacity.

THE MEDIA


Mr. Pye

Charles G. Pye Jr., vp in charge of sales for WORL Boston, elected executive vp and general manager. Prior to joining WORL two years ago, Mr. Pye was with sales staffs of Independent Television Corp. and Ziv Television Programs of New York, covering New England area.

Dave May, formerly with WGSA Ephrata, Pa., appointed general manager of WRFY-FM Reading, Pa. **Bob Fallon** and **Anthony B. Batta** join WRFY-FM sales staff. **Bom Minmick** joins station's news staff.

N.Y. State broadcasters

Merl L. Galusha, WGY, WGFM (FM) and WRGB (TV) Schenectady, elected president of New York State Broadcasters Assn., succeeding **Sam J. Slate,** WCBS-AM-FM New York. Other newly elected officers are **R. Peter Straus,** WMCA New York, vp; **Elliott Stewart,** WIBX Utica, secretary; **John B. Lynch,** WWSC Glens Falls, treasurer; **Harold M. Van de Car,** executive director; and **John Tabner,** counsel.

Thad M. Sandstrom, general manager of Topeka Broadcasting Assn., licensee of WIBW-AM-FM-TV Topeka, Kan., elected vp of that company and a director of parent firm, Capper Publications Inc.


Mr. Kelly

James T. Kelly, local salesman for four years with WICS (TV) Springfield, Ill., promoted to station manager of WCHU (TV) Champaign-Urbana, Ill. Both are Plains Television stations. Earlier, Mr. Kelly was with WSOY Decatur, Ill.

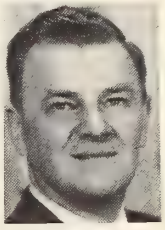
Dey Raycee and **Richard Eichner** named station manager and sales manager, respectively, of WDEE-AM-FM Hamden, Conn.

Jerry Webb, program director of KCOL Fort Collins, Colo., promoted to station manager.

Hugh Del Regno, director of business affairs for WNBQ (TV) and WMAQ-AM-FM Chicago, named controller of KHJ-AM-FM-TV Los Angeles.

Mario Messina joins Clark Brown Co., Dallas-based station representative firm, as sales manager.

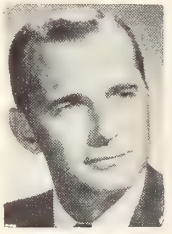

Mr. Wilkin


Mr. Moeller

Eugene W. Wilkin, general manager of Gannett Broadcasting Services (WGAN-AM-TV Portland, Me.), elected vp, and **Donald S. Moeller,** assistant general manager of WGAN-TV, promoted to general manager. Mr. Wilkin joined Gannett tv division in June 1961 from WPRO-TV Providence, R. I., where he was sales manager. Mr. Moeller, who was also sales executive for WPRO-TV, came to WGAN-TV as assistant general manager in August 1961.

Jerry Jones, general manager of KASK Ontario, Calif., Joins KRNO San Bernardino, Calif., in similar capacity.

Robert Bochroch, former national sales representative for WCAU Philadelphia, joins CBS Radio Spot Sales, Chicago, as account executive.


Mr. Barrickman

Charles W. Barrickman, salesman at ABC-TV Spot Sales, Los Angeles, named sales manager. Mr. Barrickman has been with ABC-TV Spot Sales since inception of Los Angeles office in August 1961. Prior to joining ABC, he was with KHJ-TV Los Angeles as account executive. In his new post, Mr. Barrickman succeeds **Richard Beesemyer,** who recently was appointed general sales manager of WABC-TV New York.

Neil M. Flanagan appointed news editor of WJW-TV Cleveland.

Sandy Holzer and **Michael Jackson** join KHJ-AM-FM Los Angeles as account executive and air personality, respectively.

Gary Blackmon, former sales manager of KMEO Omaha, joins WOW-TV, that city, as time salesman.

Roy Blair, Jim Hamilton and **John Carter** named operations manager, production director and chief engineer, respectively, of WMGS Bowling Green, Ohio.

Franklin Rohner, director of business affairs for CBS-TV network in Hollywood, assumes complete executive responsibility of that department.

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Merritt H. Coleman, formerly in charge of business affairs in Hollywood, named to new position of director of contracts, music and rights.

Billy Liebert, arranger, conductor and composer with CBS since 1954, appointed musical director of *Panorama Pacific* on CBS-owned KNXT (TV) Los Angeles.

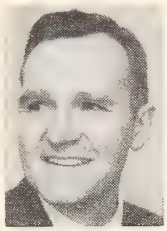
Murray Seeger, formerly with *Cleveland Plain Dealer,* joins staff of KYW-TV Cleveland as anchorman of *Open Circuit* program.

Ed Baker, formerly of WFEA Manchester, joins WTSN Dover, N. H., as host of *Night Train* show. **Jerry Lipman,** WTSN manager, elected chairman of Downtown Board of Trade.

Jack Wells, Baltimore-Washington radio-tv personality, joins KABC-AM-FM Los Angeles as host of *Open Line* program.

Karl King named news director of KFJZ-AM-FM Fort Worth, Tex.

Mort Crim, formerly with KFAB Omaha, named news announcer at WLS Chicago.


Mr. Berning

Jack Berning, sales manager of WFIE-TV Evansville, Ind., named general sales manager of KTVT (TV) Dallas - Fort Worth, Tex. Mr. Berning served for five years as administrative assistant for Evansville Chamber of Commerce, was sales director for Muzak in that city and joined WFIE-TV in 1960.

Jim Slade, night news editor of WOWO Fort Wayne, Ind., joins news staff of WIND Chicago.

Ralph O'Brien appointed assistant merchandising manager of WWLP (TV) Springfield, Mass.

Fred W. Koestering, for past year radio-tv copy writer-producer for Al Herr Adv., Milwaukee, returns to WISN-TV, that city, as assistant merchandising director. He was continuity director at WISN-TV before leaving to join Herr agency.

Claire Beach, news and weather personality with WJZ-TV Baltimore, joins WRC-AM-FM-TV Washington for nightly weather forecasts, beginning today (April 15). Previously, Miss Beach was weather forecaster for WBOC-TV Salisbury, Md.

Judy Noll, publicity director of Allen, de St. Maurice & Spitz Adv., San Francisco, joins KEX Portland, Ore., as assistant director of promotion.

Al Henderson appointed publicity and sales promotion director of WGAR-AM-FM Cleveland.

Thomas J. Brown appointed director of industrial relations for WICC Bridgeport, Conn.

Robert A. Campbell, announcer with WTTG (TV) Washington, D. C., assigned to Office of Information, Headquarters Command, USAF Washington, D. C., as information specialist.

Don Gregory joins announcing staff of KTVB (TV) Boise, Idaho.

Arthur Clark, freelance announcer-actor, appointed staff announcer at WNYC-AM-FM-TV New York.

Thomas N. Tyler, formerly with WBAX Wilkes-Barre and WRAW Reading, Pa., joins WZOO Spartanburg, S. C., as air personality.

Dan Tyler, formerly with KHOW Denver, joins KGBS Los Angeles as air personality.

Woody Lester joins WINT Winter Haven, Fla., as air personality.

An award for NBC

Robert W. Sarnoff, board chairman of NBC, today (April 15) will accept a special award from the National Council of Catholic Men in recognition of NBC's "33 years of creative leadership and cooperation in religious broadcasting." The presentation will be made in Washington, D. C., at a preview of *I Am With You,* a four-part history of the Catholic Church and its Ecumenical Councils. The series will be telecast on NBC-TV Sundays, May 5, 12, 19 and 26, 1:30-2 p.m. EST.

INTERNATIONAL

John R. Markey elected vp and general manager of joint operation of Collyer Adv. Ltd. and Kastor, Hilton, Chesley, Clifford & Atherton (Canada) Ltd., both of Toronto.

W. R. Campbell elected vp and timebuyer of newly formed Canaline Adv. Agency Ltd., Toronto.

Hugh Gauntlett, network program officer of Canadian Broadcasting Corp., Toronto, named assistant program director of CBC English television network, that city.

Bruce Hogle, news director of CKSO-AM-TV Sudbury, Ont., and CKRM Regina, Sask., named public relations secretary of Canadian Medical Assn., Saskatoon, Sask.

Gould Maynard, former administrative assistant to Rev. Dr. Martin Luther King Jr., joins audience research division of Radio Liberty in Munich, Germany, as editor. Radio Liberty, the voice of former Soviet citizens, broadcasts in 17 languages of Soviet Union from transmitters in Western Europe and Far East.

EQUIPMENT & ENGINEERING


Mr. Schrey

Jack W. Schrey, general controller of The Magnavox Co., New York, elected vp-controller. Mr. Schrey joined Magnavox in 1948 as general auditor and subsequently became assistant controller in charge of financial accounting, assistant general controller and, in 1961, general controller. His office is in Fort Wayne, Ind.

John G. Clarke elected vp of consumer and technical products division

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of Owens-Illinois Glass Co., responsible for glass tv bulbs and precision glass components for electronics industry. Mr. Clarke succeeds **G. Pryor Molloy,** who has been named vp and general factories manager of Cristaleria Peldar, S. A., Medellin, Colombia.

Douglas M. Heller, assistant general manager for radio division of The Bendix Corp., Baltimore, and also manager of division's government products group, promoted to divisional general manager, replacing **A. E. Abel,** who resigned. Mr. Heller joined Bendix radio division in 1947.

GOVERNMENT

Chalmers B. Yarley, chief of trade regulation rules division of Federal Trade Commission, named director of FTC's industry guidance bureau, replacing **Bryan H. Jacques,** who resigned to become staff director of Small Business Committee of U. S. House of Representatives. **Sherman R. Hill** named attorney-in-charge of special legal assistants to commission. **H. Paul Butz** appointed chief of trade regulation rules succeeding Mr. Yarley.

Newton N. Minow, FCC chairman, will receive honorary doctor of laws degree from U. of Wisconsin at commencement ceremonies June 9.

Allen Cordon and **Martha P. Shaffer** appointed legal assistant and confidential assistant, respectively, to FCC Commissioner Kenneth A. Cox. In addition, **Frances R. Jarvis,** who was Mr. Cox's secretary when he was chief of Broadcast Bureau, will fill one of secretarial posts in his new office, and **Elizabeth N. Harris,** who was on Commissioner Craven's staff, continues in same capacity. Mr. Cordon joined FCC in 1956 and has specialized in tv translator matters. Mrs. Shaffer is former secretary on staff of Senate Communications Subcommittee.

PROGRAMMING

J. Brooks Emory Jr., former vp of BBDO, New York, joins Composers Alliance, that city, as president. Mr. Emory will direct business, administrative and sales activities of newly formed music service. He has served as account supervisor and vp at Young & Rubicam with responsibility for radio-tv programming.

Robert M. Clark elected president and director of Vumore Co. (catv systems), and **Kenneth C. Blackledge** elected president and director of Video Independent Theatres, both subsidiaries of RKO General Inc. Mr. Clark joined Vumore organization in 1946 and has been vp-general manager. His appointment as chief executive officer is part of reorganization in which Vumore has been separated from its former parent company, Video Independent Theatres, to become an autonomously operating unit. Mr. Blackledge joined Video firm in 1929. As chief executive officer, he assumes former responsibilities of **C. O. Fulgham,** who was elected board chairman.

Morrie Price, national sales manager of United Artists and former vp in charge of sales for Mercury Records, joins MGM Records, New York, as director of sales, marketing and merchandising.

Robert T. Richardson, former senior writer-producer at J. Walter Thompson Co., New York, joins Van Praag Productions, that city, as director of creative services.

Carl Davis, producer of artists and repertoire at Columbia Records, Chicago, appointed manager of artists and repertoire for Okeh label.

William E. Kosh joins staff of On Film Inc., Princeton, N. J.

Charles M. Powell joins publicity-promotion staff of Paramount Pictures, New York.

Lee Watson, tv lighting consultant with United Nations, joins Videotape Productions of New York as third staff lighting director.

Peter Kortner will produce three episodes of *Hazel* and **William Crowley** six episodes at Screen Gems, filling in for series' regular producer, **James Fonda,** who is on leave of absence. Production of next season's programs began last week with goal of completing enough to allow Shirley Booth, starring in title role, to spend summer at Cape Cod.

John Rhone, associate producer at Screen Gems, will produce two episodes of *Dennis the Menace,* taking over for vacationing **Winston O'Keefe.** Mr. Rhone is first of Screen Gems-UCLA Fellowship winners, who began his fellowship in fall of 1960 and was retained on Screen Gems staff. Fourth fellowship winner, **James Wotring,** has commenced his five-month tenure at Screen Gems.

Paul Weston, conductor-composer, named musical director of Television Academy of Arts & Sciences 15th annual Emmy Awards ceremonies to be broadcast on NBC-TV network, Sunday, May 26 (10-11:30 p.m. PDT; 9-



Some new and old faces on NAB boards

LEFT PHOTO—The six members of the NAB tv board elected for two-year terms at the annual convention in Chicago got together for the first time shortly after their selection April 3 (BROADCASTING, April 8). Three were re-elected, three are new to the board and the terms of all six expire at the 1965 convention.

From l to r (seated): **Glenn Marshall,** WJXT (TV) Jacksonville, Fla.; **James D. Russell** (re-elected), KKTV (TV) Colorado Springs, and vice chairman of the tv board; **Otto Brandt** (reelected), KING-TV Seattle; standing, **Joseph Baudino,** West-



inghouse Broadcasting Co.; **John F. Dille,** WSJV (TV) South Bend-Elkhart, Ind., and **Robert F. Wright** (re-elected), WTOK-TV Meridian, Miss.

New chairman (now **William B. Quarton,** WMT-TV Cedar Rapids, Iowa) and vice chairman will be elected at the June 24-28 board meeting in Washington, as will a chairman of the NAB combined radio-tv boards to succeed **Clair R. McCollough,** Steinman Stations, not eligible for re-election to the tv board.

RIGHT PHOTO—New members of the NAB radio board, elected by mail referendum in February, meet with their chairman and vice chairman, both selected the convention.

From l to r: (seated) **Richard W. Chapin,** KFOR Lincoln, Neb., vice chairman; **Ben Strouse,** WWDC-AM-FM Washington, chairman; **Gene Trace,** WBBW Youngstown, Ohio; **Hugh Turner,** KTIM San Rafael, Calif.; (standing) **Kenneth Giddens,** WKRG Mobile, Ala.; **Cecil Woodland,** WEJL Scranton, Pa.; **John H. Lemme,** KLFT Little Falls, Minn.; **John Coyle,** KVIL Dallas, and **Jack Lee,** WPRO Providence, R. I.

10:30 p.m. CDT). **Normal Morrell** appointed show's associate producer; **Richard Schneider** as producer-director of New York-originated portion of ceremonies, and **Robert Goldman** as writer.

Stanley Niss has been signed by Revue Studios, Universal City, Calif., to produce several episodes of *Arrest and Trial,* 90-minute dramatic series scheduled for September on ABC-TV.

ALLIED FIELDS

Charles M. Meehan and **William H. Borghesani Jr.,** formerly associates, named partners of Washington, D. C., communications law firm of Keller & Heckman, 1712 N St., N.W.

Donald E. Brown, radio-tv professor, U. of Illinois and executive secretary of Illinois News Broadcasters Assn., appointed professor of mass communications at Arizona State U., Tempe.

Walter Hobbs, advertising manager for baking division of American Machine & Foundry Co., elected president of Greater New York Alumni Assn. of Alpha Delta Sigma, national professional advertising fraternity. Other newly elected officers: **Lee Gaynor,** Rust Craft Broadcasting, vp; **Charles Wirth,** L. W. Froelich Co., secretary, and **Leiter Bamburger,** Muller & Co., treasurer.

Dr. Elmer H. Schulz named vp and associate director for Armour Research Foundation of Illinois Institute of Technology, Chicago. **William R. Cox,** formerly with Raytheon Co., Lexington, Mass., named director of press relations. **Edward J. Hansen,** assistant director of press relations for ARF and Illinois Institute of Technology, promoted to director of press relations for IIT. Both posts formerly were handled by **Myron T. Noar,** who has joined Merck, Sharp & Dohme, Philadelphia.

Blake Tabor, formerly with stations in Southwest, and **R. G. Berdine** have formed Promotions Unlimited, a programming, promotion and public relations service specializing in southwest market. Address is P. O. Box 883, Tucson, Ariz.

Frank Kahn, former research analyst with ARB Surveys Inc., joins Department of Speech faculty at Queen College of City U. of New York as lecturer and broadcast production supervisor.

Margaret Anderson, former script editor at Cathedral Films, Berkeley, Calif., joins Episcopal National Council, New York, as associate secretary of audio-visuals, division of radio-tv and audio-visuals.

DEATHS

Frank M. Boucher, 62, executive manager of *TV Guide* magazine in Washington, D. C., area, died April 6 of kidney infection at Doctors Hospital. Mr. Boucher joined Triangle Publications (publishers of *TV Guide*) in 1953.

Harry F. Jones, 76, retired vp and board member of Campbell Soup Co., died April 8 in Camden, N. J., after brief illness. Mr. Jones, who as advertising executive spent 49 years with Campbell, retired in December 1953 as vp-distribution, continuing as director until 1958 when he was designated director emeritus.

Burt Zinn, 47, one of founders of Radio, Television, Recording & Advertising Charities of Hollywood, and RTRA executive director since organization's inception in 1950, died April 8 of heart attack.

Helen Hutson Weber, 64, publicity director of Prism Productions, New York, died April 7 after short illness.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING April 4 through April 10 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Compilation in this issue runs somewhat shorter than past issues due to the fact that the commission did not meet during the week of March 31 when commissioners and staff personnel were participating in the annual NAB convention in Chicago.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv station

APPLICATION

Ft. Worth, Tex.—Trinity Bcstg. Co. Uhf ch. 20 (506-512 mc); ERP 483 kw vis., 242 kw aur. Ant. height above average terrain 1119 ft., above ground 1064 ft. P. O. address c/o W. C. Windsor Jr., 2212 E. 4th St., Ft. Worth. Estimated construction cost $834,100; first year operating cost $318,500; revenue $325,000. Studio and trans. locations both Ft. Worth. Geographic coordinates 32° 45′ 47″ N. Lat., 97° 13′ 07″ W. Long. Type trans. RCA TTU-25B, type ant. RCA TFU-25G. Legal counsel Scharfeld, Bechhoefer, Baron & Stambler, consulting engineer Jules Cohen & Assoc., both Washington, D. C. **W. C. Windsor Jr.** is sole owner. Trinity is licensee of KJIM-AM-FM Ft. Worth. Ann. April 4.

Existing am stations

APPLICATIONS

WSSO Starkville, Miss.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. April 10.

KFLW Klamath Falls, Ore.—Cp to increase daytime power to 1 kw from 500 w. Ann. April 9.

New fm stations

ACTION BY FCC

***Hampton, Va. — Hampton Institute.** Granted cp for new *fm on 88.3 mc, ch. 202, 10 w. Ant. height above average terrain 200 ft. P. O. address End of E. Queen St. Estimated construction cost $10,444; first year operating cost $3,000. Principals: board of trustees. Action April 9.

APPLICATION

Lynn, Mass.—Charter Bcstg. Corp. 105.3 mc, ch. 287, 1.4 kw. Ant. height above average terrain 330 ft. P. O. address Freda M. Sullivan, 42 Longmeadow Rd., Belmont 78, Mass. Estimated construction cost $27,559; first year operating cost $23,500; revenue $25,000. Principals: **Edward T. Sullivan** and **Frederick M. Cusick** (each 50%). Mr. Sullivan is union employe; Mr. Cusick is employe of WEEI Boston, Mass. Ann. April 4.

Existing fm station

APPLICATION

WDRN (FM) Darien, Conn.—Mod. of cp (as modified, which authorized new fm station) to change ant.-trans. location and studio location, operate trans. by remote control from studio, install new trans., increase ERP to 1.034 kw, increase ant. height above average terrain to 151.7 ft., and change location to Norwalk, Conn. Ann. April 4.

Ownership changes

ACTIONS BY FCC

WJAM Marion, Ala.—Granted transfer of control of licensee corporation, **Radio Marion Inc.**, from **Rowdy McGee** (25%) to **J. Dige Bishop** (33% before transfer, 58% after); other ownership remains stable. Consideration $5,500. Action April 4.

KGUC Gunnison, Colo.—Granted assignment of license from **Roger W. Peppard** (100%), d/b as **Gunnison Bcstg. Co.**, to Mr. Pepperd and his wife, **Enid C. Pepperd** (each 50%), tr/as company of same name. No financial consideration involved. Action April 3.

WMBR-FM Jacksonville, Fla.—Granted assignment of license and SCA from **WMBR Inc.**, wholly owned by **WWDC Inc.** (Leslie Katz and Benjamin Strouse, executors of estate of Joseph Katz), to **Robert C. Whitehead Jr.** (sole owner) tr/as **Good Music Inc.** Consideration $7,500 rental for one year lease. Good Music operates WKTX Jacksonville. Action April 3.

WAAF Chicago, Ill.—Granted relinquishment of positive control of licensee corporation, **Corn Belt Publishers Inc.**, by **First National Bank of Chicago** and **Adah W. Neff**, (84.14%), co-executors of estate of Ward A. Neff, deceased, to First National (42.07%) as trustee; other ownership remains stable. No financial consideration involved. Action **April 3.**

WBET-AM-FM Brockton, Mass.—Granted transfer of negative control of licensee corporation, **Enterprise Publishing Co.** (458 shares voting stock issued), from estate of **Charles L. Fuller** (80 shares) to **Albert W.** and **Charles A. Fuller,** (each 40 shares), who now own stock and together will control majority interest after transaction; other ownership remains stable. No financial consideration involved. Action April 3.

WHBI (FM) Newark, N. J.—Granted transfer of negative control of licensee corporation, **Cosmopolitan Bcstg. Corp.,** from **Suburban Bcstg. Inc.** (50%) to parent corporation, **VIP Radio Inc.** (50%). No financial consideration involved. Action April 3.

KFST Fort Stockton, Tex.—Granted transfer of negative control of licensee corporation, **KFST Inc.**, from **Kenneth Z. Bond** and **R. L. Billingsly** (each 25%) to **James W. Hawkins** (50%); other ownership remains stable. Consideration $26,000. Mr. Hawkins is KFST gen. mgr. Action April 10.

APPLICATIONS

KPAS Banning, Calif.—Seeks assignment of license from **Calvin R. Jasspon** (88.2%) and others, d/b as **Stevens Bcstg. Inc.,** to **Chet Darwin** (100%), tr/as **Darwin Bcstg. Co.** Consideration is assumption of debt owed Mr. Darwin, former owner of KPAS. Ann. April 10.

KLAC-AM-FM Los Angeles, Calif.—Seeks assignment of license from **M. W. Hall** (100%), d/b as **Hall Bcstg. Inc.,** to **Metromedia Inc.** Consideration $4.500,000. Metromedia owns KMBC-AM-FM-TV Kansas City, Mo., WHK-AM-FM Cleveland, Ohio, WIP-AM-FM Philadelphia, Pa., WNEW-AM-FM-TV New York City, WTTG (TV) Washington, D. C., WTVH (TV) Peoria & WTVP (TV) Decatur, both Illinois, and 98.43% of KOVR (TV) Stockton, Calif. Ann. April. 4.

KLST (FM) Colorado Springs, Colo.—Seeks transfer of control of licensee, **Little London Bcstg. Co.,** from **Ransom J.** (50%) and **Norma J.** (45%) **English** to **Donald G. Bennet** (50%) and more than 15 others; **Hugh E. Crawford** (5%) retains interest. Consideration $3,800. Mr. Bennet is manager of KLST (FM). Ann. April 4.

WDRN (FM) Darien, Conn.—Seeks assignment of cp from **Joel L. Parisi** (30.97%), **Walter F. Ranchinsky** (21.75%) and others, d/b as **Independent Bcstg. Inc.,** to **George Steiner & James Stolcz** (each 49%) and **Naomi E. Crawford & I. Russel Hearing** (each 1%), tr/as **WBUX Bcstg. Co.** Consideration $6,000 and legal fees. Applicant owns WBUX Doylestown, Pa. Ann. April 4.

WDSP De Funiak Springs, Fla.—Seeks assignment of license from **Cal Perley & Ken Collins** (each 16.8%), **Dr. Dan W. Holloway** (16%) and others, d/b as **Collins, Perley & McDermott Inc., to Luverne Foster Jr.** (100%), receiver. No financial consideration involved. Ann. April 4.

WTMC Ocala, Fla.—Seeks assignment of license from **Ray H. Gunckel** (100%), d/b as **WTMC Inc., to William L. Matheson** (72.72%) and **Robert M. Marks** (27.28%), tr/as **Marion County Enterprises Inc.** Consideration $142,500. Mr. Matheson is lawyer; Mr. Marks owns advertising agency. Ann. April 4.

WDBO-AM-FM-TV Orlando, Fla.—Seeks transfer of control of licensee corporation, **Cherry Bcstg. Co.,** from **William H. Goodman, Clarence H. Gifford Jr., Walter F. Gibbons, Mollie B. Cherry & Rhode Island Hospital Trust Co.** (75% in trusteeship), **William H. Goodman & Mollie B. Cherry** (each 10% individually) and **Arnold F. Schoen Jr.** (5%) to **Outlet Co.,** corporation with over 50 stockholders. Consideration $6.100,000. Outlet Co., department store, owns WJAR-AM-TV Providence, R. I. Also see application below. Ann. April 10.

WDBO-AM-FM-TV Orlando, Fla.—Seeks assignment of license from **Cherry Bcstg. Co.** to **Outlet Co.,** parent company of Cherry. No financial consideration involved. Contingent on grant of above application. Ann. April 10.

KBTO El Dorado, Kan.—Seeks assignment of license from **El Dorado Bcstg. Co.** to company of same name; only change is transfer of stock from **O. A. Tedrick** (16 2/3% in-

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Phone: ME 8-1022

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, April 10

	ON AIR Lic.	ON AIR Cps.	NOT ON AIR Cps.	TOTAL APPLICATIONS for new stations
AM	3,768	62	126	419
FM	1,071	31	108	192
TV	518	62	81	117

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, April 10

	VHF	UHF	TOTAL TV
Commercial	487	93	580
Non-commercial	47	21	68[1]

COMMERCIAL STATION BOXSCORE

Compiled by FCC, March 31

	AM	FM	TV
Licensed (all on air)	3,768	1,070	518
Cps on air (new stations)	62	32	62
Cps not on air (new stations)	125	109	81
Total authorized stations	3,955	1,211	661
Applications for new stations (not in hearing)	240	178	68
Applications for new stations (in hearing)	180	13	48
Total applications for new stations	420	191	116
Applications for major changes (not in hearing)	55	3	8
Applications for major changes (in hearing)	282	93	39
Total applications for major changes	337	96	47
Licenses deleted	1	1	0
Cps deleted	0	2	1

[1]Includes 3 stations operating on unreserved channels.

dividually and 16 2/3% as trustee for interest of **W. B. Tedrick,** deceased), deceased, to **Eva. G. Tedrick** (16 2/3% as executrix of estate of O. A. Tedrick and 16 2/3% as trustee for interest of W. B. Tedrick). No financial consideration involved. Also see KDKD Clinton, Miss., application below. Ann. April 10.

WKMF Flint, Mich.—Seeks assignment of license from **Nellie M. Knorr,** executrix of estate of Frederich A. Knorr (55.419%), deceased, and others, d/b as **Knorr Bcstg. Corp.,** to **John J. Carroll** (450 shares) and **Waldo E. McNaught, Robert J. MacDonald & Bernard W. Crandell** (each 50 shares), tr/as **Carroll Bcstg. Co.** (600 shares issued). Consideration $250,000. Mr. Carroll is minority stockholder in assignor; Mr. McNaught is pr man; Mr. MacDonald is lawyer; Mr. Crandell is pr man. Ann. April 4.

KDKD Clinton, Miss.—Seeks assignment of license from **O. A. & William R. Tedrick** and **William J. Allen** (each 33 1/3%), d/b as **Osage Bcstg. Co.,** to Messrs. W. R. Tedrick and Allen and **Eva G. Tedrick,** executrix of estate of O. A. Tedrick, (each 33 1/3%). Also see KBTO El Dorado, Kan., application above. No financial consideration involved. Ann. April 8.

KRHD Duncan, Okla.—Seeks assignment of license from **Duncan Bcstg. Co.** to company of same name; only change is transfer of stock from **Edith H. Scott,** executrix of estate of Robert P. Scott (13.95%), deceased, to Mrs. Scott (6.97% individually) and **Robert H. & William A. Scott** (each 3.49%). No financial consideration involved. Also see KSWO-AM-TV Lawton, Okla., application below. Ann. April 8.

KTAT Frederick, Okla.—Seeks assignment of license from **W. C. Moss Jr.** and **David W. Ratliff** (each 50%), d/b as **Tillman Bcstg. Co.,** to **Messrs. Moss & Ratliff** (each 25 ½%) and **Homer R. Holcomb & James R. Brewer** (each 24 ½%), tr/as company of same name. Consideration $12,404. Mr. Brewer is employe of KTAT. Ann. April 4.

KSWO-AM-TV Lawton, Okla.—Seeks assignment of licenses and cp from **Oklahoma Quality Bcstg. Co.** to company of same name; only change is transfer of stock from **Edith Scott,** executrix of estate of Robert P. Scott (15.5%), deceased, to Mrs. Scott (7.75% individually) and **Robert H. & William A. Scott** (each 3.875%). No financial consideration involved. Also see KRHD Duncan, Okla., application above. Ann. April 8.

WHIM-AM-FM Providence, R. I.—Seeks acquisition of positive control of licensee and permittee corporation, **Buckley-Jaeger Bcstg. Corp.,** from **James P. Haney** (34.46% as trustee) and **Janice D. Buckley** (17.23% as trustee) by **Richard D. Buckley** (71.7% after transfer, 20% before); other ownership remains stable. Consideration is promissory notes, as Mr. Buckley originally established trusts himself. Ann. April 10.

WGCD Chester, S. C.—Seeks assignment of license from **Dispatch Publishing Co.** to wholly owned subsidiary, **Dispatch Bcstg. Inc.** No financial consideration involved. Ann. April 8.

WOLS Florence, S. C.—Granted assignment of license from **A. P. Skinner, Rossane W., Alson W., Christopher P.** and **Melvin H. Purvis Jr.** (each 20%), d/b as **Florence Bcstg. Inc.,** to same persons in same percentages tr/as **Florence Bcstg. Co.** No financial consideration involved. Action April 1.

KILE Galveston, Tex.—Seeks assignment of license from **David Nathan** (19.05%) and others, d/b as **Island Bcstg. Inc.,** to **Frank Junell & Dossie M. Wiggins** (each 35%), **T. D. Wiggins** (20%) and **George N. Atkinson Jr.** (10%), tr/as **Galveston Radio Inc.** Consideration $165,000. Mr. Junell is part owner of KNIT Abilene, KBYG Big Spring, KEYE Perryton and KSTB Breckenridge, all Texas; D. M. Wiggins is part owner of KEYE and KSTB; T. D. Wiggins is part owner of KEYE. Ann. April 4.

WPVA Colonial Heights-Petersburg, Va.—Seeks assignment of license from **Harry A. Epperson Jr.** (100%) to **James C. Davis, John T. Minges, Belia S. Bowers, Norman J. Suttles** and **Derwood H. Godwin** (each 20%), tr/as **Smiles of Virginia Inc.** Consideration $148,000. Application owns WISP Kingston, N. C.; Messrs. Suttles, Bowers and Godwin have interest in WNOH Raleigh, N. C.; Messrs. Suttles and Godwin have interest in cp in Spring Lake, N. C. Ann. April 8.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Chester F. Naumowicz Jr. issued initial decision looking toward granting application of Cannon Bcstg. Co. for new daytime am on 1540 kc, 500 w, in Woodbury, Tenn. Action April 10.

■ Hearing Examiner Isadore A. Honig issued initial decision looking toward granting application of Don L. Huber for new am on 920 kc, 1 kw, DA, D, in Madison, Wis., condition, and denying application of Bartell Bcstrs. Inc. to increase daytime power of WOKY Milwaukee, Wis., from 1 kw to 5 kw and change from DA-1 to DA-2, continued operation on 920 kc with 1 kw-N. Action April 4.

■ Hearing Examiner David I. Kraushaar issued initial decision looking toward granting application of Griffith Bcstg. Corp. for new am on 930 kc, 1 kw-D, in Lynchburg, Va., condition and pre-sunrise operation with daytime facilities precluded. Action April 4.

DESIGNATED FOR HEARING

KIFW Sitka, Alaska—Designated for hearing application for assignment of license to Midnight Sun Bcstrs. Inc. on Sec. 3.35 (b) issue concerning concentration of control. Midnight Sun is licensee of KFAR-AM-TV Fairbanks; KENI-AM-TV Anchorage; KTKN Ketchikan; and has interest in KINY-AM-TV, Juneau. Comrs. Hyde and Ford dissented. Action April 10.

OTHER ACTIONS

■ By memorandum opinion & order, commission denied petition by Ocean County Bcstrs. for reconsideration of and other relief from Oct. 10, 1962, decision in Docs. 13092 *et al.* in so far as it denied petitioner's application for new am on 1230 kc, 100 w, unl., in Toms River, N. J. In so doing, commission denied petition by WGBB Freeport, N. Y., to dismiss Ocean County petition; granted latter's motion for acceptance of late service, and dismissed as moot motion to strike WGBB petition. Comr. Henry not participating. Action April 10.

■ By order in proceeding on applications of WIDU Bcstg. Inc. and Al-Or Bcstg. Co. for new am stations in Asheboro and Mebane, North Carolina, respectively, in Docs. 14581-2, denied application by Al-Or for review of Review Board's Jan. 18 action denying petition to enlarge issues to include "suburban" and misrepresentation issue as to applicant WIDU. Comr. Bartley concurred in applying Sec. 1.85 (c) of rules. Action April 10.

■ By order, commission granted petition by Broadcast Bureau and consolidated proceedings on applications of Southwestern Bcstg. Co. of Mississippi for (1) increased power of WAPF McComb, Miss., and (2) new am in Port Gibson, Miss. Action April 10.

■ Commission gives notice that Feb. 13 initial decision which looked toward granting application of Tri-County Bcstg. Inc. to increase power of WIFM Elkin, N. C., on 1540 kc, D, from 250 w to 1 kw with 500 w CH; conditions and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419, became effective April 4 pursuant to Sec. 1.153 of rules. Action April 8.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion & order in proceeding on am applications of Simon Geller, Gloucester, and Richmond Brothers Inc. (WMEX), Boston, both Massachusetts, in Docs. 13525, 14478, denied petitions by Geller (1) to reopen record so that "corrective engineering exhibits" may be received in evidence, and (2) for waiver of Sec. 1.354 (j) (1) of rules. Board Member Slone dissented and issued statement. Action April 9.

■ In proceeding on applications for new am stations of Eastern Bcstg. System Inc., Brookfield, Conn., Colonial Bcstg. Co., and George F. O'Brien, both New Milford, Conn., and Fairfield Bcstg. Co., Easton, Conn., in Docs. 14166 *et al.*, denied Broadcast Bureau's appeal from examiner's Feb.

20 ruling permitting Fairfield to proceed with rebuttal case as to character issues. Action April 9.

■ By memorandum opinion & order in proceeding on applications of International Bcstg. Corp. and Mauricio Alvarez-Martin for new am stations in Carolina, P. R., denied applicants' joint petition for approval of agreement whereby Alvarez-Martin application would be dismissed and, in consideration therefor, International would reimburse Alvarez-Martin $2,750, and would pay son, Jose Manuel Alvarez, $1,500 to act as news consultant for one year. Joint petition did not comply with procedural rules. Action April 8.

■ By memorandum opinion & order in proceeding on application of Triangle Publications Inc. (WNHC-TV), New Haven, Conn., in Doc. 14577, denied appeal by Springfield Tv Bcstg. Corp. (WWLP), Springfield, Mass., and Connecticut Tv Inc. (WHNB-TV), New Britain, Conn., respondents, from examiner's ruling denying Feb. 11 request for issuance of *subpoena duces tecum*. Action April 8.

■ By memorandum opinion & order, granted joint petition by Northfield Bcstg. Co. and Hastings Bcstg. Co., applicants for new am stations in Northfield and Hastings, both Minnesota, respectively, and approved agreement whereby Hastings would pay Northfield $5,000 as partial reimbursement of expenses incurred in connection with application in return for withdrawal; dismissed application with prejudice; and retained in hearing status Hastings application. Action April 8.

■ By memorandum opinion & order in proceeding on am applications of Progress Valley Bcstg. Co. and Shakopee Bcstg. Co. for new am stations in Shakopee, Minn., in Docs. 14726-7, (1) denied petition by Progress Valley for enlargement of hearing issues to include financial qualification determination as to Shakopee; and (2) withheld final action on applicants joint petition for approval of agreement looking toward dismissal of Shakopee application, and afforded applicants 30 days to provide more detailed explanation of certain expense items. Action April 5.

■ By memorandum opinion & order in consolidated proceeding on am applications of Rockland Bcstg. Co., Blauvelt, Rockland Radio Corp. and Rockland Bcstrs. Inc., Spring Valley, all New York, in Docs. 14510-3, denied petitions by Rockland Bcstrs. and Rockland Radio for review of examiner's Jan. 15 order which granted Rockland Bcstg. leave to amend application by deleting Sidney Fox as partner of applicant. Board Member Slone concurring; Board Member Nelson not participating. Action April 5.

■ Granted petition by Mid-Ocean Bcstg. Corp., San Juan, P. R., and extended to April 10 time to reply to petition to delete issues filed by Abacoa Radio Corp. (WRAI), Rio Piedras (San Juan), P. R., in proceeding on am applications. Action April 5.

■ Granted petition by Dolph-Pettey Bcstg. Co. (KUDE), Oceanside, Calif., and extended to May 2 time to file exceptions to initial decision in proceeding on am application. Action March 4.

ACTIONS ON MOTIONS

By Hearing Examiner Basil P. Cooper

■ By memorandum opinion & order in proceeding on application of Rhinelander Tv Cable Corp. for new am in Rhinelander, Wis., granted petition by Oneida Bcstg. Co. (WOBT), Rhinelander, in so far as it requests examiner to reconsider ruling as to scope of issue 2 concerning financial qualifications of applicant, and denied to extent that it requests examiner to direct applicant to furnish Oneida with "detailed breakdown of construction costs." Action April 3.

By Hearing Examiner Charles J. Frederick

■ Granted petition by Broadcast Bureau and extended time to April 8 to file proposed findings of fact and conclusions in proceeding on applications of Kent-Ravenna Bcstg. Co., Joseph P. Wardlaw Jr. and Portage County Bstg. Corp. for new am stations in Kent, Canton and Kent-Ravenna, all Ohio, respectively. Action April 1.

By Hearing Examiner Arthur A. Gladstone

■ Granted petition by Pekin Bcstg. Co. for severance of application to increase power of WSIV Pekin, Ill., on 1140 kc, D, from 1 kw to 5 kw, with 1 kw CH from proceeding with application of Des Moines County Bcstg. Co. for new am on 1150 kc, 500 w, WA, D, in Burlington, Iowa; ordered hearing on Pekin application to proceed on April 8 and hearing with respect to Des Moines to proceed on June 24 as scheduled by order of March 13. Action April 5.

By Hearing Examiner Isadore A. Honig

■ On own motion continued April 19 prehearing conference to April 22 in proceeding on application of Fine Music Bcstrs. for additional time to construct KFIN (FM) Seattle, Wash. Action April 8.

By Hearing Examiner H. Gifford Irion

■ By memorandum opinion & order in Miami, Fla., tv ch. 10 proceeding in Docs. 14755 *et al.*, (1) granted petition by South Florida Tv Corp. for leave to amend application to show availability of bank commitment in sum of $1,900,000 to MacDonald Jr. Corp., which proposes to extend credit to applicant, and (2) granted motion by Miami Tv Corp. for acceptance of late filing of opposition to South Florida's petition. Action April 8.

■ By memorandum opinion & order in proceeding on application of Broward County for license covering cp for WIXX Oakland Park, Fla., granted petition by city of Oakland Park to allow filing of late appearance, and dismissed as moot applicant's petition to dismiss respondent's memorandum in support of petition to allow filing of late appearance. Action April 3.

By Hearing Examiner Jay A. Kyle

■ Granted petition by Secretary of Army to extent of extending from April 9 to April 29 hearing in proceeding on application of KDIA Inc. to increase power of KDIA Oakland, Calif., on 1310 kc, unl., from 1 kw to 5 kw, with DA-1. Action April 8.

By Hearing Examiner Chester F. Naumowicz Jr.

■ By order, formalized certain agreements reached and certain rulings made at April 4 prehearing conference in proceeding on am application of Golden Triangle Bcstg. Inc. (WEEP), Mt. Oliver, Pa., and scheduled certain procedural dates and hearing for May 14. Action April 4.

■ Advanced April 22 prehearing conference to April 18 in proceeding on am application of K-FIV Inc. (KFIV), Modesto, Calif. Action April 3.

By Hearing Examiner Herbert Sharfman

■ Received in evidence exhibit F of Rockland Bcstg. Co. and closed record in proceeding on application and those of Rockland Radio Corp. and Rockland Bcstrs. Inc. for new am stations in Blauvelt and Spring Valley, both New York, respectively. Action April 9.

■ Upon request by Broadcast Bureau and without objection by other parties in proceeding on application of Beamon Adv. Inc. for new am in Daingerfield, Tex., rescheduled from April 15 to April 16 hearing for introduction and receipt of written case (no witnesses present). Action April 8.

■ By memorandum opinion & order, granted petition by Beamon Adv. Inc. for leave to amend application for new am in Daingerfield, Tex, to show availability of $10,000 line of credit for financing proposal. Action April 2.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by Broadcast Bureau and extended from April 8 to April 18 time to file proposed findings of fact and conclusions and from April 29 to May 10 for replies in proceeding on application of R. M. Chamberlin for renewal of license of WAXE Vero Beach, Fla. Action April 8.

■ Granted petition by Chesapeake Bcstg. Corp. (WASA), Havre de Grace, Md., and rescheduled certain procedural dates and continued April 22 hearing to May 6 in proceeding on am application and that of Accomack-Northampton Bcstg. Inc. (WESR), Tasley, Va. Action April 3.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of April 9

K79AT Bishop, Calif.—Granted license for uhf tv translator station.

WIXX Oakland Park, Fla.—Granted cp to make changes in ant. system (add top loading); without prejudice to such further action as commission may deem appropriate in light of proceedings in Doc. 14963.

KXO El Centro, Calif.—Granted cp to make changes in ant. system (remove top loading).

WXKW Troy, N. Y.—Granted cp to make changes in ant. system (remove resistor).

Knorr Bcstg. Corp., Dearborn, Mich.—Granted authority to transmit programs from Briggs Stadium, Detroit, Mich., and other American League baseball parks via WKMH Dearborn, to CFRA Ottawa, Ontario.

WGHF (FM) Brookfield, Conn.—Granted authority to reduce ERP from 20 kw to 6.5 kw for period ending June 9.

WKLK Cloquet, Minn.—Granted authority to operate 5:55 a.m. to 7 p.m., Monday through Friday, 5:55 a.m. to 6 p.m., Saturday, and 6:55 a.m. to 6 p.m., Sunday, except for special events or sports, for period ending June 1.

Action of April 8

Barton Television Translators Inc., Barton, Md.—Granted cp for new vhf tv translator station, on ch. 9, to translate programs of KDKA-TV (ch. 2) Pittsburgh, Pa.

Actions of April 5

KWBB-FM Wichita, Kan.—Granted SCA on sub-carrier frequencies of 67 kc and 41 kc.

WTIC-TV Hartford, Conn.—Granted renewal of licenses (main trans. and ant.) and aux., on which action had been deferred, for normal license term.

***KPFK (FM) Los Angeles, Calif.**—Remote control permitted; without prejudice to such further action as commission may deem warranted as result of investigation into affairs of Pacifica Foundation.

WLYN-FM Lynn, Mass.—Granted mod. of cp to change type ant. and decrease ant. height to 175 ft.; condition.

WNOB (FM) Cleveland, Ohio—Granted mod. of SCA to change equipment and use control tones.

KTPM (FM) Sun City, Ariz.—Granted extension of authority to remain silent for period ending May 1.

■ Following stations were granted extensions of completion dates as shown: WKBN-TV (main trans. and ant.) Youngstown, Ohio, to Oct. 9; W70AG, Great Lakes Tv Co., Titusville, Pa., to Oct. 5.

Actions of April 4

K72BE, K76BC Walker, Minn.—Granted licenses for uhf tv translator stations.

KIXI Seattle, Wash.—Granted mod. of license to change studio location; remote control permitted; conditions.

WSEB Sebring, Fla.—Granted authority to remain silent for period ending June 6.

KVOX-FM Moorhead, Minn.—Granted request and cancelled cp mod. and SCA; delete call letters.

KMJ-TV Fresno, Calif.—Granted extension of completion date (main trans. and ant.) to Oct. 2.

■ Granted licenses for following vhf tv translator stations: K08DN, Devils Lake Junior Chamber of Commerce, Devils Lake, N. D.; K10EM, Village of Park Rapids, Park Rapids, Minn.

Actions of April 3

■ Granted SCA on sub-carrier frequency of 67 kc for following stations: WQXT-FM Palm Beach, Fla.; KPOL-FM Los Angeles, Calif.; WOIA-FM Saline, Mich.; condition.

WMBR-FM Jacksonville, Fla. — Waived Sec. 3.208 of rules and granted mod. of license to move main studio to WKTX studio site at Atlantic Beach, Fla.; conditions.

WVON Cicero, Ill.—Granted licenses covering use of old main trans. as aux. daytime and alternate main nighttime trans.; and increase in daytime power and installation of new trans.

WAMO-FM Pittsburgh, Pa.—Granted mod. of SCA to add sub-carrier frequency of 41 kc.

Action of April 1

WHSL Wilmington, N. C.—Granted extension of completion date to Sept. 15.

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ WENH-TV Durham, N. H.—U. of New Hampshire. Requests institution of rulemaking proceeding looking toward reserving chs. 24 at Littleton and 45 at Keene as educational as further step toward establishment of statewide etv system. Received April 1.

■ WDXR Paducah, Ky.—E. Weaks McKinney-Smith. Requests institution of rulemaking proceeding so as to change rules governing requirements which demand first-class telephone operators be on duty at all times during operation of WDXR and similar stations. Received March 22.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) ***(FINAL DEADLINE—Monday preceding publication date.)***

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE, WANTED TO BUY STATIONS* and *EMPLOYMENT AGENCIES advertising requires display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Commercial manager. Immediate opening lucrative 5000 watt fulltime radio. Pleasant northern New England. Send resume and photo. Box E-119, BROADCASTING.

Exceptional opportunity. Newly created position of business manager for five station operation. If you have proper educational background and experience send full details. Box E-207, BROADCASTING.

Manager, strong in sales. Midwest single now billing six figures. Good incentive pay plus fringes. Box E-243, BROADCASTING.

Immediate opening for chief engineer-salesman capable of management. Salary open. KUSH, Cushing, Oklahoma. Gordon R. Rockett.

Require strong sales experienced station manager for new 50,000 watt fulltime directional station presently under construction in Princeton, New Jersey. Middle of the road music, community service, sports and news approach. Excellent growth opportunities for right man. Herbert W. Hobler, President, WHWH, 295 Mercer Road, Princeton, New Jersey.

Sales

Columbus, Ohio . . . good salesman, management experience, or ready. Top independent. Growing chain, good salary plus. Please write full. Box E-114, BROADCASTING.

Eastern North Carolina 5 kw seeking hard-working, experienced salesman with good character. Opportunity unlimited. Straight 40% commission or salary plus 15%. Box E-142, BROADCASTING.

SELL. Are you ready to move up to sales manager? AM small market, east coast. Guarantee $125. Box E-120, BROADCASTING.

WDBC in Escanaba has immediate opening for capable salesman. Requirements are honesty, willingness and a good background which will be investigated. Excellent draw against commissions. Contact A. E. Dahl, General Manager.

Outstanding opportunity for salesman. Forward looking, progressive station looking for salesman to take over established account list. Station 15 years old. Community is industrial, located 75 miles from Chicago. Station is number one in six county area, has hospital insurance plan, pension plan, fringe benefits. One of the nation's most successful non-metropolitan stations. Part of small group with progressive ideas. Chance to move up in the organization. Write to Bill Dahlsten, WLPO, LaSalle, Illinois. If you phone, please call before Friday at LaSalle, 223-3100.

Soft sell-dj-plus part time selling for mother station of Christian Broadcasting network affiliates . . . growing operation with opportunity for right man. Must be dedicated and aggressive. Tapes, photos and resumes considered and returned immediately. WTOF, Box 909, Canton, Ohio.

Broadcast Employment Service, openings for all sales and management personnel. Move ahead—write now. 4825 10th Ave. So. Minneapolis 17, Minnesota.

Help Wanted—(Cont'd)

Announcers

If you have over two years commercial announcing experience, mature voice, are creative and have desire to advance middle road 5 kw within 50 miles New York City needs morning man with promotion potential. Car essential. Will wait for right man. Send tape, resume, photo, and salary desired. Box E-47, BROADCASTING.

If you think you can handle our afternoon drive time slot, I want a tape and resume. We are the number one format station in the area. Don't wast your stamps if you are not a top performer, and a true modern sounding personality. Box E-82, BROADCASTING.

Experienced dh. newsman. Permanent position open with expanding 4 station operation. Must be steady, reliable. Happy versatile, family man with good references. Western Pennsylvania daytime modified top 50, medium market, near large metropolitan area. Rush audition, resume, photo, recent earnings to Box E-69, BROADCASTING.

Our identity may not be obvious to you—but everyone in our gigantic coverage area knows everyone on the staff. One of the nation's fastest growing, most powerful stations—top 40 operation—part of a chain operation—looking for an outstanding personality for mid-morning or afternoon. Must swing, have good voice, have production ability, be friendly, get along with people, have good credit, and want to work to maintain the station's number one rating. The market's competitive—a beautiful Southwestern United States City of 110,000. If you want to come to a city to stay—have a good job with good pay, good benefits, and if you can do a good job, send tape and resume today. We'll return the tape and answer every single reply with a personal letter. Box E-118, BROADCASTING.

Like exciting radio? We're for you. Progressive station in beautiful midwest city needs another dj. Tell us what you're worth and send tape, resume and photo. Box E-124, BROADCASTING.

Need bright morning announcer-newsman, Missouri. With mature, smooth delivery. Must send photo, tape and complete resume. Box E-224, BROADCASTING.

Modern midwest station, hooper-rated #1 in large medium market seeks talented personalities and newsmen with 1st tickets. No maintenance. Send tape and resumes to Box E-237, BROADCASTING.

Red hot opportunity for 1st phone tight board jock in major midwest market. Box E-265, BROADCASTING.

Announcer - copywriter - experienced. Good music station. Salary open. Send complete resume and tape to Joe Lobaito, KMAQ, Maquoketa, Iowa.

Wanted: Announcer with first phone for summer relief. WAMD, Aberdeen, Md.

If you have a 1st phone and can pull maintenance, have a mature voice and are interested in announcing, we have an immediate opening for you. Call Station Manager, Don Novelli, WBUZ, Fredonia, N. Y. This is a permanent position.

Announcer first phone, experienced classical music, established am/fm (fm stereo); pleasant conditions, fringe benefits. Send tape, resume; WCRB, Boston 54, Mass.

Help Wanted—(Cont'd)

Announcers

Good music and news station, CBS affiliate, wants experienced afternoon personality. Air mail tape, background, references, picture, complete details to Carl Hallberg, WDBO, Orlando, Florida.

Announcer engineer must have 2 years experience credit and character must be good. Reference closely checked. Immediate opening. Salary open. WFRB, Frostburg, Maryland.

WFMT, Chicago, is seeking a classical music announcer with an unpretentious, straight forward delivery. Send a brief non-returnable tape and resume to Mr. Robinson, 221 North LaSalle Street, Chicago 1, Illinois.

Announcer or announcer-salesman for Gadsden's number one radio station. Pay commensurate with ability. Good variety of duties. Must be experienced. Contact Ed Carrell, WGAD Gadsden, Alabama.

Swingin' dj's and hip newsmen; outstanding opportunity in major and medium markets with top rated group. If you have talent this can be your last stop before the really big time. Excellent pay, fine conditions and sincere interest in your career. If you dig being with a winner rush your tape to Myron Jones, 335 California Drive, Erie, Pa. Openings at WEEP Pittsburgh, WHOT, Youngstown, WJET, Erie.

Experienced morning man for old established music & news station, in pleasant college community, salary open. Excellent opportunity for advancement in 4 station group. Rush tape, resume and recent earnings to: Jim Nicholson, Manager, WMGW, Meadville, Pennsylvania.

Announcer-strong on news. Some experience. WVOS, Liberty, N. Y.

DJ's saying it right means success. 300 clever, intelligent, interchangeable record intros by top writers for girl, boy, group, vocal and instrumentals. $3.95. Broadcast Intros, 975 North 35th, Milwaukee 8, Wisconsin.

Broadcast Employment Service has choice latest AM or TV openings. Confidential professional placement. 4825 10th Ave. So. Minneapolis, 17, Minnesota.

Technical

If you are a competent engineer with experience and a real love for the challenge of good am, an above average east-coast chain would like to hear from you immediately. Send resume and salary requirements to Box C-327, BROADCASTING.

Experienced radio technician wanted for chief engineer position with high class Illinois operation. Ability to maintain transmitter and studio equipment essential. Excellent starting salary plus raises for competent man with proven ability, fine equipment, best working conditions. List age, references, experience etc. in letter to Box E-129, BROADCASTING.

Southwest Pennsylvania independent immediate need for 1st class engineer. State salary required and earliest available date. Box E-251, BROADCASTING.

Engineer announcer needed. Good working conditions. Must do limited maintenance & announce part-time. WDLT, Indianola, Mississippi.

Help Wanted—(Cont'd)

Technical

Engineer-announcer for 5 kw good music eastern Pennsylvania am-fm outlet wanted immediately. First phone, some maintenance. Early morning air trick included. New modern facilities, permanent position. Reply immediately with air check, photo and resume to WGSA, Ephrata, Pennsylvania.

Engineer with first phone license for 5 kw fulltime number one regional station. Send resume to D. E. Reifsteck, Chief Engineer, WIRL, 121 Northeast Jefferson, Peoria, Ill.

Immediate opening 1st class engineer no announcing or board work. Good working conditions. Fine community. AM-FM operation. G. J. Cassens, WLDS, Jacksonville, Illinois.

Chief engineer announcer opening. Top salary, pension, and fringe benefits. Send all information and qualifications to WNNJ, Newton, New Jersey.

Experienced chief engineer for adult music station. Excellent equipment. Transmitter one year old. Must be able to assume complete maintenance responsibilities. Announcing ability an asset, but not necessary. Send resume, references, tape and salary requirements to Manager, WRTA, Altoona, Pa.

Broadcast Employment Service, professional placement. Let us move you up. Confidential. Write! 4825 10th Ave. So. Minneapolis 17, Minnesota.

Production—Programming, Others

Announcer (Girls wanted) Can you run a control board, read news, write copy? Openings now in New Hampshire. Send resume, photo. Box E-26, BROADCASTING.

Negro broadcasters wanted by top rated major market station excellent salary immediate openings. News department seeks professional broadcast journalist must have authoritative voice and delivery, capable 100 percent rewrite. Bright fast paced air personality also needed. Experienced only. No dialect or accent. Send air check and complete professional and personal resume to Box E-155, BROADCASTING.

Program director with top 20 format experience capable of doing good sports, including play by play football and basketball. Must have good program and contest ideas, plus ability to develop exciting commercials. Immediate opening in 4 station south central city, 100,000 population, for a stable man who wants to locate permanently with aggressive organization. Salary $500 monthly, plus talent. Send complete details and snapshot. Box E-256, BROADCASTING.

Continuity writer . . . for Missouri daytimer. Send resume, references, photo, salary requirements to Box E-225, BROADCASTING.

Wanted newsman for am-fm operation. Heavy on local and area news, special events. We are looking for a man who can also do some sports with a 1st phone. Send tape and resume to WILO, AM-FM, Box 283, Frankfurt. Indiana.

Continuity writer . . . full time position with established etv stations. College graduate, radio-tv writing experience essential. Write Otto Schlaak, Manager, WMVS, Milwaukee 3, Wisconsin.

WDBC in Escanaba, Michigan has opening for qualified newsman: Must be experienced in gathering, delivering and editing local news. Your background will be checked. Excellent starting salary. Contact A. E. Dahl, General Manager.

Swinging giant of Portland Maine WJAB, has immediate opening for combo newsman/dj. Emphasis on news gathering ability, imaginative reporting. Top price for young aggressive man who wants to hit the top on Maine's top rated pulse station. No beginners please. No tapes returned. Rush tape, resume and photo to Bob Fuller, P.D., WJAR, Portland.

RADIO

Situations Wanted—Management

Manager 1,000 watt station six years, will manage your sick station for substantial ownership. Can show impressive profit record, excellent references. Box E-185, BROADCASTING.

Manager or manger-salesman positions only. First class license, $175 weekly. Expert curbing expenses. Box E-98, BROADCASTING.

16 years in radio. Complete knowledge all phases from staff announcer to station manager. Seven years as station manager. Will relocate in New England or Middle Atlantic states. Prefer community of 30 to 50 thousand population within 30 miles of major market. Married, very active in community. Available for personal interview at your expense. Box E-126, BROADCASTING.

General manager. Creative-top seller with ideas, civic minded. Experienced in all phases. 10 years in radio. Family, with top notch radio sales spouse if required. Presently small market. Would like room for sales expansion. Will consider all openings. Box E-187, BROADCASTING.

Ohio-Pennsylvania area. Am selling minority interest and present ownership will recommend. Available immediately. 36 years old, know how to sell in tough market. (5 fulltimers in a city of 85,000). No floater-4 stations in 16 years. No hotshot-just honest and square dealings. Box E-206, BROADCASTING.

General manager available soon for major market. Complete management experience. Box E-209, BROADCASTING.

Manager-14 years experience. Familiar every phase. Top references. Available now. Write Box 7161, Orlando, Florida. Phone 423-9900.

Sales

Commission Salesman desires sales-part interest in midwest station. 6 years experience Illinois grad., radio major, 32. Box E-227, BROADCASTING.

Salesman with managerial experience. Fine record in advertising, radio and allied fields. In fact we probably have met. Want to live in Denver again. Leaving New York soon for interviews. Box E-260, BROADCASTING.

Announcers

For summer. Presently announcing in medium midwest on regional network affiliate. First ticket, some maintenance, can be your vacation time chief. Five years experience, can write, sell. Two years college, 21, single. Box E-20, BROADCASTING.

Experienced d.j. 27, creative, original, dependable. Ready for large market. Box E-24, BROADCASTING.

Looking for June opening in Gainesville, Florida area. Wife is school teacher, can't leave till then. Box E-166, BROADCASTING.

People laughing while getting ready for work . . . laughing on the way to work. At what? This clever morning man with wide appeal and tremendous acceptance. Box E-167, BROADCASTING.

Top notch personality dj with 1st phone, metro market experience. Box E-168, BROADCASTING.

Versatile announcer, copywriter, and newsman wants job in small market. Not afraid of work. Present employment in pop music. $100 per week. Box E-170, BROADCASTING.

Help! Suffering from pecuniary strangulation. If you have cure for this dread disease let my five years as qualified engineer, announcer, copywriter, news director save you from moneybelt thrombosis. I'm no screaming meenie, otherwise write Box E-174, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Summer replacement or permanent. DJ-news-production voices. 3 years experience all formats. Veteran. Box E-141, BROADCASTING.

Announcer, 1st phone, negro college grad. Great vocal and production seeking heavy air work. Married, reliable. Right man to round out your announcing staff. Box E-153, BROADCASTING.

U. S. Army will honorably discharge May 16th, 2½ years of varied commercial announcing young, married, excellent references. Tape, resume sent on request. Prefer midwest. Box E-173, BROADCASTING.

Bright air personality, 3 years experience, married, authoritative news, no floater or prima donna. Box E-178, BROADCASTING.

Announcer d.j. Air personality, disc jockey announcer, newscaster announcer, authoritative news, large bright, swinging show crisp news, type production. Fast board. Not floater or prima donna. Will settle. Box E-175, BROADCASTING.

Hooper rated number one in 300,000 market, five years pro. Box E-180, BROADCASTING.

Now working southwestern major market, seeking to relocate. Box E-181, BROADCASTING.

California radio man wants job that offers advancement opportunities and pays a family man's salary. I have first phone, 6 years plus experience. Resume on request. Box E-182, BROADCASTING.

Announcer/dj. 6 years experience wants northeast states only. New England, New York, etc. Good references. Box E-183, BROADCASTING.

Sportscaster. Seeks first commercial job. Did college play by play. Box E-184, BROADCASTING.

I'm a jock ready to rock. Experience galore, loads of talent. (News & sports). Could be your next big personality. Prefer Ohio, will consider others. Box E-192, BROADCASTING.

Announcer-dj air personality, bright fluid delivery, authoritative news, fast board tight production, not a prima donna, married, will settle. Box E-195, BROADCASTING.

Sports director-employed ready for major market. Can't beat me on basketball. Exciting baseball and football coverage. Tapes will convince. Will relocate. College grad. Box E-198, BROADCASTING.

Announcer, dj, pleasant, tight board. Authoritative news, Negro, first phone. Box E-200. BROADCASTING.

Experienced first phone announcer desires position at station within 200 miles of San Francisco; (other areas considered). Box E-202. BROADCASTING.

Major market announcer available immediately. 7 years experience, all phases but rock. The kind whose work people follow. Box E-203. BROADCASTING.

Are you a fulltime middle of road medium or major market station in need of an intelligent night or midnight six personality or newscaster? Write Box E-214. BROADCASTING.

Good all around announcer desires announcer newsman chores. 26, married, steady want permanent employment. Box E-219. BROADCASTING.

Disc jockey announcer top 40. Will travel, available immediately for the summer months as a summer replacement. Can write commercials. Box E-221, BROADCASTING.

Young family man, 7 years experience in radio, including sales, dj, production, programming, and some tv. Looking for a future. Box E-223. BROADCASTING.

DJ-flexible, swinging, young, cheerful, experienced. Seeks format/promotional station. Box E-253. BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Attention Hawaii. Preferably Maui, Hawaii, Kauai. Need program director announcer mature with ideas or staff announcer? (not a screamer) Nine years experience, contact me now. Box E-232, BROADCASTING.

Hooper rated #1 "Bacon and eegs" jock-chief engineer in medium market. Ready to move up... Available 15 days. Tape, pic and references on request. Minimum $650. Box E-242, BROADCASTING.

Swinging format announcer: Well known in Washington D. C. area. Looking for employment in southwest, Georgia, Texas, Alabama, Florida, others considered. Experienced, extremely tight board. Available now!! Box E-241, BROADCASTING.

Conscientious, capable announcer with 12 years experience, including 3 at one of nation's top 50 kw's, desires permanent position with good music station. Excellent references. Box E-231, BROADCASTING.

Experienced announcer with authoritative voice. Now working and desire permanent position metro market. All letters answered. Box E-244, BROADCASTING.

First phone dj, local newsman seeks responsible position. Experienced. Presently 5kw. Box E-247, BROADCASTING.

DJ/announcer. Now employed. Seeks adult programming opportunity. Versatile. Reliable. Box E-252, BROADCASTING.

News that sells! 12 years experience, news director, desire steady position. Family. Box E-255, BROADCASTING.

Announcer, 1st phone, negro college grad. Great vocal appeal and production seeking heavy air work. Married, reliable. Right man to round out your announcing staff. Box E-153, BROADCASTING.

Announcer dj, fast tight board. Bright personality, good news, not a prima donna. Desire to settle. Box E-258, BROADCASTING.

Country dj—New York, New Jersey. College graduate, family man. Fast board, have large country library authoritative news. Know sports. Box E-259, BROADCASTING.

Announcer: first phone, some announcing experience write, J. Tierno, 37-46 92nd Street, Jackson Heights, N. Y.

Announcer tired of night work. Looking for day time only. Mature age 32, have first phone. Available now. Johney Jackson, Cardwell, Mo. OL 4-2174.

Young man, 23, desires announcing job. 1 year, experience. Prefers small midwest market.. but will travel further. Tape, photo and resume available. Contact: Dan Wilson, 245 Wagner, Northfield, Illinois.

Available immediately. Experienced announcer. Personal interview necessary. Desire midwest. Phone 342-4692. Ted Wilk, 495 Tompkins, Galesburg, Illinois.

Experienced announcer-engineer desires change to small or medium southern market. Family man. Sober, reliable, Telephone Frank White, at 562-7848, LaFollette, Tenn.

First phone announcer, p.d. and d.j. c&w, r&r or top 40. 10 years experience. Call or write Steve French, 1215 Stonington, San Pablo, California. Phone 235-5842.

Hark major markets. 3½ year Crowell-Collier trained air personality seeking top 40 relocation. 8 years experience, 1st phone, superb references. I work like a horse. Telephone Mr. Ed. At 612-777-4959.

Attention Philadelphia area stations; young, versatile, experienced announcer with bright, intelligent delivery, desires weekend position. Will audition in person. Phone 125- Gladstone 5-4625.

Announcer experienced. Good, mature, resonant voice. Sales, first class license, if required. 227½ Maple St., Ashland, Ohio. Phone 4-8262.

Situations Wanted—(Cont'd)

Announcers

Young man, 21, announcer and dj, good voice, 2 years college, some training and experience. Willing, midwest. Don Sibley, 113 E. Prentiss, Iowa City, Iowa.

C & W dj available immediately. Will move N.W. or S.W. Reliable family man. Ray Wolfe, 145 Gillette, San Francisco.

Technical

Two years experience radio operating engineer. No announcing, need employment. Box E-190, BROADCASTING.

Competent chief all phases radio. Seven years tv experience. Excellent references. Prefer Florida, other areas, positions, considered. Box E-169, BROADCASTING.

Chief engineer wishes to relocate. Experience with directional, remote control, automatic tape, tv studio, vtr. Presently employed, proven record, good references. Prefer west coast. Box E-145, BROADCASTING.

1st class (licensed) engineer. Experienced (four years as chief) in am & fm construction and maintenance. Also announcing, production, news and copy writing in spare time Seeking position with prestige southwestern station. Personal interview a must. Presently employed. Box E-226, BROADCASTING.

13½ years broadcast field. 6½ years chief engineer, 5 kw am-da and fm. Some board work. No announcing. Family car. Available June 1st. Have good job but no time off. Box E-236, BROADCASTING.

First fone, fifteen years, one year combo. Married, prefer south. Box E-238, BROADCASTING.

Chief engineer wants position with a progressive station. Prefers Maryland, Virginia area. Lack of co-operation warrants change. $150 per wk minimum. Box E-240, BROADCASTING.

Presently chief engineer and announcer, married college graduate, well versed in both radio and tv. Call 601-453-2230.

Production—Programming, Others

Editorializing? Want Help? Community subjects skillful researcher-writer for local station. Unique background. East or west coast. Box E-75, BROADCASTING.

Young lady, fifteen years of capable and proven experience in music programming for adult listening. Interested only in metropolitan market station. Box E-186, BROADCASTING.

Newsman—experienced radio and newspaper reporter moving west mid-May seeking appointments personal interview and audition Arizona, California, etc. Resume and personal information. Box E-171, BROADCASTING.

Major market newsman, flagship station 6 state network ready for top 25 metropolitan, thoroughly experienced, authoritative, concise, colorful. Harvard graduate, 32, family. Box E-285, BROADCASTING.

Newsman married, three children, responsible. 12 years experience looking for a station that wants these qualifications. Have my own methods, but adaptable to yours. Box E-199, BROADCASTING.

Realistic public affairs-special events director. Prepared to take total responsibility for your public service commitment: A running tap on public service announcements, production of low budget effective public affairs shows and general community relations. Box E-211, BROADCASTING.

Continuity director. Experienced all advertising media. Advanced degree. Available immediately. Box E-213, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

News director: 50 kw's de-emphasizing department. Consider staff top station. Box E-208, BROADCASTING.

Program director seeking financial growth opportunity. In six months I have increased billings 55% at this major market good music station. Mature, able, aggressive specialist in adult programming. Formerly news editor for America's most respected chain. Can completely take charge of staff and programming. Now seeking permanent position with growth potential in good market. Box E-228, BROADCASTING.

Versatile, creative program executive invites inquires from quality broadcasters interested in achieving or maintaining top major market adult sound status. Will consider either multi station or single operation program administration. Personal and professional background allows closet scrutiny. Can be available June first. Box E-239, BROADCASTING.

All-around radio man; 14 years experience, 11 years as pd; deejay, news, writing production. Don Frost, 1211 South Georgia, Mason City, Iowa Code 515-423-1899.

Creative female-adept in "facts" or "fancy motif." At home on mike as well as behind the scenes. English literate and whimsical. Woman's program, children's show, public service. New York only. Box E-257, BROADCASTING.

College and announcing school graduate. One year experience in announcing and newswork. First phone license, no maintenance. Box E-261, BROADCASTING.

Newsman announcer. Year experience in news gathering, writing, airing and announcing. First class ticket. Box E-262, BROADCASTING.

Sports, play by play; news. Seven years experience all phases radio. Box C-223, BROADCASTING.

TELEVISION

Help Wanted—Management

General manager wanted. Must be man of highest integrity, with a minimum of 10 years experience in tv station management. Must be experienced in all phases of multiple tv and radio station operations. Tremendous opportunity for the right man with educational and sober background, and a record of accomplishments. Minimum starting salary $50,000 per year, with options of stock purchases and other benefits. Give complete details first letter, with accompanying photograph. Replies held strictly confidential. Will return application, if desired, should it be unacceptable. Box E-158, BROADCASTING.

Sales

New small market uhf in southwest will need good all around broadcaster strong on sales, capable of management. Right person can write his own ticket, will consider handicapped or older person. Investment optional. Box E-193, BROADCASTING.

Top 20 midwestern market has opening for alert, aggressive, young salesman. Desire young man with great potential, limited only by age and experience. Excellent opportunity for advancement. Box E-245, BROADCASTING.

Two station North Carolina market in top 50 needs hard working local salesman. Prefer stable man willing to grow with expanding market. Salary plus commission. Mail resume and photo to Bernie Whitaker, Sales Manager, WRAL-TV, Box 9583, Raleigh, North Carolina.

Help Wanted—(Cont'd)

Announcers

TV booth announcer, mature, authoritative, personable, tv experience not required. Top station in Iowa market. Send picture, tape, complete details, Manager, Box E-165, BROADCASTING.

We are seeking an experienced announcer, capable of handling both weather in detail and acting as a back-up man for our Farm Director. Must look and sound good. Write and tell us your story. Box E-217, BROADCASTING.

Technical

Wanted . . . tv transmitter engineer. Remote installation. Housing furnished, man and wife. Give experience and wages expected in letter. Write Box E-179, BROADCASTING.

Latin American TV station needs chief engineer able take complete charge of planning, installation and maintenance. Knowledge Spanish essential. Box E-188, BROADCASTING.

Near Washington D. C. Maximum power vhf is looking for top flight operations technician. First class license required. Must have videotape and switching experience. Permanent position for right man. Furnish complete personal background and recent photograph. Box E-96, BROADCASTING.

Engineer. First phone. Salary commensurate with experience. Send qualifications, references, salary requirements and recent photograph to Mr. Strang, KKTV, Colorado Springs, Colorado.

Studio and transmitter technicans to build new facilities. Experience necessary. Please send resume to lad Hlavaty, Chief Engineer, WQAD-TV, 1630 Fifth Avenue, Moline, Illinois.

Two technicians with 1st or 2nd class phone licenses to attend uhf translators in Chicago and Detroit retransmitting airborn tv instruction programs to city schools. Twenty hour weekly broadcast schedule offers unique opportunity for individuals desiring to further education in off-duty hours. Send qualifications, references, and salary requirements to Director of Engineering, MPATI, Inc., Memorial Center, Purdue University, Lafayette, Indiana.

1st class enginer for vacation relief work in engineering department of KWWL-TV, Waterloo, Iowa. Position includes work at both studio and transmitter. Previous television experience desirable but not essential. Contact E. M. Tink, V. P. Engineering.

Production—Programming, Others

Southwest VHF needs newsman photographer experience in gathering and writing news. Box E-104, BROADCASTING.

Opportunity for alert newsman who can gather, write and voice news, Texas station. Box E-107, BROADCASTING.

Are you interested in joining a progressive tv station in the southwest? We need experienced people in the following areas: Art, photo, continuity, floor, film, directing, sales. No, we're not cleaning house, but we are developing a tight creative production unit. Forward complete resume to Box E-216, BROADCASTING.

Opportunity for advancement. Some experience preferred. Some production writing ability necessary. Here is a chance to prove you are a good idea man. Contact Ed Lamy, WAFB-TV, Channel 9, Baton Rouge, Lousiana.

TELEVISION

Situations Wanted—Management

Midwest tv manager seeks relocation for greater opportunity. Would consider part ownership. Proven ability, long in sales and public relations. Excellent background. Pay commensurate to accomplishments. Box E-196, BROADCASTING.

General sales manager available June 1st. Can delivery national to local sales experience. Box E-212, BROADCASTING.

Sales

Top television salesman available. Big or small market. 7917 West Normandy Street Miramar, West Hollywood, Florida.

Announcers

Major market announcer available immediately. 7 years experience, all phases but rock. The kind whose work people follow. Box E-203, BROADCASTING.

Radio-television announcer, college grad. Married 6 years experience all phases. Prefer tv or combo. Tony Richards, 233 W. Howry, Leland, Florida. RE-4-3890.

Technical

Chief engineer: Experienced tv, am & fm chief engineer. Over 20 years experience in all phases of management, operations, planning, installation, maintenance and building facilities. Large station experience. Best references. Available short notice. Box E-131, BROADCASTING.

Working assistant chief seeking position with a challenge. Nine years all phases tv & willing to relocate. Excellent references. Box E-249, BROADCASTING.

1st phone, good technician. 12 years radio experience, 5 years chief. Can announce. Desires television maintenance or control. Box E-222, BROADCASTING.

Vacation relief, 1st phone studio, film, photo. Now in Denver. Box E-234, BROADCASTING.

Have you opportunity for engineer with 12 years television experience including color, planning, construction? Last 4 years assistant chief. Box E-201, BROADCASTING.

Production—Programming, Others

Newswriter, experienced radio and newspaper reporter moving west mid-May seeking appointments personal interview Arizona, California etc. Resume and personal information. Box E-172, BROADCASTING.

Experienced news director; seeks station leading or planning to lead competitive market. News in depth specialist; award winning techniques, top voice, references. Box E-176, BROADCASTING.

Newsman, aggressive, experienced. Nine years professional journalism, 5½ broadcasting (mostly television), 3½ newspaper. Now in major market. Prefer New York, Washington, Miami or Los Angeles. Extensive knowledge film, videotape, documentary. Single, but marriage soon. Box E-48, BROADCASTING.

Newsman, experienced all phases. Supervise gather, edit. and air. Two degrees. Box C-271, BROADCASTING.

Experienced news director. Dedicated professional. Organizer. Cooperative, community promoter. Friendly. Box E-215, BROADCASTING.

College grad., age 24, single, and draft free. Producting directing experience in ETV. Desires position in commercial station, but will consider etv. Knows all phases of production and lighting. Re-location desirable. Will send resume and references on request. Available immediately. Box E-220, BROADCASTING.

Experienced tv newsman. Solid background. Gather, film on air, now employed. Box C-272, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Experienced television radio newspaper reporter, 29, wants fast moving job. Box E-246, BROADCASTING.

Creative female-adept in "facts" or "fancy motif." At home on mike as well as behind the scenes. English literate and whimsical. Woman's program, children's show, public service. New York only. Box E-257, BROADCASTING.

Available, program manager. Extensive medium-major market experience in television programming, production, films. Experience includes all phases of general operational procedures. Currently employed major market. 14 years broadcasting background. Seeking to relocate with aggressive operation. Box E-263, BROADCASTING.

WANTED TO BUY

Wanted: A number of radio transcriptions featuring Russ Columbo (radio crooner of 1930's). The transcriptions will not be rebroadcast or duplicated, wanted for research purposes only, will pay $25.00 each. Write: Roy Steifel, P.O. Box 511, Winston-Salem, North Carolina.

WANTED TO BUY

Equipment

Wanted used automatic programming equipment, gates nite-watch, etc., also interested in remote pickup equipment. Box E-254, BROADCASTING.

Do you have a dimmer board that is now gathering dust, or non-productive? We need one so send the info on yours and maybe you can turn it into ready cash. Box E-218, BROADCASTING.

Wanted: 1600 feet RCA 3 1/8 inch. line; RCA 3-inch IO camera chain. Wm. C. Grove, General Manager, KFBC-TV, Cheyenne, Wyoming.

All equipment between the microphone and the 150 foot tower necessary to build a 250 watt station. Gates transmitter preferred. What do you have? Cash available. Box C-23, BROADCASTING.

Wanted—prices on used GE synchrolite B&H projector head in operating condition. Interested in other synchrolite parts-tubes, transformers, etc. Box E-266, BROADCASTING.

2 used guide towers for am station 240' appx. height down and ready to ship. Ramsey Broadcasting, 1712 Rosewood Street, St. Paul 9, Minnesota.

BUSINESS OPPORTUNITY

Unlimited funds available for radio and television properties. We specialize in financing for the broadcasting industry. Write full details to Box 205A, BROADCASTING.

Miscellaneous

Helicopters for lease, yearly, for traffic time newsphoto, promo. Very reasonable. Tax deductible. Box E-33, BROADCASTING.

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

"Quick Quips" Jokes, one-liners, comedy, ad-libs for deejays. Also "Disc Hits," record info. $5.50. Del Mar Radio Features, P.O. Box 61, Corona Del Mar, California.

For Sale

Equipment

RCA 10 kw fm transmitter, type BTF-10B, $5,200, and H/P fm monitor, type 335B, $800. Both for $5,500. Good operating condition and appearance. Box 221, Lebanon, Tennessee.

One (1) Seeburg 200-record library unit . . . $150. Ampex stereo 352-2 in console . . $1000. GE fm monitor . . . $400. Box E-248, BROADCASTING.

Will sell or trade 2 Geloso tape recorders G-255 in excellent condition. Need portable battery tape recorders. Best offer. Box E-197, BROADCASTING.

Federal 101-C field intensity meter. 3 loops, 530 to 7000 kc. Hardly used. Ori. cost $1,114. Sell for $450. Box E-229, BROADCASTING.

For sale: RCA BTA-1KX kilowatt transmitter like new, complete with conelrad crystal. Kit available for 250 watt cutback. $3,000. WSLM, Salem, Indiana.

Xmission Line; Teflon insulated, 1⅝" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for $40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

Fidelipac tape cartridges. Best prices, same day shipment. Old cartridges reconditioned. Write for complete Sparta equipment brochure. Sparta Electronic Corporation. 6450 Freeport Blvd., Sacramento 22, California.

Composite fm kilowatt transmitter: General Electric BT-2-2 fm transmitter with Gates M-5534 Exciter. Now in use. Exceeds FCC requirements. Available April 10th. Best offer over $1,500. General Electric FM BY-4-a, 4-section Circular antenna with De-icers "as is." Best offer over $200. WYZZ (FM), Wilkes-Barre, Penna.

2 **Neumann U47a** mikes, power units, 25 ft. cables, used 20 hrs., $200 ea. David Pascal, 309 Dunlap Street, Woonsocket, Rhode Island.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Magnemite model 610-SD professional field tape recorder, excellent condition. Spare tubes, tapes, battery and microphone included Postpaid $140.00 Box E-143, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 1505 N. Western Ave., Hollywood 27, California.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Altanta, Georgia.

INSTRUCTIONS—(Cont'd)

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1653 North Cherokee, Hollywood, California.

Announcing, programming, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Keegan Technical Institute, 207 Madison, Memphis, Tennessee.

FCC license in six weeks. Total cost $285. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. CA 7-0529.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for class starting April 24. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Special accelerated schedule. The Los Angeles Division of Grantham Schools is now offering the proven Grantham first class license course in a special accelerated schedule. Taught by a top notch instructor, this class is "success tested" for the man who must get his first phone in a hurry. The next starting dates for this accelerated class are April 29, July 8, and September 9th. For free brochure, write: Dept. 3-B, Grantham School of Electronics, 1505 N. Western Ave., Los Angeles 27, California.

Jobs waiting for first phone men. Six weeks **gets** you license in only school with operating 5kw station. One price includes everything, even room and board. American Academy of Electronics, 303 St. Francis St., Mobile, Ala.

San Francisco's Chris Borden School teaches you what you want: 1st phone and "modern" sound. Jobs a plenty. Free placement Illustrated brochure. 259 Geary Street.

"Do you need a first phone? Train for and get your FCC first class license in just five (5) weeks with R.E.I. in beautiful Sarasota! Affiliated with modern commercial station. Free placement. Write: Radio Engineering Institute of Florida, Commercial Court Building, P. O. Box 1058, Sarasota, Florida."

For Best Results

You Can't Top A

Classified AD

in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

RADIO

Help Wanted—Announcers

ANNOUNCER-EMCEE

50 kw Southwest major-market station seeks stable announcer for varied staff duties. Outstanding facility, perfect climate, good pay and company benefits for right man. Send resume, recent photo and tape, (includes news, sports, music show and commercials) to:

Box E-146, BROADCASTING

Production—Programming, Others

Radio News Director wanted for: West Coast Major Market-50,000 Watts

To: Reorganize and direct news operation

Operate out of mobile unit

Voice all local news

Strawboss-three-man team.

Must have: Outstanding record in news digging and delivery, outstanding news voice. This is an early rise, late bed every day thing. It's work, work, work. Your past must be spotless. We'll pay top money, but drive you without mercy. Send recent tape, all details to:

Box E-205, BROADCASTING

RADIO

Situations Wanted—Sales

SALES MAKING
STATION MANAGER

Last place I worked we upped sales 50% in six months. I want to join your sales or promotion organization in New York City or suburban radio. Full details by writing to:

Box E-189, BROADCASTING

Production—Programming, Others

Radio-tv Executive Assistant

Fifteen years all phases in largest markets. Broadcast superviser for scientific foundation. University instructor. Ten years commercial experience as operations director, tv director, production director, program manager, BS, MA degrees, family. References include present employer.

Box E-230, BROADCASTING

TELEVISION

Situations Wanted—Announcers

Radio TV Personality,

ten years experience. Now successful in medium market, ready for major market. All the talent is not on your doorstep. Let me send you a tape and/or VTR; if this generates any interest I'll come to you for a personal interview. You have nothing to lose but a letter.

Box E-210, BROADCASTING

Situations Wanted—(Cont'd)

Production—Programming, Others

NEWS DIRECTOR—TV & Radio
Experienced in all phases of news. Now employed in third market, large eastern state. Seeks position as tv newsman or reporter, or both, in major market, established chain or large independent operation. Must be willing to pay for excellent product. SOF & RESUME AVAILABLE.
Box E-191, BROADCASTING

INSTRUCTIONS

RCA will train you in TV DIRECTION, PRODUCTION, AND STUDIO OPERATIONS

Thorough and professional training courses in every phase and detail of television and radio production. Train with experts on professional equipment. Day and Evening coeducational classes. Write for FREE career information. RCA Studio School Dept. B-15, 1600 Broadway, N.Y.C.

RCA INSTITUTES, INC.
A Service of Radio Corporation of America

The Most Trusted Name in Electronics

Miscellaneous

"BLUEPRINTS FOR SUCCESSFUL JOB-HUNTING IN RADIO & TV"

This *authoritative new information piece* tells you how to organize your campaign, resumes and tapes. Available by mail order only. $1 for postpaid copy, prompt delivery. You can also obtain other new releases prepared by specialists, easy-to-use. Send $2 for "HOW AND WHEN TO PLAN YOUR OWN ADVANCEMENT." Send $3 for "HOW TO SELL YOURSELF BY WRITING BETTER LETTERS AND RESUMES," with samples of "ideal" copy. P. O. Box # 1638, Grand Central Station, New York 17, N. Y.

EMPLOYMENT SERVICE

TV ENGINEERS
Now placing broadcast engineers in tv stations exclusively, in all 50 states. Beginners or experienced with first class tickets get excellent placement results if qualified. FREE REGISTRATION. Excellent opportunity for radio men to get into TV.

Professional Placement
458 Peachtree Arcade
Atlantic 3, Georgia, JA 5-4841

WANTED TO BUY

WILL PAY $25.00
Each for old radio transcriptions. See classified section under Wanted to Buy ! ! ! !

For Sale

Equipment

April showers bring. . .
Lightening too. . .
Complete stock of RF ammeters and transmitter mica capacitors.
Write or call for off-the-shelf shipment.

Dept. B-1
Gates Radio Company
Subsidiary of
Harris-Intertype Corp.
Quincy, Illinois

Used 19" Rack-Mount Cabinets
10½" High to 48" High
PRICED TO SELL
Also Assorted 19" Rack Panels 7" to 37¾" High
Box E-127, BROADCASTING

ITA FM TRANSMITTERS
6,000 and 10,000 Watts New and Used
CLOSE-OUT PRICE
Box E-128, BROADCASTING

WANTED TO BUY

Stations

LOOKING TO BUY IN OHIO
An AM Radio Station in a medium sized or smaller market.
All contracts confidential.
Box E-264, BROADCASTING.

For Sale

Stations

FORCED LEGAL SALE
SOUTHEAST'S MOST FABULOUS METRO GROWTH MARKET OF 200,000
Country—Western Dream

About once in 15 years an opportunity like this presents itself.

For authentic legal reasons—after 10 years of highly successful operation—this fine fulltime 5 KW Day, 1 KW Night facility must be sold.

Only one station in this market has changed hands in over 15 years. Excluding Florida, this is the most solid growth area in the Southeast—not just population, but retail sales, construction, bank deposits, etc.

All equipment, buildings, in excellent condition. Transmitter site is only small part of valuable industrial tract owned by company.

Country-Western Market wide open—begging—⅗ all record sales this type.

Only substantial principals with considerable cash resources need inquire to owner.

Box E-151, BROADCASTING

For Sale—(Cont'd)

Stations

5KW-MAJOR MARKET
non-directional daytime, in East Coast State. Album music programmed, low-cost operation high profit potential, now in the black and growing. $210,000 on terms.
Box E-204, BROADCASTING

CONN. RADIO STATION
for sale. Good potential for owner-management. Excellent low frequency, daytimer with wide coverage in growing market. Only reasonable amount cash required. Only answer if fancially qualified.
Box E-177, BROADCASTING

WESTERN
Full time, independent, one owner. Ideal for working owner. $15,[illegible] down balance long term.
Box E-194, BROADCASTING

STATIONS FOR SALE

CALIFORNIA. Daytime facility. Serves market of close to 200,000. Priced at $141,000. 29% down.
SOUTHEAST. Daytime facility. Serves market of one million. Priced at $225,000. 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

Ga.	single	daytimer	55M	terms
Tenn.	single	daytimer	48M	25M
N.Y.	small	daytimer	125M	36M
S.E.	small	fulltime	33M	10M
Fla.	medium	power	150M	30%
Mass.	metro	daytimer	185M	29%
Pa.	metro	daytimer	120M	terms
N.E.	metro	daytimer	200M	50M

And others

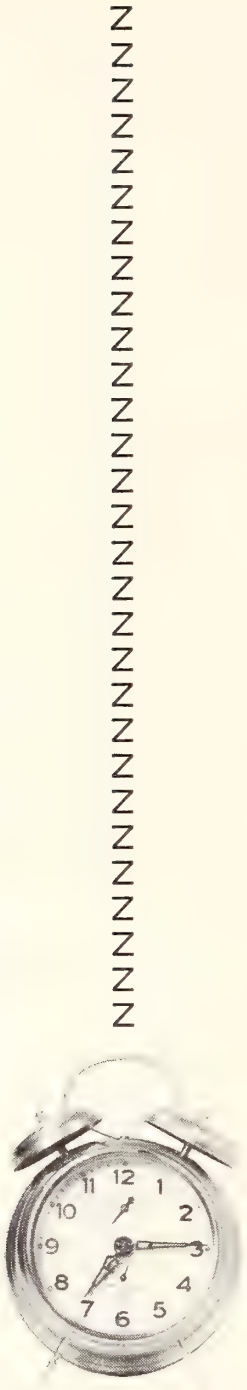
CHAPMAN COMPANY
2045 Peachtree Rd. N.E., Atlanta 9, Ga.

To buy or sell Radio and/or TV properties contact.
PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 17, TEXAS

NEED HELP?
LOOKING FOR A JOB?
SOMETHING TO BUY OR SELL?

For Best Results You Can't Top A CLASSIFIED AD in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO


Z
Z
Z

OUR RESPECTS to Seymour Louis Adler

A tv station's most important service—news

"News is the most important service a tv station can render," S. L. Adler, vice president and general manager of KTLA (TV) Los Angeles, said last week. "Informed citizens are the best citizens and it's up to all of us in the communications business to help keep them informed. That's why KTLA is primarily a news station, although we try to entertain our viewers as well as inform them."

How well Mr. Adler's news-first policy has worked was indicated last fall, when the Radio & Television News Assn. of Southern California awarded six of its 10 "Golden Mike" awards for tv news excellence to KTLA. In addition to citations for the best news film, best commentary, best documentary and best special news report (for its two-day coverage of the Bel Air fire), KTLA was given a special award for its coverage of the demise of two of Los Angeles' daily papers and the station management was honored with the award for "the most outstanding support of a tv news operation."

The effectiveness of Mr. Adler's management policies can be measured by another standard, that of economics. Here, the story is short and sweet. In 1960, the year before he came to KTLA, the station's financial report showed a loss of just under $1 million. In 1961, the first year under his direction, KTLA reported a profit of nearly $600,000. Last year net earnings more than doubled to $1.4 million.

What's in a Name? ▪ Seymour Adler was born Oct. 16, 1918, in Philadelphia and got along very well without a middle name until a recruiting sergeant asked him, "D'ya wanta go through life as N.M.I. [no middle initial]?" So he took his father's first name—Louis—as his middle name. But what he is universally called even in KTLA's news releases, is "Stretch." The reason is obvious when he stands up and reveals his full height of 6 feet 4 inches.

While he was still a babe in arms, his family moved to Cincinnati, where his father bought a big, old house in the wrong part of town. Stretch was the rich kid in a poor neighborhood, and of necessity, became an expert boxer. Even so, when he tried to enlist in the Navy he was rejected for not having enough teeth ("the result of talking when I should have been listening"). After grammar and high school, he entered the U. of Cincinnati, where he spent as much time as possible at boxing, baseball, basketball and football, and as little as possible at his books.

A Fly Boy ▪ Crazy about flying, with a pilot's license before he was out of his teens, Stretch left the university after two years for a job as an airplane engine tester for Curtiss-Wright. The testing was done in the shop, not the air, and after 18 months he quit to become a flyer. The Army was not as particular as the Navy about his dental status, so, with his new middle name, he went through his training and on Jan. 9, 1941, got his commission as a second lieutenant in the Army Air Corps. For more than two years he served as an instructor, teaching cadets to fly.

Capt. Adler then was given command of a squadron on its way overseas. In the next two years he logged 29 missions (he flew twice as many more as an observer) and collected a Silver Star, a Distinguished Flying Cross and "some of the other hardware they handed to everyone within sight." When he added a piece of flack to his hardware collection, he was hospitalized for six months. Another six months of duty with the Ferry Command in Memphis and in September 1945 he was discharged after 5½ years of service.

Trucking to Television ▪ Out of uniform, Stretch tried the produce trucking business ("but I didn't like the business") and manufacturing point-of-sale displays ("but I didn't like my partners") and selling syndicated radio programs for Frederic W. Ziv. ("My territory was Kentucky and Tennessee, except for Louisville and Memphis.") Television was coming in and Stretch wanted to get in at the beginning, so he left Ziv to return to Cincinnati as a tv time salesman, first for WCPO-TV, then for WLWT (TV).

Switching from time to talent, he joined the William Morris Agency and spent two years in Chicago as head of the agency's radio-tv department. Next, he joined forces with Robert Stabler to produce *Rimfire* "tv's first adult Western and a good show, only we were ahead of our time and couldn't sell it." So Stretch went with Screen Gems as senior sales executive. After a couple of years he moved to Guild Films as sales manager and after another couple of years he took a similar post at Official Films. Then came an offer from Paramount which took him first to the executive offices in New York and then to Hollywood in his present position of vice president and general manager of Paramount Television Productions, licensee of KTLA.

Stretch and his wife, nee Marjorie Duhan, a successful writer of plays, short stories and tv scripts whose first novel is now in publication, live in a Hollywood Hills home with their two dogs, Rock (a German Shepherd) and Pebble (a Kerry Blue). Swimming in his own pool is Stretch's major athletic activity today, he admits. "The sports I used to play I now enjoy from a box seat. I keep planning a weekly golf game with a KTLA foursome but something always happens to prevent it. I guess you could say that my work is my hobby, because I'm often on the phone with New York at 6:30 in the morning and I'm at the office from 8 a.m. until after 7 p.m. six days a week, which doesn't leave much time for anything else."



KTLA (TV)'s 'Stretch' Adler (l.)
In the station's 'Telecopter'

Post-strike opportunity

MARATHON newspaper blackouts have just ended in two of the nation's largest markets. The strikes lasted 114 days in New York and 129 in Cleveland, extending through much of the holiday buying season. With no place else to go, print-oriented department stores and other retailers flocked to the air. A whole new advertising world was opened for many of them.

Through forced feeding local advertisers learned much about the values of radio and television. Circumstances made them give broadcasting a trial and most of them, coached by broadcasters and agencies, learned how radio and tv could serve them best. Many hard-case print advocates were pleasantly surprised with the excellent results. Others may have been disappointed due to inexperience or poor advice.

Now comes the test. How many of these advertisers will radio and television be able to retain with newspapers again rolling off the presses? Not all, to be sure, because the broadcast media cannot hope to replace newspapers in the retail field. What happens in New York and Cleveland will set the pace in all other markets through the retailers' grapevine.

The result will be determined by the efforts made now by the Radio Advertising Bureau, the Television Bureau of Advertising and the broadcasters themselves. Working together they must make the most of the wind-fall by selling sales through air power.

There never was a better opportunity.

Be kind to broadcasters

SOMETIME soon the White House reluctantly will accept the resignation of Newton N. Minow. At or about the same time President Kennedy will nominate a new member of the FCC, but not necessarily the new chairman.

Who the new commissioner or chairman will be is known only by the President if, indeed, either yet has been selected. It is now clear that the reason the Minow resignation, tendered in February to become effective in June, has not been confirmed was because the President wanted to select his successor without exposing a "lame duck" situation.

The search for the new commissioner is on. There are at least a half-dozen candidates. We are told there isn't a whiz kid among them.

We are told, moreover, that the administration isn't anxious to further irritate broadcasters. There is the hint of a "be kind to broadcasters" approach. This seems politically prudent because a presidential election year is coming up. Broadcasters are important to an administration that won on the wings of the Great Debates by the narrowest of margins. To provoke broadcasters unduly now would be bad "station relations."

If the new commissioner is not designated chairman, the choice will be among the three Democratic incumbents. Of these the fair-haired one seems to be 33-year-old E. William Henry, Tennessee New Frontiersman handpicked last August by Attorney General Robert F. Kennedy.

Mr. Henry may be young, but he also is bright, ambitious and good-looking. In the six-months he has served, he has given broadcasters no reason to rejoice. He has seen eye-to-eye with Mr. Minow in the disposition to pour it on.

The FCC's newest commissioner—47-year-old Kenneth Cox—is regarded by his colleagues as even tougher than Messrs. Minow and Henry. In his two-year hitch as broadcast bureau chief he demonstrated a capacity for hard work and an insistence that broadcasters toe the mark, always on the ground that his job was to implement FCC policy, not initiate it. Now he is on the policy level. He would be a strong and probably stubborn chairman.

The third incumbent Democrat is the 11-year veteran 53-year-old Robert T. Bartley. He is the only commissioner with broadcast experience, having been with the Yankee Network in Boston for four years and with the NAB for five years. He covets the chairmanship but has made no campaign for it. He is opposed by multiple owners because he invariably wants any transactions in which they are involved aired in public hearings. Usually he is in the minority.

A few weeks ago the conference of station association presidents, meeting in Washington, petitioned President Kennedy to name a practical broadcaster to the Minow vacancy.

The impulse is to applaud. But it isn't that pat. A broadcaster isn't automatically qualified. A bad broadcaster (we readily admit there are such) might be a good Democrat but not make a good commissioner. Most good broadcasters who come to mind wouldn't want to make the sacrifice.

The ideal would be selection of a statesman among broadcasters—one who doesn't need the job but knows what it is to meet a payroll and to compete. There then would be some hope of inculcating in those theorists on the FCC the practical facts of broadcasting life in a supposed free, competitive economy.

It could be happy and easy

ONE of the biggest vacuums in radio's statistical picture would be filled if stations gave their support to the project for compiling dollar figures on national advertising proposed at the NAB convention.

Radio Advertising Bureau and the Station Representatives Assn. stressed the need for amounts spent by brand and by market to show the reach and influence of radio. Tom Wright, of Leo Burnett Co., cited radio billings information by product categories as a must for agencies and advertisers in planning national campaigns.

The simple need is for monthly reports on local, regional and national billings broken down by product categories. The cost to individual stations would be relatively low. Ten Los Angeles stations make similar reports for $2 per station.

It's easier than filing a tax return and would be just as confidential and much more profitable.



Drawn for BROADCASTING by Sid Hix

"No, thanks, but tell me, is Newton Minow really going to quit the FCC and go to work for you folks?"

People try it and they like it

Result:
KPRC-TV is first in sales in Houston. Next time you're thirsty for sales try the one fine TV station sold everywhere at popular prices. Just say . . .
"HEY PETRY, KPRC—TV."



KPRC-TV, CHANNEL 2, HOUSTON
Represented Nationally by Edward Petry & Co.

ALSO BREWERS OF
KPRC RADIO

NBC

COURTESY OF THE CARLING BREWING COMPANY

HENNESEY SAILS TO

100

SALES

New York	WABC-TV	Flint	WJRT-TV	Tampa-St. Petersburg	WFLA	Shreveport	KSLA-TV
Washington, D.C.	WRC-TV	Norfolk-Portsmouth-Newport News	WAVY-TV	San Francisco	KRON-TV	Phoenix	KTVK
Chicago	WGN-TV	Sioux Falls	KELO-TV	Lubbock	KCBD-TV	Sioux City	KVTV
Detroit	WJBK-TV	Yuma	KIVA	Boise	KTVB	Grand Rapids	WOOD-TV
Orlando	WDBO-TV	Albuquerque	KOB-TV	Syracuse	WNYS-TV	Odessa-Midland	KMID-TV
Portland, Ore.	KPTV	San Antonio	KONO-TV	Salt Lake City	KSL-TV	Alexandria	KCMT
Youngstown	WFMJ-TV	Reno	KOLO-TV	Miami	WCKT	Green Bay	WFRV
Jackson, Miss.	WLBT	Las Vegas	KORK-TV	Charlotte	WBTV	Cleveland	WEWS
Boston	WHDH-TV	Fresno	KMJ-TV	Missoula	KMSO-TV	Bangor	WLBZ-TV
Los Angeles	KNBC	Sacramento	KCRA-TV	Baltimore	WMAR-TV	Binghamton	WBJA-TV
Lancaster	WGAL-TV	Billings	KOOK-TV	Abilene-Sweetwater	KBRC-TV	Spokane	KXLY-TV
San Diego	KOGO-TV	Butte	KXLF-TV	Erie	WICU-TV	Lexington	WKYT
Wilkes Barre	WBRE-TV	Great Falls	KFBB-TV	Dallas	WFAA-TV	Valley City	KXJB-TV
Pensacola	WEAR-TV	Idaho Falls	KID-TV	Johnstown	WJAC-TV	Columbia, S.C.	WIS-TV
Portland, Me.	WCSH-TV	Twin Falls	KLIX-TV	Milwaukee	WITI-TV	Cape Girardeau	KFVS-TV
New Haven	WNHC-TV	Montgomery	WSFA-TV	Tucson	KVOA-TV	Burlington	WCAX-TV
Minneapolis	KSTP-TV	Atlanta	WSB-TV	Eugene	KVAL-TV	Eau Claire	WEAU-TV
Dayton	WHIO-TV	Houston	KHOU-TV	Columbus, Ga.	WTVM	St. Louis	KSD-TV
Denver	KLZ-TV	El Paso	KTSM-TV	Amarillo	KFDA-TV	Jefferson City	KRCG-TV
Buffalo	WBEN-TV	Pittsburgh, Kan.	KOAM-TV	Roswell	KSWS-TV	Rock Island	WHBF-TV
Indianapolis	WLW-I	Jacksonville	WJXT	Knoxville	WATE-TV	Des Moines	WHO-TV
Pueblo	KOAA-TV	Salinas	KSBW-TV	Rockford	WREX-TV	Harrisburg, Ill.	WSIL-TV
Sherman	KXII-TV	Rapid City	KOTA-TV	Madison	WKOW-TV	Brownsville, Harlingen-Weslaco	KRGV-TV
Greenville, S.C.	WFBC-TV	Wichita Falls	KFDX-TV				
Seattle	KING-TV						

AND ALL IN ONE SHORT SELLING PERIOD! 100 SALES IN MAJOR MARKETS ACROSS THE COUNTRY. 100 DECISIONS BY TOP STATIONS, WHICH ARE BEING PROVED 100 PER CENT RIGHT BY TIME-PERIOD –LEADING RATING REPORTS. COME ON BOARD WITH NBC FILMS.



35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

APRIL 22, 1963

Off-network shows bring variety to lives of spot buyers 31

Industry hopes puzzle pieces are in place when ratings probe resumes 33

KVUE(TV) requests three-year pay-TV test in Sacremento, Calif. 72

Last sections fitted into Transcontinent's $40 million sale 62

COMPLETE INDEX PAGE 7

eep close in your customers with Spot Radio

ng baby products? Reach busy mothers who e the purchases—even when they are most on the Keep your sales growing in this growing market Spot Radio on these outstanding stations.

	Albuquerque	WTAR	Norfolk-Newport News
	Atlanta	KFAB	Omaha
	Buffalo	KPOJ	Portland
	Chicago	WRNL	Richmond
K	Cleveland	WROC	Rochester
A	Dallas-Ft. Worth	KCRA	Sacramento
	Denver	KALL	Salt Lake City
	Duluth-Superior	WOAI	San Antonio
	Houston	KFMB	San Diego
F	Kansas City	KYA	San Francisco
	Little Rock	KMA	Shenandoah
	Los Angeles	KREM	Spokane
	Miami	WGTO	Tampa-Lakeland-Orlando
	Minneapolis-St. Paul	KVOO	Tulsa

Intermountain Network



RADIO DIVISION

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

YORK • CHICAGO • ATLANTA • BOSTON • DALLAS

ROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS



Radio to listen to radio by

WJR is the kind of radio people pay attention to.

WJR radio is *foreground* radio. With the kind of sports and fine arts and news and farm shows and homemaking tips and music that thrill, provoke, inform, amuse, excite, and charm.

In short, WJR radio *does* things to people. All day, all night, year in, year out.

This kind of radio does things for commercial messages, too. Namely, gets them *heard* and appreciated—in a 4-state 112-county market, 15,312,700 people strong.

In short, radio for you to make *money* by. Call your Henry I. Christal Representative soon.

WJR

760 KC 50,000 WATTS

DETROIT



KEY STATION
FOR THE ADULT RADIO AUDIENCE IN BALTIMORE

WCBM programs for adults . . . the young marrieds . . . the parents of growing families . . . the people with "spending" power. They need more of your product or service . . . and YOU need them. Reach them, and thousands of adults like them, and you reach the most important buying segment in the growing Baltimore metro market.

They prefer the adult-level programming WCBM offers . . . the music . . . the personalities . . . the programs . . . and the news, with 17 hours of local and regional coverage, gathered by Baltimore's largest radio news team, plus 15 hours of CBS news.

Unlock the door to the adult audience in Baltimore . . . the people who "buy"! Deliver your message to them through WCBM Radio . . . . key station in your Baltimore radio schedule!

WCBM

National Sales Representative

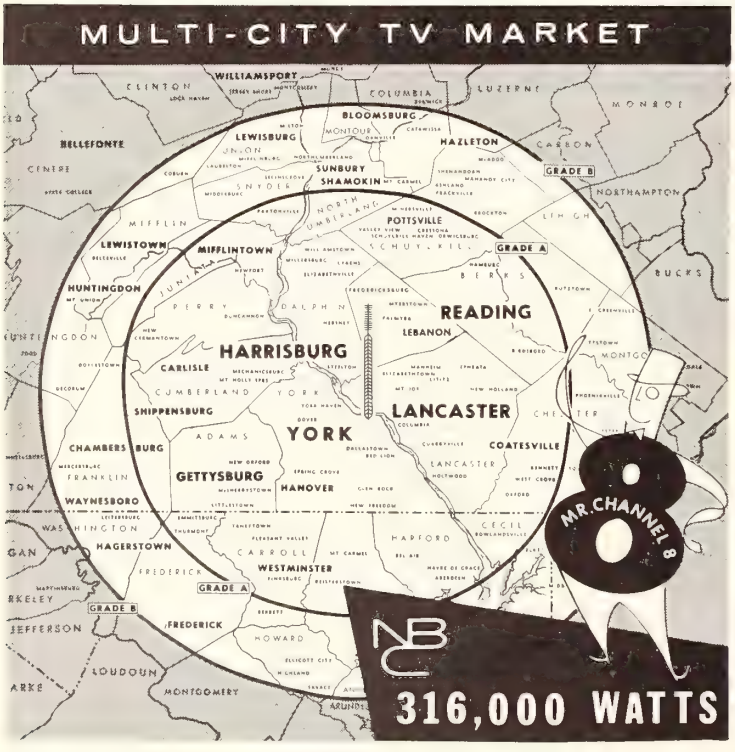
Metro Radio Sales

A SERVICE OF METROPOLITAN BROADCASTING

A CBS RADIO AFFILIATE • 10,000 Watts on 68 KC & 106.5 FM • Baltimore 13, Maryland

you always WIN when you use WGAL-TV





Only single medium assuring full sales power in the entire region . . . a multi-city market including the metropolitan areas of Lancaster, Harrisburg, York, and many other communities. And, area-wide, the Channel 8 viewing audience is unequaled by all other stations combined. This is full sales power. Use it to build sales and increase profits.

WGAL-TV

Channel 8
Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Central rating bureau?

Detailed proposal for settling ratings crisis has been drafted by Television Bureau of Advertising management with its special practices committee and is expected to be submitted to TvB board at meeting this week. It envisions new corporation financed and supervised by advertisers, agencies and broadcasters (but with broadcasters paying biggest share of freight). It would be headed by man who has earned respect of all three groups, and would have two divisions: One, headed by accomplished "investigator," would audit ratings services; other, under prominent researcher, would conduct studies for immediate changes in measurement standards and methodology, and also conduct long-range investigations looking toward new techniques, methods, even new systems.

TvB blueprint has been developed over long period but submission to board has awaited lull in Washington hearing, now in recess. TvB top brass and members of special practices committee, headed by Martin Nierman of Edward Petry & Co., discussed it with A. C. Nielsen Jr. and James Seiler, head of Nielsen and American Research Bureau respectively, at private meeting last Thursday. Their reaction: reportedly favorable. Nierman committee will submit report for TvB board's consideration at meeting Wednesday and Thursday at Greenbrier, White Sulphur Springs, W. Va.

Nielsen footnote

Statement that A. C. Nielsen Jr. wanted House subcommitte probing ratings to accept, but which Chairman Oren Harris (D-Ark.) dismissed as unsworn and "self-serving," pleaded that company loses money on five of its six services, which gross about $7 million annually. If firm improves its radio service and clients fail to support higher fees, Nielsen "will regretfully retire from the local radio rating business," he said. Letter to Mr. Nielsen from Mr. Harris explained why unsworn statements were not acceptable and reminded that opportunity to testify was given although Mr. Nielsen wasn't around to accept. Fresh opportunity may be made in next hearing phase, chairman wrote, "should you still want to submit testimony."

FCC sweepstakes

No indication yet as to front runners for upcoming Newton N. Minow vacancy on FCC either for commissionership or chairmanship. But new names cropped up last week including: Louis G. Cowan, former CBS-TV president, now director, Communication Research Center, Brandeis University, Waltham, Mass.; Herbert E. Evans, president of Peoples Broadcasting Co., Columbus, O., and National Association of Broadcasters delegate to Inter-American Association of Broadcasters, and Milton J. Shapp, chairman of board of Jerrold Corp., Philadelphia, strong New Frontiersman who participated in organization of Peace Corps. Since retirement of Commissioner T. A. M. Craven, there's no engineer on FCC and Mr. Shapp's supporters say he would fill void. Jerrold is prominent in community antenna systems.

On merit promotion from within government, Max D. Paglin, FCC general counsel, is mustering important support, as is David Parson, deputy general counsel of USIA (BROADCASTING, Feb. 25, April 8).

Local live problem

Six New England TV stations whose license-renewal applications were deferred because of questions about local live programing in prime time (BROADCASTING, April 1) still don't know what information FCC wants. However, letter of inquiry has been drafted by FCC and it may come up for commission approval at meeting next week.

FCC hasn't announced stations that, in policy-reversing decision, it deferred because of 6-11 p.m. issue. Those involved are WAGM-TV *Presque Isle,* WLBZ-TV *Bangor, and* WCSH-TV *Portland, all Maine;* WNHC-TV *New Haven, Conn.;* WHYN-TV *Springfield, Mass., and* WJAR-TV *Providence, R. I.*

News management on AFN?

Is news management invading American Forces Network operations overseas? By presidential decree, commentaries prepared by USIA have been ordered on all AFN radio and TV stations, except where prohibited by agreements with host nations (France has already vetoed project). Service was to have begun over Germany's extensive AFN networks last Wednesday, with two five-minute "commentaries" daily, supplementing regular on-the-hour AP-UPI newscasts. Official explanation is that USIA commentaries were begun to improve quality of news for U. S. forces overseas.

According to reports, some Department of Defense officials were opposed to use of USIA "news analyses" because of "propaganda" implications, particularly when "eavesdropping" audience of AFN outlets exceeds military audience. Powerful German medium-wave stations (using allocations to that country) are listened to regularly, not only in Germany but also in Denmark, Belgium, Holland and Switzerland. Use of USIA commentaries might invite new jamming from Soviet-oriented areas, easily accomplished on medium bands. Countering this is notion that news handling by military personnel is inefficient and of "rip and read" nature and therefore inadequate in current era of fast-breaking events when official viewpoints of U. S. government should be conveyed to troops to fill "gap" in that supplied by news services.

Collins to England?

LeRoy Collins, president of National Association of Broadcasters, has tentative plans to go to England this summer. He wants to observe British television at first-hand, is particularly interested in studying commercial system of clustering TV advertising during "natural" program breaks. Governor Collins has already said British system of keeping commercials out of programs has "great appeal to me" (BROADCASTING, March 25).

Inside story

Sudden resignation of Dr. Irvin Stewart as director of telecommunications management at White House (story page 90) has given rise again to frustrations entailed in handling allocation of frequencies for government use. Dr. Stewart, on job for about year and with broad powers given him under executive order, simply advised President that he and his wife preferred academic life and that he's returning to professorship at University of West Virginia. But notion is that he was unable to accomplish objectives because of difficulty in working with military in efficient use of scarce spectrum space.

Stewart resignation will have bearing on makeup of U. S. delegation at extraordinary conference on space communications to convene this October in Geneva and at which U. S. will be pitted against Soviet. Commander T. A. M. Craven, who retired from FCC March 25 but was retained as consultant on space communications, was chairman of 1959 delegation which agreed upon experimental space allocations, with upcoming October conference to implement allocations. It's now surmised that Commander Craven, acknowledged expert in international negotiations, may again head U. S. delegation, picking up where he left off four years ago.

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© HANNA-BARBERA PRODUCTIONS

Who's next?

(Already sold to WNEW-TV New York, WTTG Washington, D.C., KMSP-TV Minneapolis-St. Paul and WITN-TV Washington, N. C.)

This is "TOP CAT," the star of 30 half-hour cartoons created by the world-famed HANNA-BARBERA STUDIOS. He's zany . . . he's fantastically funny . . . and he's a real operator. He's fixed it so that a leading national advertiser has agreed to buy at least one minute of commercial time per week for 52 weeks from stations telecasting "TOP CAT" in the top 75 Nielsen markets! It's quite a deal.

If you want in—just call out . . . "I'm next!"

Distributed exclusively by

SCREEN GEMS, INC.

WEEK IN BRIEF

Off-network syndicated programs are looming large in television picture. One estimate is that there are 100 such programs being offered, with buyers becoming more selective and reps undertaking two-fold responsibilities. See ...

VARIETY SPICES PROGRAMS . . . 31

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BIRCHERS BEHIND MIKES . . . 80

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BIGGEST STATION TRADE . . . 62

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PAY-TV TEST REQUESTED . . . 72

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COULD BE WORSE: HARRIS . . . 82

Cigarette smoking and cancer controversy erupts anew. American Cancer Society issues new booklet claiming direct tie-in; Tobacco Institute charges foul. Surgeon General's report now expected late this year. See . . .

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Was political pressure put on Illinois congressman to call him off attacks on WYNR Chicago programing? Allegations are made at FCC hearings on program representations made when station was purchased. See . . .

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NETWORK TV IN IRELAND . . . 86

Government has hot potato in shortwave broadcasts of controversial minister. Rev. McIntire attacks President, State Department, U.N., Council of Churches. Voice of America official fears confusion abroad. See . . .

WHO SPEAKS FOR U.S.? . . . 76

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday, 53rd issue (Yearbook Number) published in November by BROADCASTING PUBLICATIONS, INC. Second-class postage paid at Washington, D. C., and additional offices.

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WHAT IS THE MEASURE OF A BROADCASTING STATION?

The pleasant folks* pictured here are part of a local Connecticut television show . . . a show which, consistently, has bested nighttime network competition. Titled "What in the World," the program is basically a quiz . . . which insults neither intelligence nor credibility . . . on the geography, history and architecture of the world's interesting places . . . and the habits, customs and accomplishments of people. The prizes are modest . . . and they don't go to people but to institutions which have need.

Funny thing about the show! It has only one commercial, three minutes long, smack dab in the middle of the program, . . . and, usually, it is so interesting, it draws fan mail!

We'd like to take full credit for "What in the World" but must hasten to assert that it is the brainchild and production of Baker Advertising of Hartford. We do take credit, however, for recognizing its merit and charm a long time ago. In fact, "What in the World" has been on WTIC-TV as long as the station has been telecasting.

Sorry – but "What in the World" is not for sale. It is sponsored by the Electric Companies of Connecticut, as it has been since its very first broadcast.

Left to right: John F. Schereschewsky, Director of the Rumsey Hall School; Aline Saarinen, art critic; Charles C. Cunningham, Director of the Wadsworth Atheneum; James N. Egan, attorney; Ben Hawthorne, announcer; and Quizmaster John Dando, Associate Professor of English at Trinity College.



WTIC TV3

Broadcast House, 3 Constitution Plaza, Hartford 15, Connecticut

WTIC-TV is represented by Harrington, Righter & Parsons, Inc.

Nielsen's reaction to ratings hearing

CITES PROBLEMS AND EFFORTS MADE TO SOLVE THEM

A. C. Nielsen Co. was frankly optimistic before recent congressional probe of broadcast ratings in view of very favorable findings "on the validity of our methods" by committee's "three eminent statisticians." But during hearing "unfortunately, the calm reply cannot compete with the sensational charge."

This was how firm's president, A. C. Nielsen Jr., confided his reactions of Harris subcommittee probe last week to closed meeting of Chicago chapter of Station Representatives Association and disclosed late Friday by Nielsen. Citing implications drawn from memo written by head of his firm's statistical control department referring to weaknesses, he said "what was not brought out was that in response to this memo another $300,000 was added to company's annual costs to correct the conditions and maintain standards—long before the hearing began."

Not Easy ▪ Pointing out sampling isn't without its problems, he noted, "it isn't easy to measure the highly fractionated, changing character of radio listening—considering the economics of the situation." Pressing point he explained "you can accomplish *anything* in research if cost is no object."

Pilot work is going on now regarding local radio measurement, he said. "If we succeed," he continued, "the improved research will cost more. While we wouldn't raise prices without getting the views of the radio industry, we hope they would approve." If not, Nielsen "regretfully" will discontinue measuring local radio.

As for possible development of some kind of industry committee to evaluate standards of audience measurement, "we would gladly cooperate," he said. "Recent publicity to the contrary, our house is in order and the door to that house has always been open to responsible men who want to see what we do and how we do it."

Mr. Nielsen also recalled "a great stir arose in the hearing because one sample home consisted of two old ladies from Arkansas. Well, what's so terrible about two old ladies? Are we to gather that a sample is not to report old ladies, or that old ladies do not buy products or respond to advertising? I hardly think so."

Unannounced meeting

FCC is holding special, unannounced meeting today (April 22) in connection with proposed CATV legislation. Commission staff members and representatives of National Community TV Association have been meeting over period of several weeks in effort to draft bill acceptable to both sides. It's understood staff will report to commission that considerable progress toward this goal has been made, but that one or two points remain. One such unresolved problem: amount of protection FCC could require CATV systems to provide stations in their areas.

Liz Taylor to make TV debut in October

Elizabeth Taylor will make her television debut in one-hour special program on Sunday, Oct. 6 (10-11 p.m.) under sponsorship of Chemstrand Inc., through Doyle Dane Bernbach, New York. Special had been offered to each of networks and CBS-TV agreed to sign contract for show on Friday afternoon (April 19).

Special, which will be produced in London during May and June, is tentatively titled *Elizabeth Taylor's London,* and will consist of tour of city's landmarks and institutions. Television Productions of America Inc., New York, which will produce show, said Miss Taylor will receive highest fee ever paid performer for single show in history of television. No figure was disclosed, but one source close to negotiations said reports fee would be $500,000 were "somewhat exaggerated."

Public witnesses praise WYNR's Negro programs

Several public witnesses who were complimentary of Negro format of McLendon Corp.'s WYNR Chicago testified Friday during FCC inquiry there (early story page 85). One FCC witness, Andrew L. Kondich, recalled that when McLendon cut foreign language programing he received many complaints from subscribers to his German-language newspapers there.

McLendon witnesses included Mrs. Gilbert H. Jones, sociologist with Illinois Youth Commission, who felt WYNR music is of better quality than usual Negro-type station yet still appeals to teen agers. Radio is good way to reach them, she indicated, because news and editorials can be slipped in easily and obtain their attention, thus helping fight juvenile delinquency.

Rev. Carl Fuqua, National Association for the Advancement of Colored People, testified ideal situation is nonsegregated radio but "unfortunately now there is a need for an all-Negro station" same as church or lodge. He praised WYNR aid.

Senate floor fight brewing over Comsat

Senate floor fight looming over leadership effort to confirm 14 incorporators of Communications Satellite Corp. today (April 22) will involve 14 senators led by Senators Albert Gore and Estes Kefauver (both D-Tenn.).

Stressing their opposition is not on incorporators' individual qualifications, senators base their objections on constitutional grounds, mainly that President may not propose nor may Senate confirm directors of private corporation (BROADCASTING, March 25).

Emphasizing they intend no filibuster, opponents feel they may pick up support of other senators who backed satellite firm legislation last year in belief private industry could develop workable space communications system more efficiently than government. Several now are on record as disappointed at heavy federal involvement, plan for even more public spending in this area.

Amendment which some believe could kill Comsat Corp.: require firm to reimburse government for all research spending benefiting company.

Radio-TV praised for helping reduce alcoholism

Radio and television were praised Friday for playing major role in reducing stigma attached to disease of alcoholism.

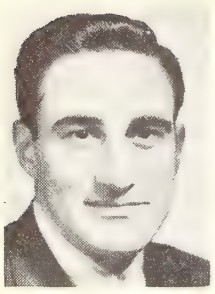
R. Brinkley Smithers, outgoing president of National Council on Alcoholism, said entertainment industry's "contribution to understanding and elimination of stigma has been nothing short of magnificent."

In television, he praised *Circle Theater, Dr. Kildare, Ben Casey, Alfred Hitchcock Presents* and *Open End,* as examples of industry's contribution to public understanding.

"Local radio and television stations

more AT DEADLINE page 10

WEEK'S HEADLINERS



Mr. Santangelo

Michael R. Santangelo, executive producer and assistant to VP in charge of programing for Westinghouse Broadcasting Co., joins Talent Associates - Paramount Ltd., New York, in newly created post of VP and executive assistant to TA-PL president, David Susskind. **Jack Kuney,** producer-director of *1,2,3, Go,* NBC-TV children's series, succeeds Mr. Santangelo as executive producer at WBC. Mr. Kuney will specialize in producing public service and educational programs. Before joining Westinghouse seven years ago as public relations director, Mr. Santangelo served as account executive at Benton and Bowles, Robert Gray Associates, and Motion Pictures for Television.



Mr. Hatch

Fred J. Hatch, senior VP of MacManus, John & Adams, Bloomfield Hills, Mich., appointed regional director of agency and moves to new Chicago office which results from merger of George H. Hartman Co., Chicago, with MJA effective May 1 (see story, page 43). **George H. Hartman** becomes MJA VP and manager of Chicago office.

For other personnel changes of the week see FATES & FORTUNES

and the great networks have donated millions of dollars in air time in the form of messages about alcoholism. I hope the management of these organizations will take justifiable pride from the knowledge that their efforts have been responsible for saving many, many lives," Mr. Smithers said.

Court asked to reverse FCC on Jackson grant

Because change in transmitter site of WVUA-TV New Orleans (ch. 12) is 30 miles short of standard 190-mile separation from co-channel WJTV (TV) Jackson, Miss., U. S. Court of Appeals in Washington was asked Friday to reverse FCC.

In appealing commission's action in New Orleans WJTV claimed its license has been modified without its consent or hearing.

Justifying its action, FCC said although mileage separation was short, it was protecting Jackson station by forcing New Orleans outlet to cut down on power. It also pointed out that New Orleans station must put transmitter 35 miles outside city in order to meet mileage separation standard.

Hearing argument were Circuit Judges George T. Washington, John A. Danaher and Walter M. Bastian.

Minow cites developments of past two years in TV

FCC Chairman Newton N. Minow says "the most important and encouraging development" of his two years at commission has been "a renewing of the concept that the public rather than the broadcaster is the proprietor of the airwaves."

Not all broadcasters agree with this concept, he said in broadcast over WOR-TV New York Thursday night, "but certainly many of them do."

Too many other broadcasters, he said, subscribe too seriously to H. L. Mencken's theory that "nobody ever went broke underestimating the intelligence of the American people."

"Quality programing and commercial success, he reiterated, "are certainly compatible."

He said that although he criticizes television, he also appreciates "the many extraordinary things it has done."

Mr. Minow was guest of Arnold Michaelis on WOR-TV's *View from the Top* program.

NBC-TV's 'magazine'

New one-hour program with format akin to weekly news magazine, covering "not just the front of the book, but the back of the book as well," will be introduced by NBC-TV on Oct. 13 (Sunday, 5-6 p.m.), network is announcing today (April 22).

Called *Sunday,* program will cover national and foreign news and also news in music, art, science, medicine, books, sports, movies and theater. It will be sold through NBC-TV's participating program sales department, which also handles sales on *Today* and *Tonight.*

Show will feature Frank Blair and White House correspondent Ray Scherer, with number of NBC newsmen and outside experts participating. Robert Northshield will be producer.

Gary candidate files 2d petition with FCC

Candidate for Democratic nomination for mayor in Gary, Ind., has filed second petition with FCC in connection with his demand for equal time from WWCA Gary.

Thomas R. Faddell is seeking time equal to that afforded his opponent, Judge A. Martin Katz, who appears regularly on station's broadcasts of Gary County Court's proceedings (BROADCASTING, April 15).

Mr. Faddell, it was learned Friday, based demand on fairness doctrine, which requires broadcaster to air "conflicting views" on important issues. Mr. Faddell alleges that Judge Katz uses program to advance his own candidacy.

Commission is expected to issue ruling early this week. Late Friday, it was awaiting reply of WWCA to Mr. Faddell's second complaint.

Commission denied Mr. Faddell's first complaint, which was based on equal-time section of Communications Act. But at same time, it said fairness doctrine might apply.

Buick buys TV golf show

Buick Motor Division of General Motors announced Friday it will sponsor for second consecutive year live pickup of conclusion of annual $52,000 Buick Open Golf Tournament on NBC-TV Sunday, June 9, 4:30-6 p.m. Agency: McCann-Erickson, Detroit.

Goodwill's first quarter up

Goodwill Stations Inc. reported net income for first quarter of 1963 of $201,177 (29 cents a share) on gross revenue of $2,069,726. This compares with $140,106 (20 cents a share) for net income on gross of $1,819,097 for same period in 1962.

Goodwill stations are: WJR Detroit; WJRT (TV) Flint, Mich., and WSAZ-AM-TV Huntington, W. Va.

WLAK sold for $200,000

WLAK Lakeland, Fla., has been sold by Howard W. Cann Jr. and Frank W. Nesbitt to Robert B. Brown and Roland B. Potter for $200,000 plus $25,000 for agreement not to compete. Mr. Brown owns WTLK Taylorsville, N. C. Mr. Potter has interests in WKBC North Wilkesboro and WATA Boone, both North Carolina. WLAK operates on 1430 kc with 5 kw day and 1 kw night. Sale is subject to FCC approval. Broker was Chapman Co.

SECRETS TOLD

KRNT Radio has the largest audience in Des Moines and has had for a long, long time. The audience is predominantly adult. Central Surveys study confirms that KRNT is the most believeable station here. Here's the way all this comes about:

1. **We feature one** of the great news outfits in the nation. Every newscast on KRNT outrates its competition by a country mile. We're rough, tough operators in the area of news. We have more reporters than some stations have total personnel! This is one of the great news stations in the nation.

2. **We feature highly publicized,** highly trained, highly accepted personalities. We have the advantage that all our people are **seen** on our television station; radio listeners really "know" the person that goes with the voice. This INTER-MEDIA MOTIVATION FACTOR is tremendously important to the effectiveness of advertising. There are more widely known personalities on KRNT than on all other local radio stations combined. With listeners, clients, and rating men, we're the station with the most popular, professional and persuasive personalities . . . again and again and again.

3. **We feature music with melody.** Old ones, new ones, golden records (million sellers), albums, pops, classical . . . all chosen with great care by a man who cares, programmed with care by people who care . . . introduced with understanding by people who care. In the area of music we've got a song in our heart.

4. **We feature service** to the community. Last year we broadcast some 20,450 announcements for eleemosynary organizations and 600 program hours. We spent countless hours meeting with committees, writing their copy, counseling them. We touch lots of lives this way. We're kind and gentle people in this area of operation.

5. **We publicize and advertise** our activities, our people, our aims and aspirations. In this area we make no little plans and we carry through what we start. People hereabouts know everything about all we do.

We honestly believe that it is a great opportunity to be able to advertise a good product on this station. We've been in business long enough (28 years) for any test of fire. We know now without doubt that advertisers don't test us . . . we test them. We test their product appeal, the copy they use, their prices, their merchandising setup.

If you have a good product, good copy, honest dealings, and fair prices, you can get rich advertising on this great station.

KRNT

"Total Radio" in Des Moines

REPRESENTED BY THE KATZ AGENCY



The Embassy of The Netherlands

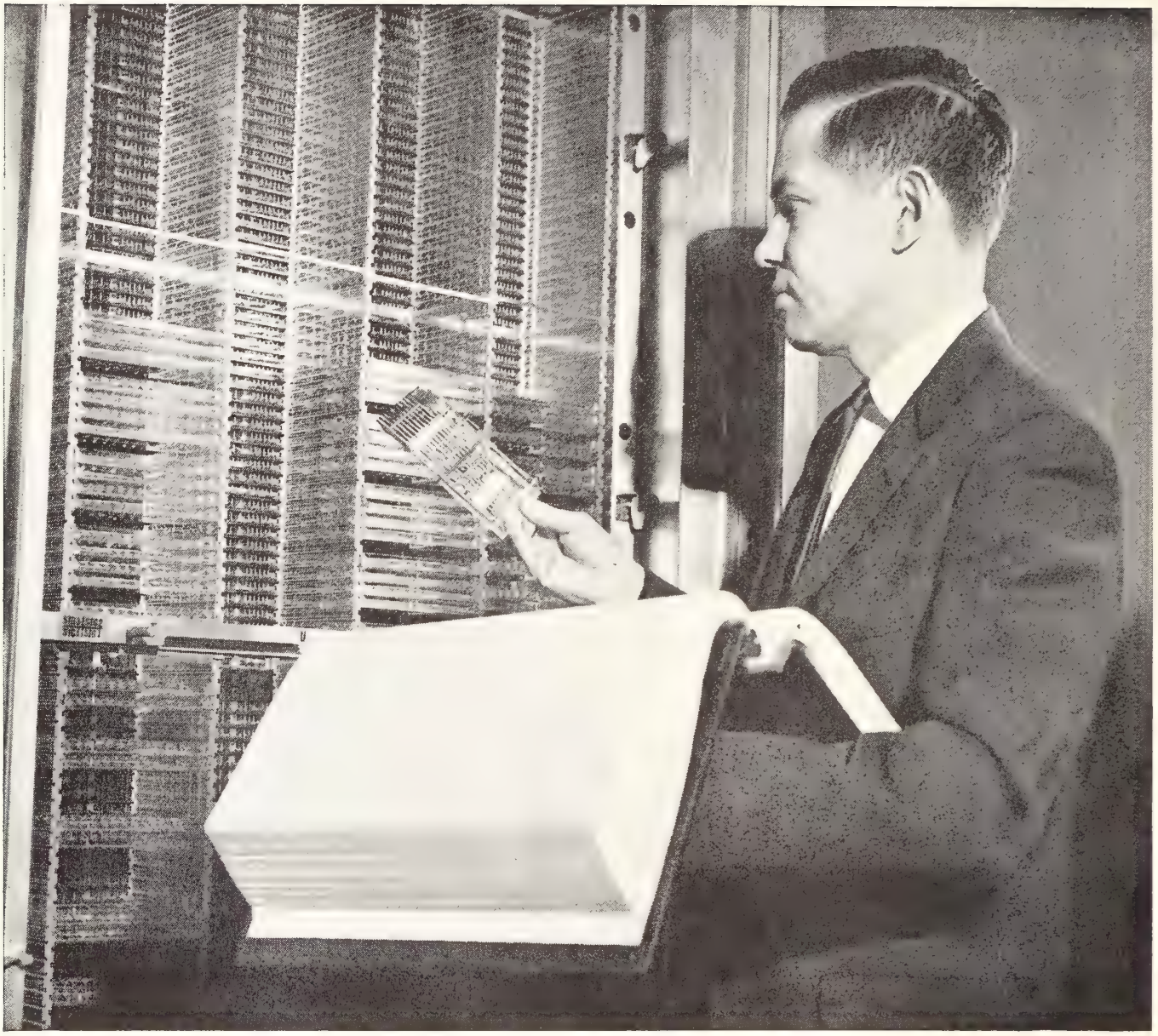
His Excellency Dr. J. Herman van
Roijen, Ambassador of the Netherlands
to the United States, and
Mrs. van Roijen, at the entrance
to the dining room of the Embassy
. . . another in the WTOP-TV series on
the Washington diplomatic scene.

Represented by TvAR

POST-NEWSWEEK STATIONS A DIVISION OF
THE WASHINGTON POST COMPANY

Photograph by Fred Maroon





Dictionary refers R. Ketchledge, Director of the Bell System's Electronic Switching Laboratory, to faulty components in a model of the electronic switching system.

Amazing new telephone switching system is its own "doctor"

There are 6500 transistors and 45,500 diodes in the heart of a new Bell Telephone electronic switching system.

Yet, if any components fail, finding them is easy.

That's because Bell experts have given the system a mind which can tell what's wrong with itself.

What's more, the system can indicate where the cure for the failure can be found in a 1295-page "medical dictionary" which it authored itself!

The Bell System developed this new system for use in its first commercial Electronic Central Office which will begin operation in Succasunna, N. J., in 1965.

Bell engineers estimate that the system's mind and dictionary will locate 90% of all failures that might develop at Succasunna.

This will assure the great reliability needed for new, super-fast electronic telephone switching.

Ingenuity to the nth degree is demanded for the extreme reliability needed in today's communications. It's a challenge we welcome in providing continually improving service for you.

Bell Telephone System

Owned by more than two million Americans

DATEBOOK

A calendar of important meetings and events in the field of communications

•Indicates first or revised listing

APRIL

April 21-26—93rd convention of **Society of Motion Picture and TV Engineers** (SMPTE) The Traymore hotel, Atlantic City, N. J.

April 22—Annual **Associated Press** luncheon, grand ballroom, Waldorf-Astoria hotel, New York. Speaker: **Lt. Col. John H. Glenn Jr. AP membership meeting at 10 a.m.**

*April 22-23—Spring meeting of **National Spanish Language Network,** El Tropicana motel, San Antonio, Tex. Bob Berry, Glenn Adv., San Antonio, will speak.

April **22-23—Conference on broadcasting and mental health, under joint sponsorship** of National Association of Broadcasters and National Association for Mental Health, U. S. Hotel Thayer, West Point, N. Y. The conference will open with a luncheon at the Harvard Club in New York City on April 22, and from there will move to West Point by chartered bus. Conference co-chairmen are LeRoy Collins, NAB president, and Dr. William C. Menninger of the Menninger Foundation.

April 22-23—**Sixth National Foreign Policy Conference for Editors and Broadcasters,** West Auditorium, Department of State, Washington. President Kennedy and other government officials will participate in briefing sessions.

*April 23—**National Academy of Television Arts and Sciences,** New York chapter forum on "Educational Television: Its Past, Present and Future." Hotel Astor, New York.

April 23—Joint luncheon of **Advertising Club of Boston and Broadcasting Executives Club of New England,** Georgian Room, Hotel Statler-Hilton, 12:30 p.m. James C. Hagerty, vice president in charge of news, special events and public affairs, ABC-TV, is chief speaker.

April 25 — **Federal Communications Bar Association** luncheon, with following speakers: James B. Sheridan, Broadcast Bureau; James E. Barr, Safety & Special Radio Services; James J. Nordberg, Common Carrier, George S. Turner, Field Engineering & Monitoring, and Curtis B. Plummer, executive director. Willard hotel, Washington.

*April 25—**Radio & Television Women of Southern California** annual Genii Award banquet at Hollywood Palladium. Shirley Booth will be honored with this year's Genii Award, to be presented by Richard Boone.

April 25—Annual stockholders meeting, **Trans-Lux Corp.,** 625 Madison Avenue, New York.

April 25-26—Annual meeting of **AP Broadcasters of Pennsylvania,** Pittsburgh. Louis J. Kramp, assistant general manager of Associated Press, and Edward F. Ryan, incoming president of Radio-TV News Directors Association, will speak.

April 25-26—Spring meeting of **Washington State Association of Broadcasters,** Olympic hotel, Seattle. Speakers include: FCC Commissioner Kenneth Cox; Washington State attorney general, John J. O'Connell; RAB administrative vice president, Miles David. Ray Hamilton, of Hamilton-Landis & Associates, will speak on "Station Values."

April 25-27—Annual **convention of Fourth District of Advertising Federation of America,** Cherry Plaza hotel, Orlando, Fla. Speakers include: **Ralston H. Coffin, RCA,** New York; Mark Cooper, **AFA president;** Whit Hobbs, BBDO, **New York;** Margo Sherman, McCann-Erickson, **New York:** Hobart Franks, *Atlanta Journal & Constitution;* Thomas Moore, ABC-TV, New York; NAB President LeRoy Collins; and Col. John (Shorty) Powers, astronauts' public relations representative.

April 25-27—**Annual meeting of American Association of Advertising Agencies,** The Greenbrier, White Sulphur Springs, W. Va.

April 26—**Michigan AP Broadcasters Association meeting,** Lansing.

April 26—15th anniversary ball of **Bedside Network** of Veterans Hospital Radio & TV Guild, Plaza hotel, New York.

April 26-27—Ninth annual **Oregon Broadcasting Conference,** Oregon Association of Broadcasters, Village Green motor hotel, Cottage Grove, Ore.

April 26-27—**Virginia AP Broadcasters meeting,** Executive motor hotel, Richmond. **Awards in the VAPB newscasting and telecasting contests and for public service will be presented on first night at the banquet.**

April 27—**UPI Broadcasters Association of Massachusetts,** The Charterhouse, Waltham.

April 27-28—**Spring meeting of Kansas AP Radio-TV Association,** Baker hotel, Hutchinson.

April 28—**Milline Club** meeting at Masquers in Hollywood, Calif. Mel Blanc, president of Mel Blanc Associates, humorous advertising consultants, will talk on "How To Avoid Speaking Before Advertising Groups and Other Religious Cults."

April 28-30—Annual meeting, **Chamber of Commerce of the U. S.,** National Chamber

TVB SALES CLINICS

April 22—Miami; Montgomery, Ala.; Roanoke, Va. April 23—Columbus, Ga. April 24—Tampa, Fla.; Greensboro, N. C.; Augusta, Ga. April 25—Atlanta. April 26—Jacksonville, Fla.; Charlotte, N. C.

April 29—Des Moines; Charleston, S. C.; Norfolk, Va.; Asheville, N. C. April 30—Waterloo, Iowa; Columbia, S. C.; Richmond, Va.; Greenville, S. C. May 1—Cedar Rapids, Iowa; Bristol, Va. May 2—Raleigh, N. C.; Washington. May 3 — Davenport, Iowa; Durham, N. C.; Baltimore; Huntington, W. Va.

May 6—Texarkana, Tex.; Wichita, Kan. May 7—Shreveport, La. May 8—Dallas-Fort Worth; Topeka, Kan. May 10—Oklahoma City; Kansas City, Mo.

May 13—Tulsa; Binghamton, N. Y.; Nashville; Lincoln, Neb. May 14—Utica, N. Y.; Omaha. May 15—Houston; Evansville, Ind. May 16—Rochester, N. Y.; Sioux City, Iowa. May 17—Lake Charles, La.; Buffalo; Louisville, Ky.; Sioux Falls, S. D.

May 20—Providence, R. I.; Cleveland; Milwaukee; Terre Haute, Ind. May 21—Indianapolis. May 22—Portland, Me.; Toledo, Ohio; La Crosse, Wis. May 23—Cincinnati. May 24—Bangor, Me.; Detroit; Rockford, Ill.; Wheeling, W. Va.

May 27—Burlington, Vt. May 29—Albany, N. Y. May 31—Springfield, Mass.

June 3—Boise, Idaho; Abilene, Tex.; Minneapolis. June 4—Duluth, Minn. June 5—Seattle; Odessa, Tex. June 6—Fargo, N. D. June 7—Portland, Ore.; El Paso, Tex.; Bismarck, N. D.

June 10—Sacramento, Calif.; Albuquerque, N. M. June 12—San Diego; Salt Lake City. June 14—Phoenix, Ariz.; Denver.

June 24—New Orleans. June 25—Baton Rouge, La. June 27—Hattiesburg, Miss. June 28—Meridian, Miss.

Late June: Philadelphia, Los Angeles, San Francisco, Chicago, New York and Fresno, Calif.

Q. where is there a $1 BILLION FOOD SALES MARKET which is SELF-CONTAINED and best reached by 1 LOCAL STATION?

Q. WHLI sland

(Long Island's Nassau-Suffolk area)

More than INDIANAPOLIS, CINCINNATI, CLEVELAND and DES MOINES *combined!*

Long Island's own WHLI is "the Voice of Long Island"...serves Long Island exclusively. That's why Long Islanders listen to WHLI and are loyal to WHLI.

WHLI 10,000 WATTS AM 1100 FM 98.3

HEMPSTEAD LONG ISLAND, N. Y.

the voice of long island

PAUL GODOFSKY, Pres. Gen. Mgr.
JOSEPH A. LENN, Exec. Vice-Pres. Sales

REPRESENTED BY GILL-PERNA

The print is small . . . but the MESSAGE is BIG. WFBR Radio sells Baltimore. Our USP is results. Call your Blairman . . . he can help you with your BIG MESSAGE in Baltimore.

WFBR
Baltimore

NORMAN & NORMAN Inc.

BROKERS
ANALYSTS
APPRAISERS
CONSULTANTS

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Building and various hotels, Washington.

April 28-May 5—Meeting of **Canadian radio and television station executives,** Royal York hotel, Toronto, in conjunction with the annual convention of the **Canadian Association of Broadcasters,** May 1-3. Luncheon on May 2 will be addressed by NAB President LeRoy Collins.

April 29-30—**AWRT** board of directors meeting, Sheraton hotel, Philadelphia.

April 29-May 1—**Association of Canadian Advertisers,** Royal York hotel, Toronto.

April 29-May 4—"Rose d'Or" contest; May 20-25, 1963—Television Symposium and TV Equipment Exhibition. The two events are part of the **Third International Television Festival** announced by The City of Montreux, Switzerland. For further information write to Box 97, Montreux.

April 30—**AWRT Educational Foundation** board of trustees meeting, Sheraton hotel, Philadelphia.

April 30-May 1—Spring conference of **Missouri Broadcasters Association,** Columbia, Mo. April 30 session will be held at MFA Insurance Co's. auditorium and May 1 all-day session in connection with University of Missouri Radio-TV Day of Journalism Week.

MAY

May 1—Comments are due on **FCC** proposal to serve for 600-mile radius operation of ch. 37 at University of Illinois radio astronomy observatory, Danville, Ill.

May 1—Stockholders meeting, **Goodwill Stations Inc.,** 2800 Fisher Building, Detroit.

May 1—New deadline for comments on **FCC** proposed rulemaking to allow daytime stations to go on the air at 6 a.m. or sunrise, whichever is earlier.

May 1—**AWRT** advisory council meeting, Sheraton hotel, Philadelphia.

May 1-3—**Canadian Association of Broadcasters** annual convention, Royal York hotel, Toronto. CAB convention was formerly scheduled for April 1-5. Speakers include NAB President LeRoy Collins.

May 1-3—**Illinois Broadcasters Association** spring convention, Springfield.

May 2—**Seminar on radio broadcasting and community leadership** under joint auspices of Southern California Broadcasters Association and University of Southern California Department of Telecommunications, USC campus, Los Angeles.

May 2—**Publicity Club of Los Angeles** clinic-seminar to answer the question: "But will it sell?" Tyler McDonald, of Hixson & Jorgensen, will be the keynote speaker, and Richard Aszling, executive vice president of Interpublic-Infoplan, will deliver the luncheon address.

May 2—**Marketing Workshop** of New York chapter of American Marketing Association, Chemist's Club, 52 East 41st Street.

May 2-3—**Illinois Institute of Technology** conference on present and future communications satellites. Sponsored jointly by the Committee for Economic and Cultural Development of Chicago, the National Aeronautics and Space Administration, IIT and its Armour Research Institute, the meeting is part of the 3d National Conference on the Peaceful Uses of Space to be held in Chicago May 1-9. Some 400 scientists and engineers are expected at the IIT conference, entitled "Technical Aspects of Communication Satellites," in the institute's Grover M. Herman Hall, 33d and Dearborn Streets. Keynote address by Dr. Leonard Jaffe, NASA.

May 2-4—Spring convention of **Alabama Broadcasters' Association,** Holiday Inn, Florence. Principal speakers include Alabama Gov. George Wallace and NAB President LeRoy Collins.

May 2-5—Twelfth annual convention of **American Women in Radio and Television,** Sheraton hotel, Philadelphia. Speakers include Mrs. Lyndon B. Johnson, wife of the Vice President of the United States, James T. Quirk, publisher of *TV Guide,* and Marvin Kalb, diplomatic correspondent for CBS News.

May 3—**Indiana** University Radio and Television Department banquet, Bloomington, Ind. Julian Goodman, vice president for news, NBC, will be guest speaker.

*May 3—**Commonwealth Club of California** meeting to be addressed by Stephen B. Labunski, vice president, Straus Broadcasting, on freedom and competition in communications. Sheraton Palace, San Francisco.

May 3—Annual dinner for President Kennedy, **Radio-TV Correspondents Association,** International Inn, Washington.

May 3-4—Annual spring meeting of **West Virginia Broadcasters Association,** Charleston Press Club, Charleston.

May 5-7—**Television Programming Conference** annual meeting (formerly SWAPDT), Royal Orleans hotel, New Orleans. Speakers include: FCC Commissioner Kenneth Cox, Washington; Lynwood King, NBC, New York; Pamela Ilott, CBS, New York; Walker Spangenberg, Spangenberg Scenic Studios, New Orleans; Robert Buchanan, Soundac Films, Miami. For further information contact Jerry Romig, WDSU-TV New Orleans.

*May 6—**Food Industry Associates of Allentown, Pa.,** meeting, The Lehigh Valley Club. Theme: "Radio: Checks Out Best At the Checkout Counter." Winfield R. Levi, vice president-sales, BROADCASTING Magazine, will speak.

May 6-7—Fifth annual meeting of **Council on Medical Television of the Institute** for Advancement of Medical Communication, National Institutes of Health, Bethesda, Md.

*May 6-7—**Internal Revenue Service** hearing on proposed regulations on deductibility of travel, entertainment and gift expenses. Auditorium, Department of Health, Education and Welfare, Washington.

*May 6-8—Spring meeting of **Kentucky Broadcasters Association,** Louisville Sheraton hotel. FCC Commissioner Robert T. Bartley will speak.

May 7—Annual **RCA** stockholders' meeting, 30 Rockefeller Plaza, New York City.

*May 7-9—**Electronic Components Conference,** International Inn, Washington. The conference will be opened with a keynote address by Dr. James H. Gardner, deputy director of defense research and engineering. D. Brainerd Holmes, director of manned space flights, NASA, will be 8 p.m. banquet speaker May 8.

May 8-11—Annual convention of the **Montana Broadcasters Association,** Bozeman.

*May 9—Annual stockholders meeting, **Reeves Broadcasting & Development Corp.,** New York.

*May 9—Meeting of the scientific section of **Toilet Goods Association,** Sert Room, Waldorf-Astoria hotel, New York City.

*May 9-10—**Chesapeake AP Broadcasters Association,** Sheraton-Belvedere hotel, Baltimore.

May 9-11—Seminars in editorial, advertising and circulation, **University of Wisconsin School of Journalism,** Madison.

May 9-11—Second annual convention of **North American Broadcasters Idea Bank,** Holiday Inn, Danville, Va.

*May 10—Effective date for new **FCC** rule allowing automatic logging and requiring daily, five-times-a-week inspection of transmitting facilities of AM-FM stations.

*May 10-11—Annual convention of **Kansas Association of Radio Broadcasters,** Lawrence. Speakers include: Dr. James A. McCain, president of Kansas State University; Carle E. Bolte, National Fidelity Life Insurance Co., Kansas City; former District Judge Joseph M. McDonald of Denver, who presided at the John Gilbert Graham murder trial, and Lee Fondren, general manager of KLZ Denver.

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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OPEN MIKE ®

The lessons BMB taught

EDITOR: Never once in all the heated discussions about rating services [at the NAB convention in Chicago] did I ever hear any reference made to the former Broadcast Measurement Bureau.

I never saw more dedicated people than representatives of the AAAA and the ANA. Perhaps we didn't have the most enlightened leadership. Perhaps the board members themselves were not capable. Perhaps even the idea was not sound.

But, it seems to me that this came the closest to a sensible measurement of audience that has ever been proposed or put into effect by the broadcasting industry. At least it was our own. At least it was supervised by the broadcasters, the agencies, and the advertisers.

I can't understand why this concept has been entirely forgotten in the present furor over rating services.

I talked to agency, advertiser and network officials in Chicago and found a reluctant agreement that perhaps the concept could be given a new birth . . . Perhaps the industry, with the assistance of the advertisers and agencies, could take a whole new look at this matter of audience measurement.

. . . I have full respect for Oren Harris, but it seems to me there are so many world-wide problems facing Congress that television and radio should be assigned to their proper share of importance.—*Robert T. Mason, president,* WMRN-AM-FM *Marion, Ohio.*

(The Broadcast Measurement Bureau was created in August 1944 by the NAB Executives War Conference and later approved by the American Association of Advertising Agencies and the Association of National Advertisers. The plan entailed a one million postcard survey biennially with the bill paid by the broadcasting industry. The BMB was dissolved in March 1950.)

EDITOR: It seems a tragic thing to see our industry so discredited by the actions of a very few misguided individuals. The need for reliable industry research is even greater now than it was before. We must rebuild confidence in our medium with a new approach.

. . . There is nothing wrong with the techniques that have been used—it is only in the way they have been used . . . I think the immediate solution [to solve the problems] is in the proper administration of the methods we know and are familiar with. I believe that new research methods can and will be developed—but I do not think that we can afford to stand around and wait. We need something now to help our business carry on.

The most important step at this time is to find a way to restore acceptance and confidence in all—or most of—the methods that have been used. We learned some lessons at Broadcast

SUNNY'S REALLY COOKING



More advertisers are spending more dollars on WSUN... than at any time in our 35 year history

ONE OF THE NATION'S GREAT STATIONS

WSUN

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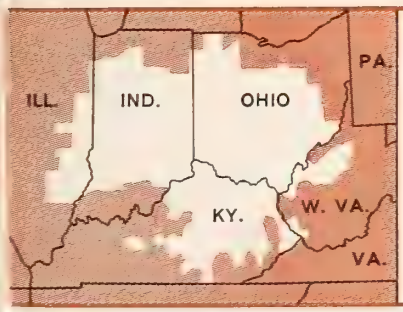
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WLW

Can't mistake his hat...

The Crosley salesman's.
Because he wears only one.
That of WLW Radio or WLW Television.

The Crosley Broadcasting Corporation has its own sales force. So when you call a WLW Radio or TV salesman, you *get* a WLW Radio or TV salesman. A man who is a vital member of Crosley Broadcasting . . . who knows his station . . . knows his market . . . knows his facts and figures. In short, knows his stuff. His briefcase is an open and shut case for Crosley—containing complete information on the WLW Stations and markets—specific, detailed, important—which adds up to fast cooperation and results for you and your product. Crosley's sales division is constantly interested in the development of easier buying techniques, and is now working on experimental broadcast research with advertisers—an area unique to our industry. When Crosley started its own national sales organization over 20 years ago it was a revolutionary move, now widely acclaimed. Just another example of the outstanding leadership and spirit of the WLW Radio and TV Stations—which have made Crosley Broadcasting "prime time" in every category!



CROSLEY COLOR TV NETWORK

WLW-T Television Cincinnati
WLW-C Television Columbus
WLW-D Television Dayton
WLW-I Television Indianapolis

W L W Radio

NATION'S HIGHEST FIDELITY RADIO STATION

CROSLEY BROADCASTING CORPORATION • A SUBSIDIARY OF Avco

WLW Sales Offices—New York, Chicago, Cleveland • Tracy Moore & Associates—Los Angeles, San Francisco • Bomar Lowrance & Associates—Atlanta, Dallas

KCEN-TV
CHANNEL
6
IS THE ONLY
MAXIMUM
POWER
STATION
IN THE
WACO
TEMPLE
MARKET
100 KW POWER
LOW BAND CH. 6
PLUS
TALL TOWER
GIVES
KCEN-TV's
ADVERTISERS
COMPLETE
ONE STATION
COVERAGE OF THE
WACO TEMPLE
MARKET
Midway between the Dallas, Fort Worth, Houston and San Antonio markets.
CHANNEL 6
KCEN-TV
TEMPLE - WACO
BLAIR TELEVISION ASSOCIATES
National Representatives

Measurement Bureau that might be helpful now.

1. A non-profit research corporation is too limited by law to be effective in broadcast research—especially to get in and clean up the present situation.

2. You can't run a commercial research business successfully with voluntary unpaid committees. . .

3. The AAAA, ANA and NAB each appointed their most distinguished members and these people contributed their whole knowledge to the project. I believe that the present situation calls again for a joint effort of this kind.

4. Standardization and uniformity of procedures are essential to re-establish confidence . . . BMB staff procedures were constantly checked and supervised by the committees.

5. Validation was secured by comparing BMB results with tests conducted by other commercial research companies. The results of these tests were announced to the industry.

6. Acceptance by the advertisers, agencies and stations is the end result we are all seeking . . . BMB learned that we had to explain our reports and suggest how they could be used. If the data is reliable and is used successfully, acceptance is automatic.

All this leads me to suggest two ways to accomplish these goals.

The first would be to create a new company headed by a recognized research authority who has not been damaged by the investigation. This company would have on its board of directors competent advertisers, agencies, stations and networks—and the control of the company would be in their hands. They would be paid fees for their services. This company would equip itself to conduct any kind of research it could sell, and would use whatever method it decided was best for each job.

Financing the company should be no problem. The industry has certainly demonstrated that it will pay for research accepted by advertisers and agencies. It spent over $2.5 million on BMB.

The second—and perhaps more difficult way—is for each research company now in the business to adopt as many as possible of the above procedures and start rebuilding procedures.

I hope these ideas help bring out an early solution to the problem, because we all need reliable research in our business. — *Hugh Feltis, president, Feltis/Dove/Cannon Inc., Tower Building, Seattle (former president, Broadcast Measurement Bureau).*

Six feet higher

EDITOR: Re the 1,520-foot tower of WRDW-TV Augusta, Ga. . . . WIS-TV's tower is 1,526 feet tall and was placed in operation on Jan. 31, 1959.—*Don Barton,* WIS-TV *Columbia, S. C.*

(In the April issue, BROADCASTING reported WRDW-TV's claim to being the tallest tower in the Southeast without directly attributing the claim to the station.)

If radio-TV was struck

EDITOR: There are many people, both in and out of the communications media, who feel the newspapers and broadcasting are complementary to each other. Yet, even though the [New York] newspaper strike caused untold cultural and economic hardship, it seems to me the public would feel a greater loss if the television channels were dark and the radio bands were silent for 114 days.

Would the public stand for this sort of thing for as long as it did with the newspapers? I can't recall any personal pleas from the widespread readership of the New York City newspapers to get them back on the stands.

I feel, though, that were the people faced with a total broadcasting blackout, there'd be more involvement on their part.

. . . I suppose quite a few newspapers are sold to persons merely interested in "what's on TV tonight."—*Henry Lewis, newscaster,* WTFM (FM) *Lake Success, N. Y.*

TV in the tropics

EDITOR: Our company finds it interesting when we read BROADCASTING articles on new stations commencing in the U. S. and overseas.

Our station is situated on Mount Stuart, 1,900 feet above sea level, six miles outside Townsville in North Queensland, and in the tropics. We commenced transmission Nov. 1, 1962, and we originate four hours each night. Approximately one hour of this is Australian film and live programs.

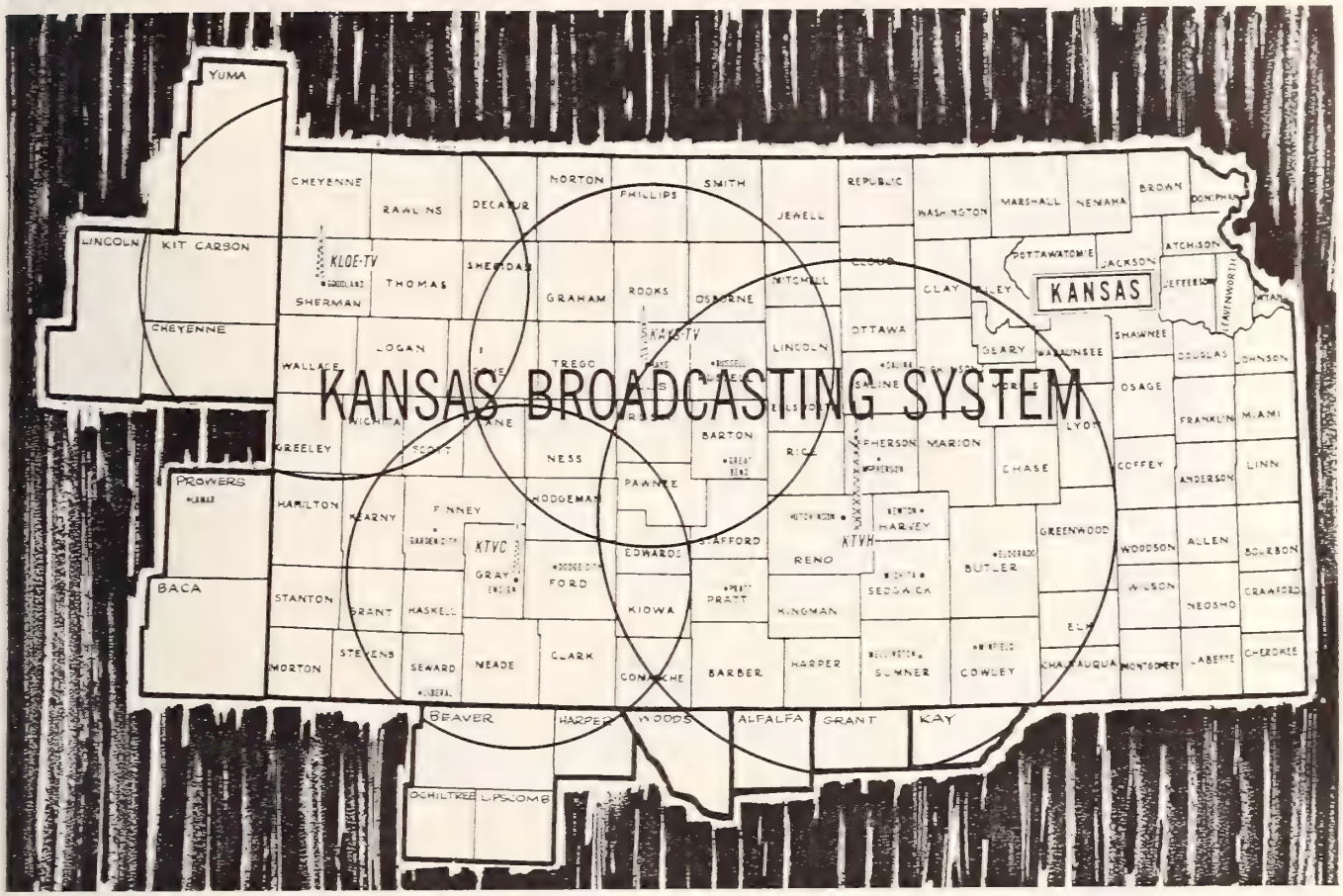
We operate with a staff of 22. Our potential viewers are over 100,000 people including some in Port Moresby, New Guinea, who receive us regularly. We have provision for two studios but, at the moment, we are using one which is 15 feet by 18 feet. Our studio is equipped with Marconi cameras.—*John O. Phillips, program-production supervisor,* TNQ7, *P. O. Box* 716, *Townsville, Queensland, Australia.*

It's Evansville

EDITOR: . . . In behalf of the Evansville, Ind., New Image Committee, a subsidiary of Evansville Future Inc., congratulations on your March 18 coverage of Evansville as part of the Ohio River industrial complex.

However, we call your attention to page 117 wherein Evansville is referred to as "Evanston." . . .—*Norman C. Haagenson, general manager,* WROZ *Evansville, Ind.*

KANSAS' GREATEST TV COVERAGE



LOW COST PER 1,000

Population	1,407,000
% of U. S.	.6723
Households	436,950
Consumer Spendable Income	$2,709,761,000.00
Per Family	$ 5,308.01
Total Retail Sales	$1,916,702,000.00
Food	$ 407,135,000.00
Drug	$ 65,876,000.00
General Merchandise	$ 163,458,000.00
Apparel	$ 81,949,000.00
Home Furnishings	$ 76,540,000.00
Automobiles	$ 467,318,000.00
Filling Stations	$ 201,362,000.00

Direct aim at a prime advertising target — the heart of America — is provided through coordinated facilities of four progressive Kansas television stations. Local, regional, and CBS programs of the Kansas Broadcasting System penetrate an atmosphere of prosperity in 91 key counties of Kansas, Oklahoma, Colorado, and Texas. Diversified income of more than two and a half billion dollars from agriculture and manufacturing accentuates the potent buying potential of this 86,000-square-mile, expanding new market. Retail sales in 1962 totaled nearly two billion dollars. By interconnected stations your TV message simultaneously is welcomed by viewers in all 91 counties — an exclusive KBS accomplishment. Your product exposure is convincingly thorough — and surprisingly reasonable on Kansas Broadcasting System.

KBS

ONE BUY COVERS KANSAS!

KANSAS BROADCASTING SYSTEM

KTVH — WICHITA-HUTCHINSON
KTVC — ENSIGN
KAYS-TV — HAYS
KLOE-TV — GOODLAND

BLAIR TELEVISION
National Representatives



In a Class by Themselves

Mr. Novak is a high-school teacher.

Put the name in quotes, and it's a television drama series. Not just *any* drama series, but the medium's first to be set in the field of education.

This sort of departure typifies the freshness and broad appeal of NBC-TV's Fall schedule.

Yet, the full-hour "Mr. Novak" has more than the *novelty* of a metropolitan high-school background to recommend it. (That distinction, if you'll permit a small jest, could be fairly academic.)

Far more significantly, the series has a realistic, non-cornball approach to problems that might come up in such a setting:

A brilliant teen-ager suddenly finds he can't cope with classroom routine; a faculty member is suspected of being a professional propagandist; a teacher seeks the kindest way of dealing with the blind student who's fallen in love with him.

Bringing these situations to life for the viewer is a superlative cast—headed by young James Fran-

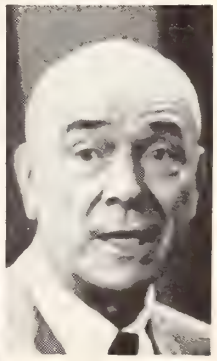












eiscus as Mr. Novak and Dean Jagger as Jefferson High's principal, Albert Vane.

Neither characterization comes within a hundred light years of being a stereotype. Our inexperienced teacher-hero is far more certain of his education ideals than his ability to put them into practice. And our principal is a convivial martinet who insists on rules being followed but who's secretly delighted when a teacher shows the initiative to step out of line for a good reason.

Viewers will be struck, too, by the absence of caricatures among the students. For, along with Mr. Novak himself, the program believes every teenager is as unique as a fingerprint.

Just as distinctive, may we add, are *all* the elements of NBC-TV's fall lineup. For they're part of a power-laden schedule that combines proven successes like "Bonanza" and "The Joey Bishop Show" with brand-new adventure series like "The Robert Taylor Show" and "The Lieutenant." Truly, we have never anticipated a brighter season.

NBC

Look to NBC for the best combination of news, information and entertainment.

MONDAY MEMO from ARTHUR J. BELLAIRE, BBDO, New York

The anatomy of a good television commerical

I don't know who sat by the lady and counted, but reliable private eyes tell me the "average television viewer" sees and hears at least 900 commercials every single month. Good grief!

To the TV advertiser this, in turn, prompts the interesting question: "Who is my competition?" Other products in his category? Or could it all be 899 other advertisers competing for Mrs. Average's full attention? Without a doubt it is both. This MONDAY MEMO concerns the latter.

Here is not a case of printed material flipping by with attention attracted by the most appealing ads. TV commercials move and make noise. Most people don't feel like turning them off or running away from them. By the end of a long evening, and by the morning after, many a commercial is no longer registering. At the point of sale, where the package must compete, it is no longer echoing its expensive message.

Why? Because at the point of conception nobody worried about the 449 commercials that would precede it and the 450 that would follow it in a given month. Nobody saw the need of more than copy with a sound selling proposition. Nobody realized that regardless of how shrewdly copy is shaped, a good commercial must also contain a mating dance that catches the eye and draws interest toward the selling story. For until the advertiser commands attention for his commercial he is not going to get anybody to comprehend or remember anything about what he is trying to sell—let alone be persuaded.

What And How ▪ Start with the basic copy story, expressed in a strong basic theme. That's *what* to say. Then select a technique that's going to express this basic idea in the most interesting way possible. That's *how* to say it.

Using the term "technique" in this very broad application, which ones offer the widest areas of opportunities for advertisers to explore? These are just a few:

(1) A "look."

By creating his own look to accompany his basic copy story, the advertiser is saying, "This is *my* product and *my* story. You know it the moment you see it."

Pepsi-Cola has a vigorous look—for those who think young. Doublemint gum has a double look with its twin warblers.

A look must be created, then established and perpetuated, and this means consistent use of the same series over a period of time. A look is a distinctive format that immediately identifies the advertiser and is not easily copied. It must be sufficiently flexible to accommodate, if necessary, changes of the basic copy within it.

(2) The "closeup."

There has been quite a trend lately to move in and play the action in tight closeup. Why shouldn't there be? Television, after all, is known as the medium of closeups. Here the rule is simplicity.

Extreme closeups help fight boredom, keep attention glued to relevant scenes, add drama by allowing for proportionately larger pictures. Best of all, otherwise dull products often come alive and attractive and exciting all by themselves when the camera dares to move in. One or two of the more interesting headache remedy commercials are using this technique to advantage.

(3) Ownership of a property.

"Property" is a rather cold word to describe a person, but the meaning here applies not to a straight pitchman, but to a type of personality who can actually direct interest to the copy story. A property, such as Herb Shriner for du Pont No. 7 products, can strengthen the commercial and offer side benefits as well by appearing at trade meetings and playing an active role in the total merchandising effort.

An animated version of this technique is the nearsighted Mister Magoo, now in his fourth big year for General Electric light bulbs. During these campaigns the myopic old bumbler is everywhere—in commercials, print ads, trade material, even in point-of-sale.

(4) Opticals.

Under this category come a variety of mechanical innovations that make some commercials more noticed and remembered than others. Squeeze motion was such an innovation three years ago, even though it was not new as a film technique, but so many copycats followed suit that it didn't take long for squeeze to outwear its welcome.

A newer treatment of stills is well handled in a series of *New York Times* 20-second spots in which the scenes fly by almost faster than the eye can follow, adding up to an impression of interesting topics to be found in the pages of the *Times*. I counted 39 scenes in one 20-second spot.

Hertz "puts you in the driver's seat" with a device that should be good for lots more mileage. Maxwell House coffee likewise applies a trick to illustrate its cup-and-a-half of flavor. Such touches make basic theme lines more memorable.

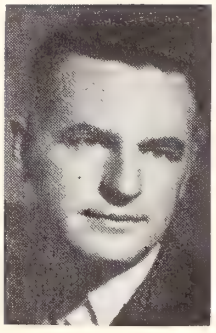
These are just a few of the techniques worth looking into when trying to make television advertising come alive and stand out.

Some of the best and worst commercials employ the notorious "slice of life" technique, calling for rare professionalism in writing, casting and directing. Why is it so few seem to come off as believable and convincing?

And whatever happened to demonstration in commercials? Isn't this where the medium shines? A new automobile, for example, was once considered interesting enough to expose itself to feature-by-feature demonstration. Now you'll see one taking a full minute to cross a bridge with the camera circling above in a helicopter. Or driving on water and making you guess how they did it rather than why you should buy this modern miracle.

"With pen and pencil we're learning to say nothing, more cleverly, every day." This was written in 1884 and it applies to some advertising today.

Strong copy comes first. Technique second. Seldom is one good without the other.



Arthur J. Bellaire is vice president and associate creative director in charge of TV and radio production at BBDO, New York. He is also a member of the BBDO board of directors. Before joining the agency in 1943 as a print copywriter, he was a radio news writer for United Press. Mr. Bellaire transferred to BBDO's radio copy group in 1945, began creating TV commercials in 1948 and was put in charge of the broadcast copy department three years later.



See me in Washington, D.C.?

Not even on a clear morning. All rkets have characteristic structures. d it takes monumental skill to adapt ur own marketing strategy to their dif- ences. That's where Spot TV shines.

Spot TV liberates you from oppres- e advertising/marketing problems; lps in bolstering sagging sales; meet- g the challenge of new competition; testing a program, a product; expanding into new markets; applying a limited advertising budget where it'll do the most good. No other media can hold a torch to Spot TV's versatility.

TvAR, representing a select list of major market TV stations, can show you how to get more out of your advertising dollars by buying on a spot-your-market basis. TvAR's "Television Spot Test" enables an advertiser to document the effectiveness of Spot TV. TvAR's "Brand Comparisons," give the exact status of over 500 leading brands in our eight represented markets.

Spot TV is the flexible advertising medium. TvAR is the personalized service. Why not take advantage of both?

TELEVISION ADVERTISING TvAR REPRESENTATIVES, INC.

REPRESENTING

TV **CHARLOTTE** *(JEFFERSON STANDARD BROADCASTING CO.)* • *WTOP-TV* **WASHINGTON** *AND WJXT* **JACKSONVILLE** *(POST-NEWSWEEK STATIONS)*
Z-TV **BOSTON,** *WJZ-TV* **BALTIMORE,** *KDKA-TV* **PITTSBURGH,** *KYW-TV* **CLEVELAND** *AND KPIX* **SAN FRANCISCO** *(WESTINGHOUSE BROADCASTING COMPANY)*

TvAR Offices in New York, Chicago, Detroit, San Francisco, Los Angeles and Atlanta

CORINTHIAN viewpoints on broadcasting as expressed in a series of recent advertisements.

LICENSE... *"Spectrum users have to be licensed for one obvious reason; two people in the same area cannot, without interference, use the same frequency at the same time . . . Does this also mean program supervision by the licensing authority? At* ***CORINTHIAN*** *we believe that the public interest is best served by permitting broadcasters competitively to respond to the* ***PUBLIC'S*** *choice."*

RATINGS... *"Maligned, misunderstood, misused, and perhaps occasionally mistaken, ratings are here to stay . . . Where the customer does not pay directly for the product, ratings afford the only practical way to find out what he wants . . . Responsible broadcasters will always want an accurate measure of audience response as one more factor in developing a varied and free program service."*

SELF-REGULATION... *"Like people, organizations need self-discipline. Individual standards differ. Cooperatively-set standards are 'convenient and necessary' to insure acceptable performance and to preserve the integrity of the whole. In broadcasting this is achieved by The Radio and Television Codes."*

COMMERCIALS... *"Advertising is public persuasion—an effort to get someone to do something—an extension of the face-to-face persuasion that is as old as Eve seeking Adam. In a complex society advertising is an indispensable substitute for this personal salesmanship. It helps create mass demand and in turn mass production, mass employment and a high standard of living."*

PROFIT... *"THE PURPOSE OF THE COMPETITIVE PROFIT SYSTEM IS NOT TO ENRICH THE FEW, BUT TO RESPONSIVELY SERVE THE MANY. Those who serve best profit most . . . At the heart of the profit system is a simple idea; most needs are best met by letting the people* ***THEMSELVES*** *make their own decisions . . . the free choice of those who use and the competitive response of those who produce."*

FREE... AS IN FREEDOM

..."Faith in the discriminati
premise of the First Amendm
premise applies to both bal
tutions of freedom do not end
endure because they are free



od sense of the people is the

d of democracy itself. The

x and television set. The insti-

cause they are perfect. They

IE CORINTHIAN STATIONS

RESPONSIBILITY IN BROADCASTING



REPRESENTED BY H-R

- **KHOU-TV** HOUSTON
- **KOTV** TULSA
- **KXTV** SACRAMENTO
- **WANE-TV** FORT WAYNE
- **WISH-TV** INDIANAPOLIS
- **WANE-AM** FORT WAYNE
- **WISH-AM** INDIANAPOLIS

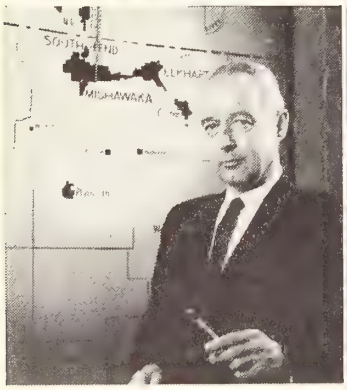
"You gotta know the territory!"

In Indiana, thankfully, you can count on these Career Communicators who do.



Locally loyal territories, like Fort Wayne and South Bend-Elkhart, are understood best by Indiana owned and managed media—and the full-time Career Communicators who live there and run them. That's why it will pay you to get to know the men pictured here. These men make up the management of *The Communicana Group*. Each has deep local roots—*each understands the territory.* All can be of help to you *because they live here.* Call on them soon.

JOHN F. DILLE, JR., President of *The Communicana Group.* Master's Degree in Communication from University of Chicago. President, University of Chicago Alumni Association. Vice-Chairman, Indiana Toll Road Commission. Past Chairman, ABC-TV Board of Governors. Member, N.A.B.—TV Board. Does on-the-air editorials.



Paul C. Brines



Hilliard Gates



Carl Evans



Don Fuller

PAUL C. BRINES, Vice-President of Truth Publishing Co. and WKJG, Inc. General Mgr. WSJV-TV and WTRC-AM/FM, South Bend-Elkhart. Graduated Phi Beta Kappa, University of Illinois; LL.B., George Washington University. Five years with F.B.I.; 25 years in radio and television. In station management, Chicago and Peoria. Director, Elkhart Better Business Bureau. Committee Chairman, Chamber of Commerce, South Bend and Elkhart. *8 years with The Communicana Group.*

HILLIARD GATES, General Manager, WKJG-AM and TV, Fort Wayne. 25 years in broadcasting, 22 of them in Ft. Wayne. Actively participates on the air. Named Indiana Sportscaster of the Year in 1960, 1961, 1962. Helped organize Ft. Wayne Press Club (former president). Active in Rotary Club, Civic Theatre, Chamber of Commerce and Y.M.C.A.; state and national Sportswriters' and Broadcasters' Assns. *15 years with a unit of The Communicana Group.*

CARL EVANS, National Sales & Sales Prom. Mgr., WKJG-AM and TV, Fort Wayne. Graduate, Tri-State College, Angola, Indiana. Immediate Past-President, Sales Executives Club of Ft. Wayne. Former director, Ft. Wayne Ad Club. Member, Chamber of Commerce and Grocers' and Manufacturing Representatives' Assn. *13 years with a unit of The Communicana Group.*

DON FULLER, National Sales Manager, WSJV-TV and WTRC-AM/FM, South Bend-Elkhart. A lifetime Hoosier, locally respected ever since he captained the Elkhart High School football team to great athletic victories in the 40's. Attended Indiana University. Active in area Chambers of Commerce, Better Business Bureaus and the Indiana Broadcasters' Assn. *9 years with a unit of The Communicana Group.*

Remember: these men who know the territory can help you sell it!

THE COMMUNICANA GROUP

THE COMMUNICANA GROUP

THE COMMUNICANA GROUP

THE COMMUNICANA GROUP

IN TV: WSJV-TV (28), South Bend-Elkhart; WKJG-TV (33), Ft. Wayne

RADIO: WTRC-AM and FM, Elkhart; WKJG-AM, Ft. Wayne

NEWSPAPERS: *The Elkhart Truth* (Eve.); *The Mishawaka Times* (Morn.)

CALL ATS TODAY!

John F. Dille, Jr., *President*

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
April 22, 1963, Vol. 64, No. 16

VARIETY SPICES SPOT BUYER'S LIFE

Agencies get wide choice of many off-network shows available

Stations, too, can pick and choose from all types of programs

Though path is thorny, syndicators still find way to make profit

The waves of off-network programs now flooding the film-syndication market are making their force felt all across the spot television advertising business.

▪ Agency buyers are becoming more discriminating, selective—and demanding.

▪ Station reps are being given additional responsibilities as advisers to both stations and agencies.

▪ Stations are becoming more selective than ever in the films they buy.

▪ Despite all these evidences of a preponderantly buyer's market, the syndicators themselves are finding in off-network programs an element of profit, if not in some cases salvation, in a business that bears only the faintest resemblance to its structure of five years ago.

The off-network tide, which started in 1960, has reached overwhelming proportions. Such high-rated network attractions as *Have Gun, Will Travel, The Untouchables, Naked City, Rifleman, Dick Powell Theater, Leave It to Beaver, Dobie Gillis* and *Bachelor Father*—to mention a few—are among the 24 that have been offered to stations since the beginning of this year (list, see box). Some authorities predict that at least a dozen more, also with strong track records in sales and audiences, will be released before the year is out.

100 Series ▪ One expert estimated last week that as of now, almost 100 off-network series are in syndication. Those introduced thus far this year alone add up to 2,636 half-hours of programing, or 20 times the total of new half-hours specially produced for syndication in all of 1962.

What are the effects of this tidal wave?

For the programs themselves—and for the syndicators selling them—the effect is obviously one of intensifying competition. The new off-network releases will be competing with the "old" ones for time slots and for sponsors. Generally, it is felt that the new ones, as a group, will have the edge because they are new—a significant factor in the thinking of stations and advertisers.

But they will also be competing with older shows that have already obtained time periods and advertisers for two or more runs and that in many cases have proved themselves in syndication and are likely to be renewed.

Among advertising agencies the mounting volume of off-network programing has had a gradual but clearly discernible effect on buying practices. Media executives say it's impossible to generalize about such programs because of the wide differences in the shows themselves, but they make clear that buyers are examining the offerings more carefully and judging them on a wide range of criteria.

These observations stood out in a sampling collected by BROADCASTING last week:

▪ Agencies select shows for specific markets on such factors as quality, general appeal, specific market appeal and price, plus such other considerations as the station carrying the series, the nature of competitive programing and adjacency programing.

▪ They say the decision to participate or not in an off-network show depends on the buyer's evaluation: Would it be better to buy a spot announcement on a station or a participation within a program?

▪ They are generally pleased that there is an abundance of off-network programs because they have a wide range of series to choose from and can vary their participations from market to market, depending on the popularity of the program in specific areas.

▪ They have resisted efforts on the part of syndicators to line up program sponsorships in large numbers of markets because they (1) cannot be assured that the stations can always schedule the series in an appropriate time period; (2) cannot be sure that a series popular in one market will gain similar audience approval in another, and (3) prefer not to incur the extra effort and expense

Off-network series offer wide choice

The 24 off-network series that have been released to stations to date in 1963 consist of 11 half-hour properties totaling 1,113 episodes, and 12 hour programs covering 731 segments. At least 12 other network programs are expected to be placed into syndication before the end of this year. The distributors and the series they represent are:

ABC Films: *Straightaway* (26 half-hours), *New Breed* (36 hours).

CBS Films: *Have Gun, Will Travel* (156 half-hours).

Desilu Sales: *The Untouchables* (116 hours).

Four Star Distribution: *The Rifleman* (168 half-hours), *Tom Ewell Show* (32 half-hours), *Dick Powell Theater* (60 hours).

MCA: *Leave It To Beaver* (234 half-hours), *Bachelor Father* (157 half-hours).

MGM-TV: *Sam Benedict* (28 hours), *The Thin Man* (72 half-hours), *Northwest Passage* (26 half-hours).

NBC Films: *Michael Shayne* (32 hours), *87th Precinct* (30 hours).

Screen Gems: *Naked City* (99 hours, 39 half-hours), *Winston Churchill: The Valiant Years* (26 half-hours, one 60-minute special), *Top Cat* (30 half-hours).

Twentieth Century-Fox TV: *Bus Stop* (26 hours), *Follow The Sun* (30 hours), *Dobie Gillis* (147 half-hours).

United Artists Television: *Stoney Burke* (32 hours).

Warner Brothers: *Hawaiian Eye* (134 hours), *Cheyenne* (107 hours).

This compilation reflects the large number of hour programs that are in off-network release this year. In July 1961 a similar listing showed there were also 23 off-network series in release, but there were 1,528 half-hours and only 146 hours, as compared with 1,176 half-hours and 730 hours as of April 1963 (BROADCASTING, July 17, 1961).

of lining up program time on stations.

The station rep has emerged as a more important factor in the TV syndication field. The large volume of programing available has prompted stations to seek an extra measure of guidance from their representatives—and agencies call on them more frequently for additional information.

A check among leading reps turned up these observations:

▪ They consider prime time for such programs as 6-7:30 p.m. and after 11 p.m., although some series gain spots in the late afternoon.

▪ They keep close tabs on rating histories of off-networks through material supplied by syndicators and through their own research, and make data available to the stations on their lists.

▪ When purchased selectively, off-network shows can prove to be valuable to a station's programing schedule and can be sold to virtually all classifications of national advertisers.

▪ They can be purchased generally at "realistic" prices, though stations often grumble that the price is too high while the syndicator moans it's too low.

From the syndicator's viewpoint, off-network programs, despite the protestations of low prices and the rugged competitive climate, can be profitable for many, and, at the least, a source of additional revenue for all. The changed picture in the syndication industry is highlighted by these facts of life:

▪ The sales staffs at all companies have been trimmed sharply. The days of 60-man, 70-man and even 100-man staffs are gone; many companies operate with as few as five salesman throughout the country.

▪ The sales aim is to sell the top markets, preferably the top 50 or 60, in which as much as 75% of the potential sales volume is located.

▪ Prices are flexible. Distributors will insist on top dollar for their sought-after product but can be and are "bargained down" on a less popular show or one that may be slotted in the same time period as an off-network "blockbuster" in a particular market.

The development of the off-network pattern followed this chronology: in 1960, seven network series were released for syndication, followed by 35 in 1961; 35 in 1962, and 23 in 1963 as of this month. It is anticipated that at least 12 more series will be offered before the year is out.

Few First Runs ▪ Off-network has replaced first-run syndication as the primary source of outside programing bought by stations (see box below). With the virtual death knell of first-run because of high production and distribution costs in the late 1950's, syndicators turned to network properties in the 1960's as the replacement item.

These programs had built-in advantages: At least part of the production costs had been recouped on network runs; invariably they had "star" names and a network track record. Though distributors don't like to mention price, off-network usually were and are offered at price tags that are slightly lower, and in some cases substantially lower, than comparable first-run series, depending on the popularity of the program, the competitive situation in the market where it is being offered and the need to make a sale in a specific city.

More Bargaining ▪ Sales generally

Oh what is so rare as a first-run syndication?

First-run program syndication, which hit its high point of 29 series in 1956, is comparatively extinct today, primarily because of high production-distribution costs, unwillingness of stations to pay resultantly high prices and the relative inactivity of the regional advertiser. But each year certain producers-distributors compete for time slots with first-run product, and in 1963 there will be a few prime-time shows of this caliber.

Storer Programs is producing on location throughout the world a half-hour adult adventure series, *The Littlest Hobo,* starring a German Shepherd. United Artists Television is producing in cities throughout the country an action-adventure series, *The Lee Marvin Show.* Independent Television Corp. is releasing a first-run series, *The Saint,* an hour adventure series which is being shown currently in the United Kingdom.

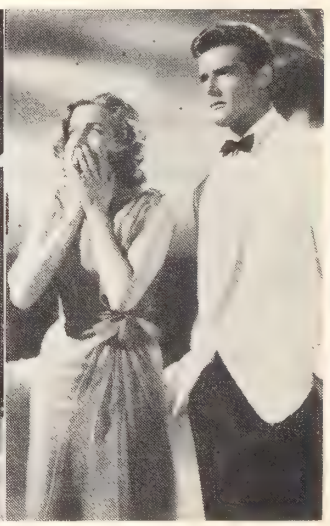
Among other first-run series of a specialized appeal. Seven Arts Associated is offering *En France,* a program of French Instruction starring Dawn Adams and *The Emmett Kelly Show,* a cartoon series which will spotlight the well-known clown as host. Official Films is offering a second year cycle of *Biography.* Other producers are sure to make specialized, first-run product available.



"The Littlest Hobo"



"The Lee Marvin Show"



"The Saint"

were easy to achieve in 1960 and 1961 when off-networks were new and only a handful of series were in contention. But today station reps acknowledge privately that stations are in the "driver's seat" because the proliferation of available programing means outlets can bargain sharply, pit one distributor against another and come up with a price they consider "equitable."

On the record, syndicators are loath to admit that they often sell their series well below their initial offering figure in an effort to avoid being shut out of a market. They keep insisting that they "get a good price," and blame their competitors for "giving stuff away."

Privately, they will concede that they frequently have to cut their prices to make a particular sale. But they contend that the quality series, which stations are eager to buy, bring in lucrative sums.

The track record of off-networks is uneven. A sampling by BROADCASTING of 20 off-network shows released in 1962 showed that eight were sold in fewer than 40 markets; six were sold in 40 to 60 markets, and six in 60 markets or more.

The 1963 crop of off-network series appears to be the most formidable in terms of production quality and popularity on the networks. Their sales prowess in syndication is still to be proved.

The complex ratings jigsaw puzzle

INDUSTRY HOPES TO HAVE PIECES IN PLACE WHEN PROBE RESUMES

In the first week without a Capitol Hill quiz about why broadcast ratings can't be trusted, the people who use and make them were trying to solve the complex puzzle Congress had spilled in their laps.

And they were hoping to finish before the lawmakers return to Washington and begin to ask searching questions about those solutions.

These were some of the developments during last week's recess.

LeRoy Collins, president of the National Association of Broadcasters, wanted to go back before the House Subcommittee on Investigations and tell what the association had resolved to do.

The Advertising Research Foundation, a non-profit organization with long experience in media study, announced it would be a ratings watchdog if that's what broadcasting and print media wanted.

The A. C. Nielsen Co., the biggest rater of them all, was calling its advertising agency subscribers in for hair-down conferences in Chicago and New York over the weekend.

The Television Bureau of Advertising met behind closed doors with top Nielsen and American Research Bureau executives in New York on Thursday (April 18).

CBS-owned TV stations in Chicago, Los Angeles, Philadelphia and St. Louis ended their agreements with the Nielsen company, but insisted costs were the reason (see page 36).

Print, Too ▪ The Nielsen firm also fought to retain its print research business which may have been imperiled by the highly-publicized cancellation of Cowles Magazines and Broadcasting Inc. (see page 34 this issue and AT DEADLINE, April 15).

The Pulse Inc., publicly silent since its appearance before the subcommittee early last month (BROADCASTING, March 18), said the industry should establish an auditing and standards committee (see page 34).

And Representative Oren Harris (D-Ark.), whose subcommittee's revelations set the whole thing off, was far away from it all in Mississippi where he was saying that despite appearances, he really has broadcasters' best interests at heart (see page 82).

There was little doubt the Easter pause in the Harris hearing was timed to give the industry a chance to come up with proposals to head off what could be rigid federal regulations.

Collins Makes the Move ▪ Governor Collins has asked to appear again before the House subcommittee to explain what the association intends to do.

In an April 18 letter to Representative Harris, Governor Collins said that the NAB in 30 days will decide on a course of action to insure reliability in ratings.

The special NAB research committee is scheduled to meet in New York April 25 to make a final decision on a plan of action looking toward corrective measures in the ratings field.

At that time, it is understood, the committee will decide whether it will institute a "seal of good practice" for radio-tv rating services. To gain the seal, rating firms would be required to accept flash audits of field work, sample, methodology and other aspects of their work. Proponents of this plan hope that some way could be cleared without violating the antitrust laws to persuade stations to use only measurement services earning the seal.

At the meeting two weeks ago, various members of the committee were assigned to study proposals advocated by individuals and groups. These include proposals by Radio Advertising Bureau; Television Bureau of Advertising; Needham, Louis & Brorby; and Paul E. J. Gerhold of Foote Cone & Belding (BROADCASTING, April 15).

In his letter to Representative Harris, Governor Collins stated:

"In my judgment, your subcommittee has performed a real service both to the public and to broadcasting by bringing to light basic problems which exist in this area. . .

"I believe that the disclosures before your subcommittee posed an immediate and impelling challenge to this industry to respond with sound, corrective measures. Most broadcasters concur and NAB accepts this responsibility."

The association's research committee is headed by Donald McGannon, Westinghouse Broadcasting Co.

ARF Is Willing ▪ The Advertising Research Foundation's willingness to audit measuring procedures is being announced today (Monday) by Lyndon O. Brown of Dancer-Fitzgerald-Sample, chairman of ARF. He said it is based on a poll of board members "as a result of recent developments."

The "developments" unquestionably relate to the recessed Washington investigation of ratings and, presumably, also to what appears to be a growing controversy regarding print measurements.

"All we lack is funds," Dr. Brown said in reporting that a majority of ARF board members favor tackling the auditing problem, "if representative segments of the advertising industry are ready to support such an activity."

"For the past 10 years," he said, "ARF has been building up a wealth of knowledge and experience in this area. ARF has repeatedly demonstrated its ability to mobilize industry experts. An impressive number of our members have made it clear that the time for action is now."

ARF Contributions ▪ Alcuin W. Lehman, ARF president, outlined some of ARF's contributions to broadcast and print media audience measurements over the last 10 years.

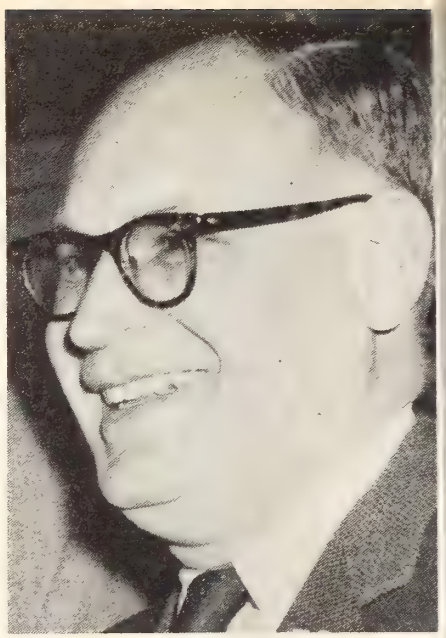
One was its 1953 "criteria for marketing and advertising research," which Mr. Lehman said has been reprinted 11 times and used as the standard for 48 print media studies done in consultation with ARF. Another was ARF's publication, in 1954, of "Recommended Standards for Radio and Television Program Audience Size Measurements."

Another was the 1960 announcement of a new facility whereby any re-

search organization willing to pay the costs and furnish the necessary information could get its work evaluated by an ARF committee. This facility, Mr. Lehman noted, has never been used.

"As our history shows," Mr. Lehman said, "we are prepared to undertake any form of auditing of audience measuring the advertising industry demands, provided we can obtain the consent and cooperation of the print and broadcast rating services involved. I have every confidence that all research organizations share our willingness to take whatever steps are required."

The ARF has been mentioned as a likely adviser or consultant in a number of informal discussions of possible actions to solve problems stemming from the congressional hearings. It was also mentioned in at least two specific plans that have been announced—those Television Bureau of Advertising and Radio Advertising Bureau.



Pulse's Dr. Roslow
Wants auditing committee

Who should set standards for ratings?

PULSE'S ROSLOW WANTS 'INDUSTRY-WIDE' COMMITTEE

Dr. Sydney Roslow, director of The Pulse Inc. called last week for an industry-wide "standards and auditing committee" to "work with Pulse for the development of procedures and standards for our technique."

Speaking a week after a House subcommittee recessed its hearings which had raked Pulse and other ratings services over the coals, Dr. Roslow told the Portland (Ore.) Advertising Club last Wednesday (April 17):

"It seems to me that we should now call upon the users of research to cooperate with us in establishing standards. Let broadcasters, let advertisers, let advertising agencies, let station representatives create an all-industry committee. Let them make known their stand on sample size, on weighting, on not-at-homes. Let them create a machinery for auditing our work at any stage—announced or unannounced, to see if and how we are meeting those standards."

Dr. Roslow said that "we can correct problems which creep into an operation." Pulse, he said, has "already made many improvements and will continue to make others."

But, he added, "those problems which are inherent in the scope of what we must accomplish and in the size of the budget for accomplishment require the kind of all-industry cooperation I have just asked for."

Mailing List ▪ Dr. Roslow's office said he had sent copies of his speech to a number of trade organizations—including the National Association of Broadcasters, the American Association of Advertising Agencies, the Association of National Advertisers and the Advertising Research Foundation—in hope of getting response to his proposal.

Dr. Roslow disclosed that Pulse plans by 1964 to reduce the frequency of reports in large markets from monthly and bi-monthly, as now, to four a year. These would be done seasonally. In the smaller markets, he said, there will be "fewer" reports each year.

He suggested that four studies a year for the larger markets would be worth considering as a "standard" by the industry.

He said Pulse expects to offer more qualitative data on audiences. But he also noted "a need for further study as to the requirement for a minimum sample size before audience breakdowns for qualitative factors should be produced." This question, he said, "will be turned over to external study."

No Bigger Sample ▪ Pulse officials indicated they have no present plan to increase sample sizes. They noted that sample size was one of the factors on which Dr. Roslow called for industry guidance.

In his speech Dr. Roslow discussed at length steps taken by Pulse in an effort to insure the use of proper sampling techniques and quality control throughout the operation.

He reported that Pulse is "temporarily" discontinuing the use of "weighting" to account for the influence of unoccupied households and to equate coincidental average-minute measurements with the roster-recall total quarter-hour measurements. These weightings have been discontinued "pending further research, both internal and external," he said.

The only weighting now being done by Pulse, he said, is to "balance the sample for geographic and ethnic factors," and "when this occurs it is explicitly stated in the report."

Ratings dispute spreads to magazines

NIELSEN REVEALS NEW BUYERS AFTER COWLES CANCELS

The dispute over broadcast audience measurements appeared to be spreading farther into the magazine audience measurement field last week.

On the heels of Cowles Magazines and Broadcasting Inc.'s announcement that it was canceling all of its contracts with the A. C. Nielsen Co., Nielsen announced new support—in the form of contracts with two publishers and two agencies—for its Nielsen Media Service.

Three of the four contracts, Nielsen said, were received "within the last week"—after the congressional hearing developments that Cowles cited as triggering its cancellation. These three, according to Nielsen, were from Erwin Wasey, Ruthrauff & Ryan, *Reader's Digest* and *McCall's*. The fourth contract, from Doyle Dane Bernbach, was received "several weeks ago."

All four contracts are for two-year terms and represent a total commitment of more than $180,000 according to Nielsen.

Cowles said Nielsen's failure to answer its questions about alleged "cheating" by Nielsen interviewers led to its cancellation of its contracts for *Look*, *Family Circle* and KRNT-TV Des Moines. Nielsen countered that a recent study turned up figures that were disappointing to *Look* and that Cowles used the hearing as an "excuse" to cancel (AT DEADLINE, April 15).

Life magazine meanwhile entered the controversy with full-page newspaper ads reporting that an NMS study showed that *Look's* readership had fallen while *Life's* had gained.

"We at *Life* take this position on Nielsen," the ad said. "It provides the most useful information now available on magazine audiences."

Wants Supervision ▪ *Look* scheduled full-page ads for late last week calling for industry-wide supervision of audience research through an organization similar to the Audit Bureau of Circulations.

Look spokesmen reported that the ads would say that the congressional hearing has "cast doubts—fairly or un-



More nice things happen where there's 27% (on the national average) more discretionary income. That's Ohio's Third Market where more people look at and listen to WHIO-TV, AM, FM than any other medium. Ask George P. Hollingbery.

Additional morsel for thought:

Dayton continues to lead the state's eight major cities with the highest weekly gross earnings. (Dayton Daily News—3/13/63).

Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte North Carolina

WHIO WHIO-TV CBS 7

DAYTON, OHIO • WHIO • AM • FM • TV

fairly—on *all* media research."

Look offered to commit money and manpower to the establishment of an organization like the ABC "to provide standards for and controls over audience research."

NMS, which has become one of the leading tools in the purchase of magazine advertising, measures the audiences of consumer magazines and also provides special studies of television and magazine audience duplication. Broadcasting researchers have frequently criticized it as unfair to television in these duplication studies.

CBS-owned TV stations give notice to Nielsen Co.

Four of the five CBS-owned television stations have given "protective" notice of termination of their contracts for A. C. Nielsen Co.'s local television service. But spokesmen for the stations insisted last week that it was all related to prices, none of it to a congressional hearing (see page 33).

Station authorities said the four outlets had been notified by Nielsen that prices were going up, and that unless the stations acted within 30 days the new prices would go into effect when current contracts expire eight months from now.

The termination notices were thus given, according to these authorities, in order to protect the stations' right to negotiate for better rates. They estimated that the increases announced by Nielsen would range from 15-20% to 50%, depending on the station.

The stations involved are WBBM-TV Chicago, KNXT (TV) Los Angeles, WCAU-TV Philadelphia and KMOX-TV St. Louis. The fifth CBS-owned station, WCBS-TV New York, negotiated a new Nielsen contract a short time ago and is not affected by the price increases.

Nielsen officials disclosed a few weeks ago that they were increasing prices for their local TV service, effective as current contracts expire. They said "a lot of stations" had given termination notices but that this is a "protective" action that stations frequently take but often rescind. Four Triangle TV stations have announced that they will not renew their current Nielsen contracts, because of the price increases (BROADCASTING, April 8).

First time for U. S. Gypsum

United States Gypsum Co., Chicago, will use network television for the first time beginning May 5, when ABC-TV introduces a new weekly game show, *Take Two*, 4:30-5 p.m. EDT. Fulton, Morrissey Co., Chicago, is agency for United States Gypsum.

AAAA MEETS THIS WEEK

Agency people heading for West Virginia hills to talk business, ponder—and perhaps relax

Media relations, creativity and a study of consumer attitudes toward advertising messages share top billing in the program for this week's annual meeting of the American Association of Advertising Agencies.

More than 600 member-agency representatives and guests are expected to attend the meeting Thursday through Saturday at the Greenbrier, White Sulphur Springs, W. Va.

Guests, restricted to the Friday and Saturday sessions at previous meetings, have been invited this year to sit in also on a Thursday luncheon and Thursday-afternoon panel sessions on media relations and creativity.

Marion Harper Jr., chairman of Interpublic Inc. and of the AAAA board of directors, will address the luncheon meeting on "The Contemporary Utility of Advertising."

Agencies And Media ▪ C. Wrede Petersmeyer, president of Corinthian Broadcasting, will be one of the panelists in the Thursday-afternoon discussions of "problems and prospects" in the relationship between agencies and media. Thomas B. Adams, president of Campbell-Ewald, Detroit, will be moderator. Other participants will represent print and outdoor media.

William B. Lewis, chairman of Kenyon & Eckhardt, New York, will preside over the Thursday-afternoon panel on "Creative at the Top." Participants will be William Bernbach, president, Doyle Dane Bernbach; Charles H. Brower, president, BBDO; George H. Gribbin, chairman, Young & Rubicam, and Margaret Hockaday, chairman, Hockaday Associates.

The Friday session will open with discussions of creativity by James M. Henderson, president, Henderson Advertising Agency, Greenville, S. C.; Ward M. Wilcox, chairman, Glenn Advertising, Dallas, and James C. Nelson Jr., vice president, Hoefer, Dieterich & Brown, San Francisco.

Consumer Attitudes ▪ Another feature of the Friday-morning session will be a report on "The AAAA Exploratory Study of Consumer Judgment of Advertising."

This deals with a little-advertised study of consumer attitudes toward advertisements specifically—including television and radio commercials—as distinguished from advertising practices in general.

The findings will be presented and evaluated for the agency members and guests by Donald L. Kanter, vice president and director of creative research for Tatham-Laird, Chicago, who is chairman of the AAAA research committee; William M. Weilbacher, senior vice president of C. J. LaRoche and Co., New York, and Alfred J. Seaman, president of Sullivan, Stauffer, Colwell & Bayles, New York. Mr. Weilbacher is vice chairman of the AAAA research committee; Mr. Seaman is vice chairman of the AAAA committee on improving advertising.

Russell Lynes, managing editor of *Harper's* magazine, will discuss "How High Is the American Brow" at the Friday session.

Agency Climate ▪ The Saturday meeting will deal with "The Climate of the Agency Business," with speakers including Henry Schachte, advertising consultant and a former chairman of the Association of National Advertisers; Richard H. Holton, assistant secretary for economic affairs, U. S. Department of Commerce; the Rev. Thomas M. Garrett, S.J., of the University of Scranton (Pa.), and Robert W. Morse, Brown University.

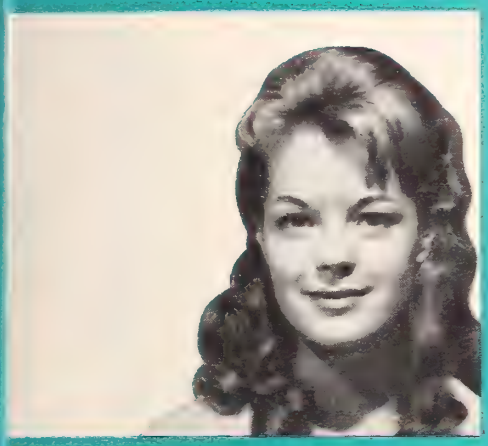
A. Charles Buck, president of the Incorporated Society of British Advertisers, will discuss the climate of advertising in England and the work of the Advertising Standards Authority there.

Selected television commercials will be shown at various times during the three days. These will include "Pacemakers '63," described as a collection of fresh and offbeat commercials selected by Edward H. Mahoney of Fuller & Smith & Ross, New York, a member of the AAAA special broadcast policy committee. Entries in the 1963 American TV Film Festival, to be held in New York next month, also will be included in these showings.

The 14th annual meeting of AAAA region and council governors will be held Wednesday, and the AAAA's annual business meeting, for members only, will be held Thursday morning.

Auto radio group formed

Automotive Radio Group Inc., designed to provide package spot buys on medium market station groups of from 25 to 500 outlets for automotive product advertisers, has been formed in Detroit by Edwin R. Peterson Jr., former sales representative for Keystone Broadcasting System. ARG features single contract buy and uniform station affidavits of performance. Address: 2338 Dime Building, Detroit; phone: Woodward 1-3209.





We've gone to Germany...

to bring you Volume 6

THE INTERNATIONAL VOLUME

The finest product of the German film industry—
top grossing features such as "Maedchen in Uniform,"
"Rosemary," "Confess, Dr. Corda," "Hippodrome"
and "The Rest is Silence." These and many more
films from France, Italy, England, and Japan...
the best the world has to offer...are all in
Volume 6, "The International Volume,"
Seven Arts' new release of "Films of the 50's."

SEVEN ARTS ASSOCIATED CORP.

A Subsidiary of Seven Arts Productions, Ltd.
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Chicago: 4630 Estes, Lincolnwood, Ill. • ORchard 4-5105
Dallas: 5641 Charleston Drive • ADams 9-2855
Los Angeles: 3562 Royal Woods Drive, Sherman Oaks, Calif. • STate 8-8276
Toronto, Ontario: 11 Adelaide St. West • EMpire 4-7193

For list of TV stations programming Seven Arts' "Films of the 50's"
see Third Cover SRDS (Spot TV Rates and Data)
Individual feature prices upon request.

ALBERTO-CULVER AD POLICY

Company takes the gamble out of advertising through extensive research on its TV commercials

How Alberto-Culver Co. exhaustively researches TV commercials, products and market potential to take the "gamble" out of its business was explained last week before the Stock Brokers Association of the Midwest Stock Exchange in Chicago.

The company so far has spent nearly all of its ad money in television with an annual budget topping $30 million. Alberto-Culver's annual average sales growth has been over 84%, compared to that of 20% for the rest of the industry. A test of radio still awaits top corporate approval (CLOSED CIRCUIT, March 18).

Robert L. De Pauw, controller of Alberto-Culver, told the brokers Monday (April 15) that "the more we invest in advertising, the less our advertising-to-sales ratio becomes." A million dollars in advertising buys added millions of dollars in gross sales and the ceiling still hasn't been reached, he indicated to the brokers.

Mr. De Pauw substituted in the talk for Alberto-Culver President Leonard H. Lavin who is in Europe. Mr. Lavin will address the 15th World Congress of the International Advertising Association in Stockholm which is being held May 27-29.

"Before we introduce a product, any product, we engage in a great deal of research," Mr. De Pauw explained. "It takes a long time before we find a field that is especially vulnerable to an innovator brand. Then we determine exactly why that vulnerability exists. If it is because of product inferiority, our laboratory is given the task of creating product superiority," he said.

Consumer Research ▪ Next, Alberto-Culver researches consumers to see what it is they want in the particular product, Mr. De Pauw said. Simultaneously one of the firm's three agencies—Compton, BBDO or J. Walter Thompson—is assigned the prospective product "and product claims are being created." These claims, he said, are fully tested before any advertising is created to see which claim "will bring the greatest consumer reaction." When the key claim is found, commercial creation begins, he said.

"Hundreds of commercial ideas are screened until we have narrowed the field down to a handful," Mr. De Pauw explained. These then are produced and tested.

"We have learned that a definite correlation exists between a high commercial test score and increased sales," he said, "so, unless our commercials receive such a score, they are junked. But enough experimentation finally results in a high-test commercial."

Thousands upon thousands of dollars are spent yearly on commercials never seen on the tv screen "even though they test higher than our competition," Mr. De Pauw said. "But it's how much higher that counts for us."

The Alberto-Culver official added that "experience has taught us that the world's finest product and the world's finest commercial can prove a real dud unless backed with enough dollar bills. So we plan a generous budget."

Mr. De Pauw explained that by doing all this before a new product is marketed "we remove as many risks and gambles from marketing as possible. The element of chance is all but eliminated."

By removing risk, he said, "our sales figures for 1962 went up over those for 1961 for every product in our stable." In 1962, domestic sales exceeded $57.4 million, a 127% jump over 1961's $25.3 million plus. The first quarter this fiscal year topped the first quarter of 1962 by 50%, he said.

The firm this year is adding more products in the toiletries field and venturing into the proprietary field. Two new products this year, Command shave cream and Subdue dandruff shampoo, "are already moving at a remarkably good pace," Mr. De Pauw reported.

B&B re-arranges management setup

Benton and Bowles has arranged its operations into five areas of management, including the consolidation of several departments into one area, William R. Hesse, president of the agency, announced last Friday (April 19).

The areas and their supervisors are account management, under Edward E. Murtfeld, executive vice president; administration management, under Mr. Hesse; creative management, under Whit Hobbs and Alfred L. Goldman, both senior vice presidents; media management, under Lee Rich, senior vice president, and information management, under Richard F. Casey, senior vice president. The information management area is a new one, and will consist of account services, merchandising, advertising research, market research, market analysis, and mathematics and statistics.

RAB announces 12 'most effective' radio spots

A 300-man jury of advertiser, agency and broadcast executives has selected the 12 "most effective" radio commercials of 1962 for the eighth annual Radio Advertising Bureau awards.

The award-winners cover a diversity of products. A tape containing the 12 winning commercials will be made available to agencies and advertisers shortly by the RAB. The winners and their agencies:

PRODUCT	AGENCY
Accent (International Minerals & Chemicals Corp.)	Needham, Louis & Brorby, Chicago
Budweiser (Anheuser-Busch)	D'Arcy Advertising, St. Louis
Camel (R. J. Reynolds)	William Esty, New York
Dodge (Chrysler Corp.)	BBDO, Detroit
Guardian Maintenance (Gen. Motors)	D. P. Brother, Detroit
Kellogg's Corn Flakes (Kellogg)	Leo Burnett, Chicago
Mennen (The Mennen Co.)	Warwick & Legler, New York
Pall Mall (American Tobacco)	Sullivan, Stauffer, Colwell & Bayles, New York
Pepsi-Cola	BBDO New York
Salada Tea (Salada Foods Inc.)	Hoag & Provandie, Boston
United Air Lines	N. W. Ayer, Chicago
V-8 Cocktail Juice (Campbell Soup Co.)	Needham, Louis & Brorby, Chicago

AFA to present annual public service awards

A feature of the annual convention of the Advertising Federation of America in Atlanta, June 16-19, will be presentations of the fifth annual awards for Public Service to Advertising, according to AFA President Mark F. Cooper. Nominations for the awards must be sent to AFA headquarters, 655 Madison Avenue, New York 21, no later than May 24, he said.

Nine persons have been honored by AFA in the four-year history of the program. The purpose of the awards is to honor individuals in the industry who have rendered distinguished service to advertising or who have made outstanding contributions of a public service nature outside the advertising industry.



We still got a few availabilities!

THIS is just to remind you that even though WDAY-TV is possibly the most *nearly-sold -out* station in the Northwest, this situation changes back and forth almost constantly.

Even in our extremely popular "Party Line" (late afternoon) — even in our News, Weather and Sports (and at Noontime) — we can often come up with a real BANG for you!

NOW might be the very time to ask PGW. How 'bout it?

WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

Commercials in production . . .

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager.

Filmways of California, 4001 Overland Avenue, Culver City, Calif.

Brown and Williamson Tobacco (Kool cigarettes), four 60's for TV, live on film. Les Guthrie, production manager. Agency: Ted Bates. John Doherty, account executive. Henry Hull, agency producer.

Klein/Barzman, 706 La Cienega Boulevard, Los Angeles 69.

Metro-Goldwyn-Mayer ("The Wheeler Dealers"), two 60's, two 20's for TV/live on film; four 60's, two 30's for radio. Agency: direct.

KHJ, all lengths continuing series of on-air radio and TV promotional announcements. TV spots live on film. Agency: Klosterman, Ragan and Ross. Bob Klosterman, account executive.

Pams of Dallas, 4141 Office Parkway, Dallas 4.

Renault Dealers Association, one 50 jingle for radio. Bob Farrar, production manager. Agency: Denniberg and Himmelfarb. Elliot Denniberg, account executive and agency producer.

Griffin Foods, one 60 jingle for radio and TV. Bob Farrar, production manager. Agency: Glenn Advertising. Stewart Bell, account executive and agency producer.

Moore's Potato Chips, jingle for radio and TV. Bob Farrar, production manager. Agency: Noble-Drury. Barker Lockett, agency producer.

Oak Farms, Cooper Farms, Midwest (dairy group), basic jingle for milk, ice cream, general promotion for each dairy. Bob Farrar, production manage. Agency: Norsworthy-Mercer. Gloria Kane, agency producer.

Knox Gasolines, jingle for radio and TV. Bob Farrar, production manager. Agency: Glenn Advertising. Stewart Bell, agency producer.

Red Flame Gasolines, jingle for radio and TV. Bob Farrar, production manager. Agency: Mithoff Advertising. Roy Chapman, agency producer.

El Paso Sun Kings (baseball team), jingle for radio and TV. Bob Farrar, production manager. Agency: Mithoff Advertising. Roy Chapman, agency producer.

Texas Consumer Finance Corp., one 60, one 50 jingles for radio and TV. Bob Farrar, production manager. Agency: BBDO. Bud Duratso, account executive and agency producer.

Frito-Lay Corp. (potato chips), one 18½ for TV, jingle for film. Bob Farrar, production manager. Agency: Tracey-Locke. Stewart Mitchell, account executive and agency producer.

Sande & Greene Inc., 1777 North Vine Street, Hollywood 28.

Yellow Cab Co., series of 30's for radio. Glenn Michel, production manager. Agency: Stiller-Hunt. Tom Mullins, account executive.

Springtown U. S. A. and Palm City, series of 60's for radio, musical spots. Bob Sande and Larry Greene, production managers. Agency: Stiller-Hunt. Orva Huff Smith, agency producer.

Mel Blanc Associates, 1680 North Vine Street, Hollywood 28.

Midas Muffler Co., six 30's for radio. Noel Blanc, production manager. Agency: Gerth, Brown, Clark and Elkus. Byron Brown, account executive.

Drops liquor ad ban

KBMS (FM) Los Angeles has dropped the general broadcasting taboo on hard liquor advertising and is actively soliciting business from the distillers as well as the breweries and vintners. "We're a background music station with little appeal to children or teenagers," Marjorie Bloedel, KBMS commercial manager, said.

"Our audience is virtually 100% adult and we see no reason for rejecting advertising that is not only legal but is accepted by newspaper, magazine and outdoor media." KBMS has no hard liquor accounts, but two "are in the making," Miss Bloedel said.

KBMS is not a member of the National Association of Broadcasters, which prohibits alcoholic advertising in both its radio and television codes.

Marketing group okays ethical committee

The American Marketing Association last week announced that its executive committee has authorized AMA President Donald R. Longman to appoint a committee of top marketing-advertising leaders to explore and make recommendations "on matters pertaining to proper professional and ethical conduct within the field of marketing." Possible results could be methods of discipline of AMA members who violate ethical standards in research or other marketing functions.

An AMA representative explained the action was precipitated by disclosures of the Washington inquiry into broadcast ratings. The move, however, actually is a further extension of AMA's action last year to adopt a code of research ethics for its members, it was explained.

For one thing, AMA said, the new move means the association's vigilance of ethical practices is being broadened beyond marketing research to the whole field of marketing. AMA said the committee's work will serve "to strengthen the steps already taken in connection with marketing research."

Aside from the code, these steps include publication of an AMA monograph, "Criteria to Assist Users of Marketing Research," which is designed to guide buyers in recognizing ethical research proposals. AMA offers free copies of its code. Address: 27 East Monroe Street, Chicago 3.

Popsicles returning

Popsicle commercials are returning to network television after a six-year absence.

The Joe Lowe Corp., New York, makers of ice cream products, will sponsor *Discovery '63* on ABC-TV beginning May 17. Agency is Gardner Advertising.

Popsicle safety awards program will be closely tied in with commercials.

WSAAA MEETING

Agency's main job: selling advertiser on bigger budget

The major responsibility of an advertising agency today is that of convincing its clients' top management of the importance of advertising and the need for increasing advertising appropriations, Jack O'Mara, Western Division vice president of the Television Bureau of Advertising, said Monday (April 15). Speaking at a dinner meeting of the Western States Advertising Agencies Association, the TvB executive told his advertising agency audience that the best approach to this goal is by pushing hard for strong advertising representation in management's top echelon.

Mr. O'Mara was one of six major executives of advertising associations to discuss the major trends now molding advertising's course in the months ahead at the WSAAA dinner meeting at the Sheraton-West hotel, Los Angeles. Ron Rose, president of the Magazine Representatives Association of Southern California, said that the trend toward specialization was already well along in magazine publishing, following an unsuccessful and sometimes disastrous attempt to compete with television in terms of numbers. Paul E. Mead, president, Advertising Agency Production Men, predicted a bright new world of color for newspaper advertisers, based on lithographic production that will make color space available to small-space, low-budget advertisers as well as to large-space users.

Len Pilley, president, Art Directors Club of Los Angeles, reported on the transition of the agency art director from artist to businessman, to the benefit of agency and client alike. James Parry, president, American Marketing Association's Southern California chapter, pointed to the necessity for a massive research and development program in consumer and industrial goods and services, comparable to that of the Department of Defense, if the economy is to be able to provide jobs for the na-



bus stop

Climb aboard this powerful vehicle television. 25 powerful hours from the top quality studios of Twentieth Century Fox TV., Inc.

444 West 56th Street, New York 19, New York—COlumbus 5-3320

"BUS STOP" Stars Marilyn Maxwell as Grace Sherwood and Rhodes Reason as Will Mayberry And Features Guest Stars Such As . . .
Tuesday Weld • Joseph Cotton • Steve Cochran • Dean Stockwell • James Whitmore • Nina Foch • Lew Ayres • Lloyd Nolan
Leenan Wynn • Coleen Gray • Richard Conte • Earl Holliman • Wendell Corey • Diana Lynn • Cliff Robertson • Gary Merrill

Tough talk about smoking and health

WILL COLLINS FORCE SHOWDOWN ON CIGARETTE ADVERTISING?

The controversy over the relationship of smoking and health reached a new pitch of acrimony last week. The outcome of the argument could affect more than $130 million of cigarette advertising on television and radio.

On Monday (April 15) the American Cancer Society issued a pamphlet citing statistics to buttress its contention that cigarette smoking is "the major cause" of lung cancer and at least a factor in other killer diseases.

At the same time George V. Allen, president of the Tobacco Institute, charged that the cancer society's pamphlet "omitted or oversimplified" opposing views of reputable scientists.

On Friday (April 19) the scientific director of the Tobacco Industry Research Committee denounced reports of the type issued by the cancer society as "a disservice to true scientific research." As to the origins of cancer and heart diseases, he said, "it is a matter of scientific fact that, in our present state of knowledge, no one knows the answers."

The new outbursts over cigarettes came while a special committee of 10 scientists — commissioned last October by the U. S. government— was still deep in a study of the impact of smoking on health. The 10 scientists, supported by a staff from the U. S. Public Health Service and working as a special advisory committee to the U. S. surgeon general, were expected to complete their report this summer.

It became known last week, however, that the committee's report may not be delivered until late this year. An authoritative source in the surgeon general's office said the study had proved to be more complicated than originally anticipated.

Broadcasters' Problem ▪ The delay in the issuance of the surgeon general's report is of special significance to broadcasters. In the expectation that it would be available soon, LeRoy Collins, president of the National Association of Broadcasters, had intended to make a major proposal on the question of cigarette advertising to the NAB radio and television boards at their meeting next June.

Last November, in speech at a regional NAB meeting in Portland, Ore., Governor Collins proposed that the radio and television codes be amended to exclude cigarette advertising appealing to the young. Later he agreed to defer a formal submission of his proposal until the surgeon general's report became available.

On March 31, during a news conference preceding the opening of the NAB convention in Chicago, he said he intended to propose action at next June's board meeting and that he hoped the surgeon general's report would be out before then. The implication was that he expected the report to find an association between cigarette smoking and the incidence of diseases.

Advised last week of the probability of a delay in the issuance of the surgeon general's report, Governor Collins said it would "not necessarily remove the problem" from consideration at the June meeting.

The Cancer Side ▪ The 32-page pamphlet issued last week by the American Cancer Society said that

tion's rapidly expanding labor force.

Betty Thomas, vice president of the Merchandising Executives Club and an advertising agency principal, reported that packaging and labels have become the major influence in food buying. The significance of this fact, she said, is that label descriptions like "large economy size" or "contains four servings" are out. The modern housewife is used to specific directions in recipes, which long ago abandoned "a pinch of this and a dollop of that" in favor of standard units, and she is demanding that the labels of the products she buys be equally specific, Miss Thomas stated.

Mr. O'Mara based his recommendation for stronger advertising support at the top management level on four seemingly unconnected facts: Between 1950 and 1961, the investment in advertising increased by about 9% a year, half again as fast as the 6% annual increase in private spending. In the same period, after-tax profits rose by less than 2% a year. Nine out of 10 company presidents personally approve their company's advertising budgets, although only one in five knows the amount being spent for advertising nationally (but twice that number are sure it's too much). Five out of six presidents of major western companies came up through routes other than sales and advertising; half of them are production people or engineers.

"With advertising expenditures rising at a faster rate than the sales they are expected to produce, with company presidents approving (or rejecting) ad budgets without really understanding what they are doing and with more companies becoming publicly owned and so putting more emphasis on earnings, the conclusion is plain," Mr. O'Mara said. "The big job today is selling increased advertising budgets to top management."

He urged the agency principals to "push hard" for stronger advertising management within their client companies. "The man in charge of advertising is your best ally and the stronger he is, the more recognition advertising will get."

Business briefly ...

Max Factor, through Carson/Roberts, Los Angeles, will start a nationwide spot TV campaign May 1 for its new "Golden Woods" line of bath fragrances, including bath perfume, bath oil, spray mist cologne and bath powder. Women's magazines and major market newspapers will also be used.

Procter & Gamble Co. has signed to sponsor CBS-TV *Miss Universe Beauty Pageant,* (Sat., July 20, 10-11:30 p.m. EDT). Agency: Leo Burnett, Chicago.

Purex Inc., and **Timex Corp.** will sponsor *The Hollywood Story,* a weekly half-hour series on NBC-TV next fall. The series, scheduled Mondays, 9:30-10 p.m., will feature highlights from movies and footage on film stars of past and present. Agencies are Edward H. Weiss (Purex), and Warwick & Legler (Timex).

Cash Stamps, a new consumer saving stamp plan, is using radio and television in a $250,000 test campaign in St. Louis. Agency is Stemmler, Bartram, Tsakis & Payne Advertising. The St. Louis test preceeds national introduction of the stamp plan, which allows the consumer to redeem his stamps for either cash or merchandise.

Metro-Goldwyn-Mayer will use radio and television to advertise its motion picture, "The Wheeler Dealers." The

more than 25 scientific studies in 10 countries have shown that the "risk of developing lung cancer is directly related to the number of cigarettes smoked."

Statistics based on death certificates show that for men who smoke less than half a pack of cigarettes a day, the death rate from lung cancer is seven times higher than the death rate for nonsmokers and for smokers of two or more packs a day, more than 30 times higher. Statistics based on diagnoses of lung cancer confirmed by pathological examinations disclose even larger differences in the death rates of smokers and nonsmokers—15 times as high for half-a-pack-a-day smokers as for nonsmokers and 64 times for smokers of two or more packs a day.

"Although spokesmen for the tobacco industry and a few scientists state that all this evidence does not prove that cigarette smoking causes lung cancer," the cancer society said "there is no other reasonable explanation for the consistent association between cigarette smoking and lung cancer.

"Responsible health agencies, therefore, have no alternative but to act on the assumption that the relationship is one of cause and effect. This is the conclusion of leading governmental and nongovernmental health organizations and scientific societies of the United States, Canada and Europe and is the basis of the American Cancer Society's policies and programs."

The pamphlet pointed out that the cancer society had been engaged in a major public relations effort directed to teen-agers. "It is to this age group," the pamphlet said, "that much of the promotion and advertising of cigarettes seems to be directed." In its campaign to educate youth to the dangers of smoking, the cancer society has distributed 25,000 copies of a film and 3.5 million copies of a supplementary information booklet. "It is estimated," last week's pamphlet said, "that half of the high school students of the country have seen this film strip."

The new pamphlet that was issued last week will also be put in wide distribution.

The Smoking Side ▪ The Tobacco Industry Research Committee issued its report—which was in sharp contrast to the cancer society's pamphlet—five days after the latter was issued. It was in the form of an annual report from the committee's scientific director, Dr. Clarence Cook Little.

The Tobacco Industry Research Committee was founded in 1954. It has appropriated more than $6 million since then to support research into the relationship of smoking and health.

During 1962, Dr. Little reported, "scientific work continued to support the view that the quest for a single, simple 'magic bullet' to explain the causes or provide the cure for cancer and heart disease is unrealistic and probably futile."

He said that the continuing appearance of reports, based on statistical studies and containing no new or original data "amounts to a statement of opinion [and] is a disservice to true scientific research."

Research has increased knowledge about lung cancer and heart disease, Dr. Little said, but it has also "continued to make clear and to emphasize the great and critical gaps in that knowledge."

Smoking, he said, is only one of many subjects requiring study in the exploration of causes and cures of lung cancer.

Included in the Tobacco Industry Research Committee report were abstracts of 60 medical and scientific papers published in 1962 by scientists who received grants from the committee.

picture's stars, James Garner and Lee Remick, will be featured in humorous television sketches. The radio campaign will have a continuing plot and will run in key markets for several weeks before the picture opens.

Rep appointments . . .

▪ KPAT San Francisco: Robert E. Eastman & Co., New York, as national representative. KPAT, recently purchased by Dickens J. Wright Associates, was formerly KRE.

▪ WREB Springfield, Mass.: Mort Bassett & Co., New York, as national representative.

Agency appointments...

▪ Lady Elgin Diamond Division of the Elgin National Watch Co., Elgin, Ill., has appointed Taplinger, Gladney Co., New York. The agency was also appointed to handle Balenciaga Parfums, New York.

▪ WLYN Lynn, WNBP Newburyport, both Massachusetts and WTSA Brattleboro, Vt.: Grant Webb & Co., New York.

M'MANUS, JOHN & ADAMS IN CHICAGO

Hartman billings brings agency up to $60 million

The expansion of MacManus, John & Adams into Chicago through the purchase and absorption of George H. Hartman Co. there was announced last Wednesday by Ernest A. Jones, president and principal stockholder of MJA.

The merger, a stock transaction involving no cash, will become effective about May 1.

MacManus, which headquarters at Bloomfield Hills, Mich., also has branch offices in New York, Los Angeles, Minneapolis and Toronto.

Adding Hartman's $6 million billings, MacManus this year will bill an estimated $60 million, Mr. Jones said. Last year his agency spent about 16% of its billings in TV and radio.

Fred J. Hatch, a senior vice president and member of the board of MacManus, has been named regional director of the agency and will move from Bloomfield Hills to Chicago. George H. Hartman become a vice president of MacManus and will manage the Chicago office at the same address of his former agency, 307 North Michigan Avenue.

MacManus was founded in 1934 with the Dow Chemical Co. account. Also included on its list are the Cadillac and Pontiac divisions of General Motors, Minnesota Mining and Manufacturing Co., Bendix, American Oil and Standard Oil (Indiana).

Hartman accounts which MacManus gains include United Biscuit Co. of America, Hartz Mountain products and Continental National Insurance Co.

McDonald Research expands

McDonald Research Ltd., Toronto, has become a subsidiary of Interpublic Inc. and plans to extend its broadcast measurement services into areas outside Canada where they do not exist, Clyde H. McDonald, founder of the firm, announced last week. He said details of the new range of services to be offered by McDonald Research will be announced shortly.

RCA SETS FIRST QUARTER RECORDS

Earnings rise to 95 cents; 35 cent dividend declared

Sales and earnings of RCA rose to record levels in the first quarter of 1963, Brigadier General David Sarnoff, board chairman, and Elmer W. Engstrom, president, announced last week.

Sales totaled $436 million, up 3% from the previous record of $425 million in the same three-month period of 1962. Profits before taxes totaled $17.3 million, a 19% gain over the previous high mark of $14.5 million in 1962's first quarter. Earnings per share of common stock amounted to 95 cents for this year's first quarter, as against 81 cents on a smaller number of shares outstanding in the same period a year ago.

The gains were attributed to record first-quarter sales and profits of NBC, a wholly owned subsidiary; to color television set sales, described as "moving at a pace reminiscent of the early growth period of black-and-white television a decade ago"; to unprecedentedly high sales of RCA TV sets generally; to increased shipments of electronic data-processing equipment, and to such other RCA activities as basic components industrial electronics, communications, international operations and electronic services.

General Sarnoff and Mr. Engstrom said RCA's backlog of orders for computers is higher than ever before, and that they "feel good progress is being made toward our goal of crossing into a profit position in data processing by the end of next year."

They said RCA's strength "lies in its broad base in virtually all principal areas of electronics. . . . With this firm base we anticipate that RCA's sales and earnings, subject to the continued vigor of the national economy, will maintain their upward movement in an environment of expansion for electronics as a whole."

On the strength of the record performances in 1962 and early 1963, the quarterly cash dividend on common stock has been increased to 35 cents, from 25 cents. The higher dividend is payable April 29 to shareholders of record March 18.

Entron shows profit

Entron Inc., Silver Spring, Md. (manufacturer of community TV equipment with interests in CATV systems) last week reported a 97% increase in sale for the fiscal year ended Feb. 28, 196 compared to 1962—from $1,359,88 to $2,679,490. Net earnings for 196 totaled $137,317 (50 cents a share compared to a loss of $373,792 in 1962

Elected secretary-treasurer of Entron is W. T. Relyea, former controller

Entron owns two microwave system feeding TV station signals to CATV systems in Florida and Texas. It als has a part interest in a CATV systen in Carlsbad, N.M.

'Times' lost $7 million in strike

The *New York Times* reported last week that the 114-day strike and shut-down of New York newspapers created for the *Times* a loss of more than $7 million, "before considering any tax offsets."

The figure was contained in the paper's annual report to stockholders and staff. Wage increases and other benefits covered in *Times* contracts with 10 unions will cost more than $3.5 million a year, the report continued, adding that "additional revenue must be obtained and productivity increased to meet this heavy expense and to make up for our losses." Circulation prices have been increased, with the weekday newstand price going from 5 cents to 10 cents.

Despite the strike, which closed the New York edition (but not the western and international editions) on Dec. 8, 1962, operating revenues in 1962 totaled $118,009,275 as against $117,189,220 in non-strike 1961. Newspaper advertising revenues were placed at $90,266,703 for 1962 as compared to $89,591,567 for 1961. Circulation revenues (at the old rates) were $24,116,016 in 1962 and $24,266,120 in 1961.

Net income from operations in 1962 was $599,350, up slightly from the $597,986 reported in 1961. But the 1962 total would have exceeded $1.3 million if the strike hadn't occurred, according to the report.

The company's consolidated earnings for the year amounted to $1,811,550, as compared to $2,212,709 in 1961. Biggest factor in earnings was net income from dividends received on the company's investment in Spruce Falls Power & Paper Co. Ltd., a newsprint manufacturer. This amounted to $1,135,173 in 1962 and $1,237,723 in 1961. Net operating income was the second largest factor, with the rest coming from net gains on the sale of real estate, which totaled $77,027 in 1962 and $377,000 in 1961.

Until the strike occurred, the report said, advertising linage was running at a record high and circulation also had set new records.

The report said that WQXR-AM-FM New York, owned by the *Times*, had "a successful year." It gave no financial details.

First quarter tops all of 1962 for McFadden

Macfadden-Bartell Corp., owner of three radio stations, reports a consolidated net income of $483,651 for the first quarter of 1963. The sum is almost three times the profit realized by the corporation for all of 1962—$162,738. During the first quarter of 1962 the corporation lost $136,458.

The year ended in December 1962 was the first year of consolidated operations for Macfadden Publications and Bartell Broadcasting. During the first quarter of 1963, the corporation's 12 publications showed a gain in revenue of 20% over the same quarter of last year, and the three broadcast stations reported a revenue for the first quarter of $600,500, a gain of 4.3% over the first quarter of 1962.

The company projects that combined billing for the radio stations for 1963 will be highest in their history. Macfadden-Bartell owns and operates WADO New York, KCBQ San Diego and WOKY Milwaukee. It is the second company in the U. S. to enter the field of over-the-air pay television, following approval by the FCC for a three-year test of its system in Denver, due to start next month. Macfadden-Bartell also owns an interest in the Teleglobe Pay-TV system of New York.

First quarter net up at Papert, Koenig, Lois

Papert, Koenig, Lois Inc., New York, last week announced its first-quarter net income after taxes was $50,913, produced by gross billings of $3,988,600 for the fiscal quarter ended Feb. 28. This compares with a net of $28,931 for the same period of 1962, based on billings of $2,668,291. Earnings per share for the first fiscal quarter of 1963 were 9.9 cents vs. 5.6 cents for the like period in 1962.

PKL, the first advertising agency to go public since 1929, issued stock on Sept. 20, 1962. Its annual report was published several weeks ago (BROADCASTING, April 8).

NEW MILLION DOLLAR MOVIES *rivet audience attention to high-caliber stars in swift-moving stories. Norman Mailer's THE NAKED AND THE DEAD illustrates the color and action lavished on these late releases from six major companies. Jules Verne's FROM THE EARTH TO THE MOON, Bret Harte's TENNESSEE'S PARTNER James M. Cain's SLIGHTLY SCARLET and Zoe Akins' STAGE STRUCK add their luster to the list.*

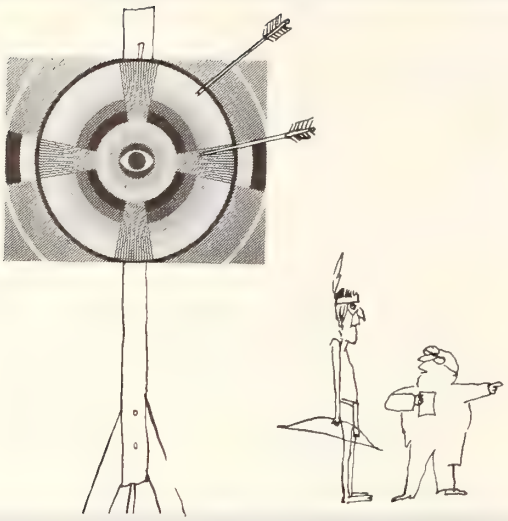


do you have these NEW MILLION DOLLAR MOVIES?

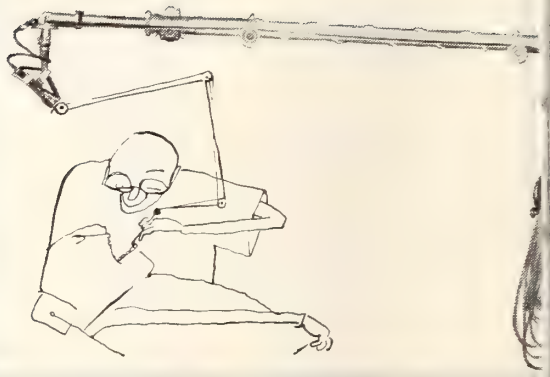
CBS has them scheduled in New York, Chicago, Philadelphia and St. Louis. Time-Life's buy covers Minneapolis, Denver, San Diego and Grand Rapids. Westinghouse (Pittsburgh), Corinthian (Indianapolis), Trans-Continent (Buffalo), Meredith (Syracuse), Scripps-Howard (West Palm Beach) and Crown (Portland) are other families in the fold. Surely, the same facts that persuaded these group owners and dozens of independent buyers are also pertinent to your programming.

SHOWCORPORATION

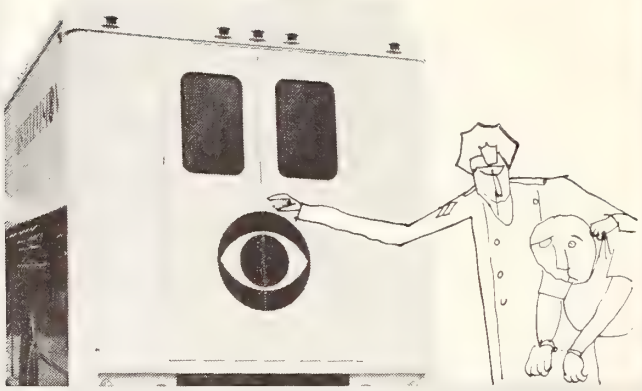
INTERNATIONAL BUILDING • 45 ROCKEFELLER PLAZA, NEW YORK 20 N. Y. PHONE: PLAZA 7-9820



If you aim high...



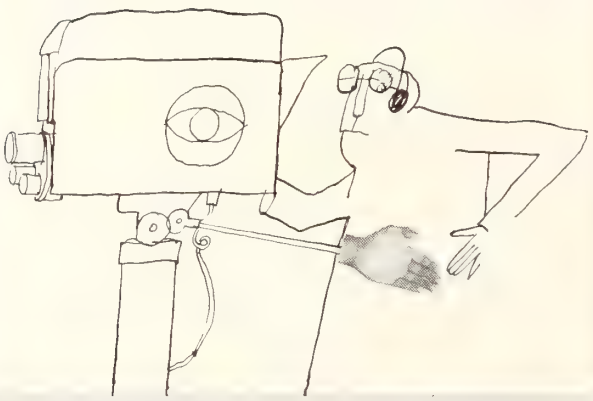
dig deep...



capture big names...



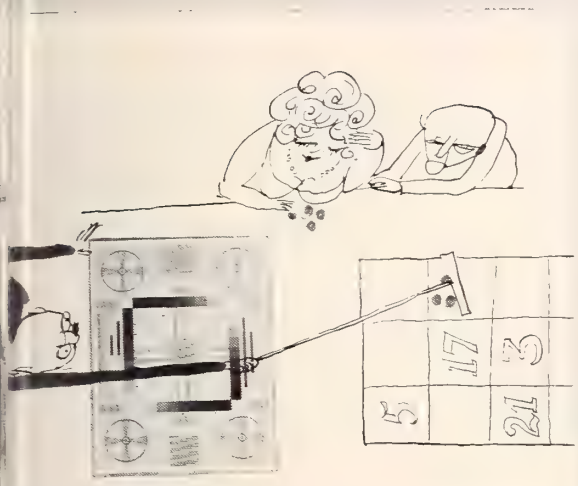
develop new ones...



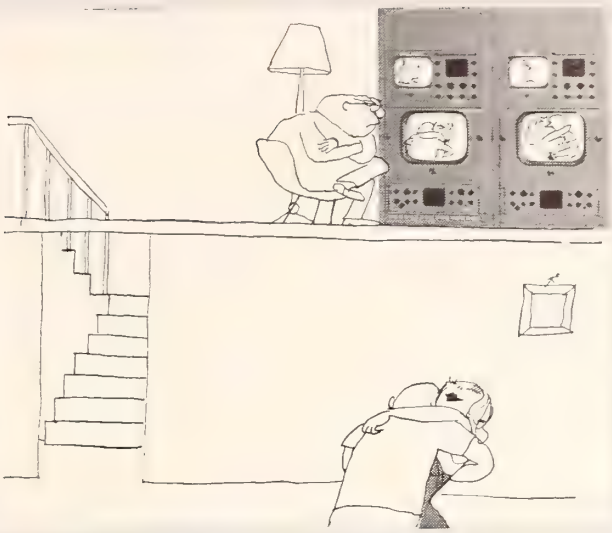
add the best station line-up...



make advertisers happy.



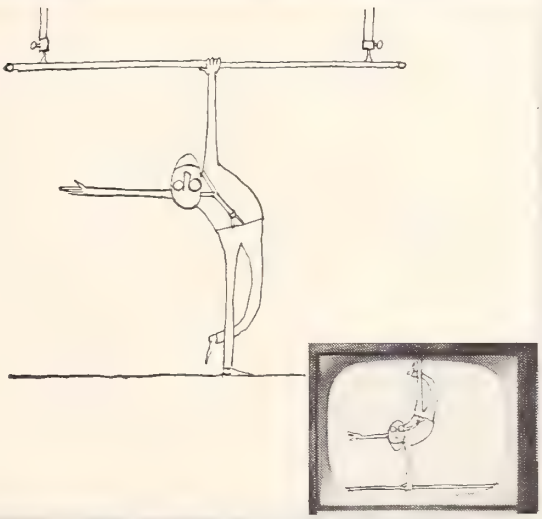
take some gambles...



watch developments...



for a blockbuster schedule...



with balance)...





win the nation's applause...

then you're the
CBS TELEVISION NETWORK

CBS Inc. reports substantial increases

CBS Inc. sales and profits for the first quarter of 1962 were "substantially" higher than those for any corresponding quarter in the past, William S. Paley, chairman, told stockholders at the network's annual meeting in New York last Wednesday.

Mr. Paley said estimated earnings for the first quarter will be about 25% greater than that of the comparable period last year. He added that figures for the year are expected to exceed record sales and income of 1962.

In reviewing CBS' activities since the beginning of the year, Dr. Frank Stanton, president, said "sales are up in all major CBS profit centers" and "we expect this trend to prevail for the year as a whole."

Dr. Stanton pointed out that sales for CBS television stations division are 10% above sales for the corresponding 1962 quarter and CBS Radio "has more commitments for advertising revenue than it achieved during the whole of last year."

He attributed a drop in first quarter sales of CBS International to the "economic chaos in Argentina, from which the division received over $1 million in orders during the first quarter of 1962."

To compensate for this loss, Dr. Stanton said, the division is planning to expand sales in Europe and Asia and to U. S. military post exchanges around the world.

Increased News Output ▪ He noted that CBS News' output of news and informational broadcasting last year represented a 34.5% increase over 1961. He added that the division accounted for 18.5% of the television network's schedule and 51% of the radio network's schedule during the first quarter of this year.

CBS News and WCBS-AM-FM-TV were commended by Dr. Stanton for their "fine performance" during the newspaper strike in New York. He told stockholders regular news coverage was increased 75% by WCBS-TV and 30% by WCBS-AM-FM during the blackout.

"Both WCBS and WCBS-TV will retain some of the special news broadcasts added during the strike with emphasis on expanding regional coverage," he added.

In answer to a question from the floor, Dr. Stanton said CBS will continue to correlate A. C. Nielsen Co. national ratings in comparison with other services "and if they do not measure up we will take steps in getting a new service."

He pointed out that CBS depends partly on ratings for programing decisions but that ratings are not the only determining factor. He added, however, that "we have to have some device for measuring audience. We would be criticized if we did it ourselves."

ITC says annual profit will top $500,000

Independent Television Corp. anticipates that net profits for its fiscal year ending April 30 will amount to more than $500,000.

In releasing the estimated figure, Michael Nidorf, ITC president, said the syndication company will top $2 million in net profits for the three-year period ending April 30, with gross sales totaling better than $20 million.

"Next year," Mr. Nidorf said, "we expect to do even better . . . with this new product (*The Saint*) and with the large and varied library of programing already in distribution.

MGM reports $8 million loss in 28-week period

Metro-Goldwyn-Mayer reported a net loss of $8,716,000 for the 28-week period ended March 14 as compared to net income of $2,553,000 ($1 a share) in the same period a year ago.

Gross revenues during the period fell to $70,114,000 from $70,766,000 in the corresponding period last year.

Although gross fell only $650,000, the firm was in the red by $23.7 million in film production and distribution so that net loss before interest and taxes totaled $16.9 million.

In his letter to stockholders Robert H. O'Brien, president, said licensing to NBC-TV of 30 post 1948 MGM feature films will contribute substantially to profits in 1963-64 fiscal year.

Mr. O'Brien also noted that MGM-TV will offer five-and-one-half hours of weekly network shows next fall.

Metromedia reports big gain in net income

Metromedia Inc. reported last week that gross revenue for the 13 weeks ended March 31 amounted to $13,527,470, as compared with $12,270,314 in the corresponding 1962 quarter. Net income rose from $138,732 last year to $703,283 in the 1963 quarter.

Net income per share of stock increased from 7 cents in the 1962 quarter to 40 cents for the 1963 period. It was pointed out that results do not include capital gains from the sale of certain assets.

Stanton sells $1 million of CBS common stock

Frank Stanton, president of CBS, was reported last week to have sold 20,000 shares of his CBS common stock and to have given 500 shares to an unspecified charitable organization.

Spokesmen for CBS confirmed the dispositions, said the sale was made on the open market at various times during March "to retire certain personal obligations" and noted that he retains 145,890 shares.

Although the sales prices could not be ascertained, CBS stock started and ended March at prices slightly above $52 a share. Assuming $52 as the price, the 20,000 shares would have yielded $1,040,000, the 500 shares in the gift would have been worth $26,000 and Dr. Stanton's remaining holdings would be worth more than $7.5 million.

There was speculation that the "personal obligations" being retired were obligations he had assumed in the past to exercise stock-purchase options.

Dr. Stanton's transaction followed by a few weeks a similar one by William S. Paley, CBS board chairman, who sold 75,000 shares "to provide more diversification" of his personal investments (BROADCASTING, March 18).

Paramount reports 1962 loss of $3.4 million

Paramount Pictures Corp. reported last week that gross income in 1962 declined to $106,286,000 from $115,514,000 in 1961, and the company had a net loss of $3,410,000 last year, as compared with a net income of $5,668,000 in 1961.

Paramount noted that the Internal Revenue Service is examining the company's tax returns for the years 1953 through 1960. Paramount said it is in "complete disagreement" with the IRS on certain adjustments proposed and will "contest such adjustments through all available avenues." It added that in the interests of prudent management, a provision was made in 1962, which set aside $5 million out of retained earnings for possible additional taxes of the prior years involved.

Paramount owns KTLA (TV) Los Angeles and International Telemeter Corp. wired pay TV system.

Caught with our personalities showing... your salesmen



Howard Tupper



Dave Kidd



Charles John Stevenson



Leon Kelly



Bill Edwardsen



Don Tuttle



Martha Brooks



Randy English

e're caught and rather proud of having one of the most versatile groups of ecial people in radio. This is a favorite page from the family album of the ea's foremost station, WGY.

om dawn 'til long after dark WGY's personalities pinpoint your sales message specific buying groups. Full range programming makes WGY the most listenable ation in the Northeastern New York and Western New England market.

810 KC • 50 KW

WGY

A GENERAL ELECTRIC STATION

ALBANY • SCHENECTADY • TROY

Represented by Henry I. Christal Company

TV camera to go along on next space shot

American television viewers will see live telecasts beamed from within the space capsule of astronaut Major L. Gordon Cooper during coverage planned by the TV networks for the next U. S. space shot in mid-May.

An eight-pound television camera, the size of a large flashlight, will be attached to a clamp inside the capsule and will be focused on the face of Major Cooper. The astronaut will also detach the camera and point it out the window for photographing his orbital surroundings and a view of earth from outer space.

Major Cooper's space flight is scheduled to last 34 hours 20 minutes over the planned 22 orbits. The personnel and facilities of four networks—ABC, CBS, MBS and NBC—will be pooled to supply the radio-TV coverage from two Florida locations—Cape Canaveral and Cocoa Beach—as well as aboard the two recovery ships, one downrange in the Atlantic and one downrange in the Pacific.

Major Cooper is scheduled to be launched from Cape Canaveral at 8 a.m. (EDT) and if on schedule, his Mercury Atlas-9 craft should land in the Pacific Ocean some 60 miles south of Midway Island at 6:20 p.m. (EDT) the following day.

A separate video line, allocated to each network on a rotating basis, will be available for broadcast on launch day. For the first half-hour (7-7:30 a.m. EDT) the line allocation will be made on a five-minute basis to CBS, NBC and ABC in that order. For the remainder of the coverage, the allocated line will be available on a 10-minute basis on the same network allocation.

It is expected that after the early coverage, the networks will present the coverage every half-hour or every hour. At least one network, ABC, has said it will interrupt any show to present the first live telecasts from the space capsule.

Network television coverage of the flight will be suspended during the night hours allotted for Major Cooper's sleep (expected to begin around 11 p.m. and continue until early the next morning), but radio coverage of the flight will continue throughout.

Production of the pooled television and radio coverage of the flight will be supervised by ABC News, with Sid Darion as producer and Jack Sameth as director. ABC News, CBS News and NBC News rotate supervision of the all-network TV pool at Cape Canaveral. The networks have contributed four news correspondents to the pool coverage, in addition to almost 100 technicians, cameramen and production personnel assigned to the pool.

The eight-pound television camera inside Major Cooper's craft will provide slow-scan pictures to be made available either live or taped by the National Aeronautics and Space Administration at various times during the flight. Its 1,000-mile signal will be in range of Cape Canaveral during orbits one, two, three, four and five, and on orbits 15, 16, 17, 18, 19, and 20.



The TV unit for the space shot

ABC, Gillette named in fight film suit

Boxer Doug Jones has filed a $1.25 million suit against ABC and three other defendants on claims that they improperly presented the film of a closed-circuit fightcast on the ABC-TV network three nights later (March 16).

The fight was Jones's March 13 bout with Cassius Clay, carried that night by closed circuit to a theater-television audience. The New York boxer, who lost the bout on a split decision, claims that the film was shown without his consent on the Gillette-sponsored Saturday night boxing show on ABC-TV.

In his suit, filed through Lawrence Hammer of the New York law film of Winnie & Matis, the boxer is seeking $500,000 on each of two claims against ABC, Madison Square Garden Boxing Inc., The Gillette Co. and the Gillette Safety Razor Co., and Maxon Inc., advertising agency for Gillette.

One claim charges the film was used without the boxer's written consent; the other, that "the defendants did wilfully and maliciously further damage the said plaintiff by adding a soundtrack and script that was wholly at variance with the true circumstances of the original bout."

In addition the suit seeks $250,000 from Madison Square Garden Boxing Inc. on grounds that "in complete violation of the aforesaid agreement, the said defendant, Madison Square Garden Boxing Inc., did make the said films available and did cause to have them shown on public television."

The suit further charges that the boxing company "has failed to divide monies derived from the exhibition of the aforesaid film on March 16, 1963, but on the contrary has kept for itself large sums of money derived from the ues of the aforesaid film without making any disclosure whatsoever of the receipt of the said sums to the plaintiff."

The film reportedly was substituted on ABC-TV when rain forced cancellation of outdoor bouts that had been scheduled to originate in Los Angeles on March 16.

ABC last week declined to comment on the Jones suit. The complaint was filed in the New York State Supreme Court on behalf of Jones and his manager, Alex Koskowitz, also of New York.



How to sell an empty jar:

Put something invisible into it.

Yet something customers believe in.

Something that gives your salesmen more to sell.

That's what the Kerr Glass people did. Last year, they put in Arthur Godfrey's special brand of something. It must have sold Kerr jars: they've just plunked down visible cash for more.

And what works for empty jars must also work for full jars. Bromo-Seltzer just reordered. So did Listerine.

And Goodyear just bought more Godfrey for Neolite. And Grolier Inc., for their Book of Knowledge. And Emery Industries, for Sanitone.

What exactly are they buying?

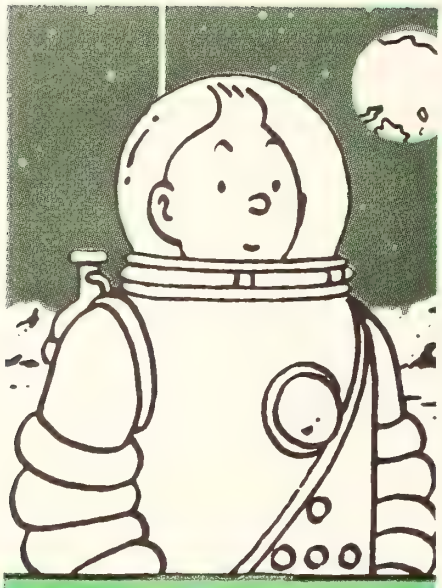
If we knew we'd bottle it.

It's Godfrey's personal formula. One sponsor—Kerr Glass—calls it "presence." Here's what they say it does:

"Your presence makes our sales staff enthusiastic. We're sure it will result in even greater selling efforts on their part. It's made customers write us letters approving of our sponsorship and our products. And it's expected to increase the lead Kerr now holds in the home canning supplies field."

Pretty powerful something! If your product could use some, call your ad agency rep or account executive at

The CBS Radio Network



TINTIN

- FIRST FULLY-ANIMATED CARTOON COMIC STRIP OF ITS KIND MADE ESPECIALLY FOR TV.
- 83 FIVE-MINUTE EPISODES IN FULL COLOR.
- ADAPTABLE FOR 10 MIN., QUARTER HOUR, HALF HOUR OR AS FULL LENGTH FEATURE.
- THE ADVENTURES OF AN 11-YEAR-OLD BOY AND HIS DOG — ADVENTURE FOR CHILDREN WITH CONTINUING CENTRAL CHARACTERS THROUGHOUT ALL EPISODES.
- IDEAL FOR INTEGRATION INTO EXISTING CHILDREN'S SHOWS.

"I want NTA to know how extremely pleased we are with the TINTIN series. We program in color and the quality of these prints has been excellent. We are programming the perennial children's favorite and *Emmy Award winner* 'Engineer Bill' in a new hour show and we include 2 TINTIN episodes. The response has been extremely gratifying and I feel TINTIN has had a great deal to do with the success of this show."

Wally Sherwin
Director of Programming
KHJ-TV
Los Angeles, California

NTA

8530 WILSHIRE BOULEVARD
BEVERLY HILLS, CALIFORNIA

444 MADISON AVENUE, N. Y., 22

Ray Anthony syndicating own musical show

Music, traditionally the way to soothe the savage beast, may also be the method by which a TV series made for syndication can compete successfully for ratings with the network and off-network dramatic and comedy shows and do it at a price that makes sense to the average TV station and local advertisers.

One new musical series now in production for syndication this spring is *The Ray Anthony Show*, featuring the trumpet-playing band leader who in recent years has added acting and singing to his performing accomplishments. For this series, Mr. Anthony also serves as his own syndicator, as head of Ray Anthony Enterprises. The half-hour programs are being taped at KTLA (TV) Los Angeles (whose technical staff will transfer them to film for stations not equipped for video-tape operations). KTLA is also giving the shows an on-air tryout in the Saturday 10-10:30 p.m. period.

Ray Anthony has definite feelings about the syndication field and no hesitation about expressing them, on or off the record. The talk about off-network reruns monopolizing the syndication market is to him so much "humbug and if I'd listened to it I'd have been scared off. But it didn't ring true, so I did a little research of my own and here I am.

"It's really very simple: crowds around the band-stands and good sales for records show that people still enjoy good popular music played in a style they can comprehend. If that's true—and my own experience shows that it is—it stands to reason that they'll like it on TV, too.

"Another thing, my programs will be new programs, not shows that have been shown at least once before and maybe twice or more. Viewers are fed up with summer reruns all year long, which is exactly what they've been getting, and stations are beginning to find that their vaults full of old film can't attract either an audience or sponsor."

The Ray Anthony Show will have a timeless format, with no holiday shows that might be appropriate one week of the year but ridiculous the other 51. That's another reason Mr. Anthony says he's "avoiding reruns like the plague."

Normally, each show features an Anthony trumpet number and a piano solo by Kellie Greene, with vocals by Vikki Carr, Lisa Marne and Ray Anthony. Jackie Curtiss, who announces the program and helps Lennie Weinrib write it, may sing a comedy song as well. Mort Bernstein directs for producer Fred Benson.

New company to produce film documentaries

A company devoted exclusively to film documentaries has been organized by Lee Mendelson, who had written and produced over 70 television programs for KPIX (TV) San Francisco.

Lee Mendelson Film Productions has five films under production including: "The Russ Columbo Story" with Johnny Desmond as host-narrator; "The Golden Spike," the story of the Central Pacific railroad, with Lucius Beebe as host-narrator and "The World in Motion," a collection of motion pictures taken from 1897 to 1920.

While at KPIX, Mr. Mendelson wrote and produced three historical films for the *San Francisco Pageant* series.

The new firm's address is 211 Park Road, Burlingame, Calif. Phone: Diamond 3-5337.

WBT beams Russian to Cuba

Nightly Russian-language broadcasts which had been scheduled to be broadcast to Cuba on Feb. 25 (BROADCASTING, Feb. 25), began on WBT Charlotte, last Monday (April 15). The programs had been canceled when Premier Khrushchev promised to remove Soviet personnel from the Carribean.

Charles H. Crutchfield, president of Jefferson Standard Broadcasting Co., which owns and operates WBT, said that since "no significant number of these people have been removed . . . we now feel it to be in the best interests of the country to begin" the broadcasts.

SDIG board to ask for strike authority

The executive board of the Screen Directors International Guild will ask its members at a meeting tomorrow (April 23) to grant the board authorization to strike, if necessary, against the Film Producers Association of New York.

FPA and the guild have been negotiating for more than two months on a contract covering directors employed in the production of TV film commercials and motion pictures.

An SDIG official said that money is not a key issue in the dispute. The union, he said, is seeking to establish

It's Great to Live in San Antonio . . .

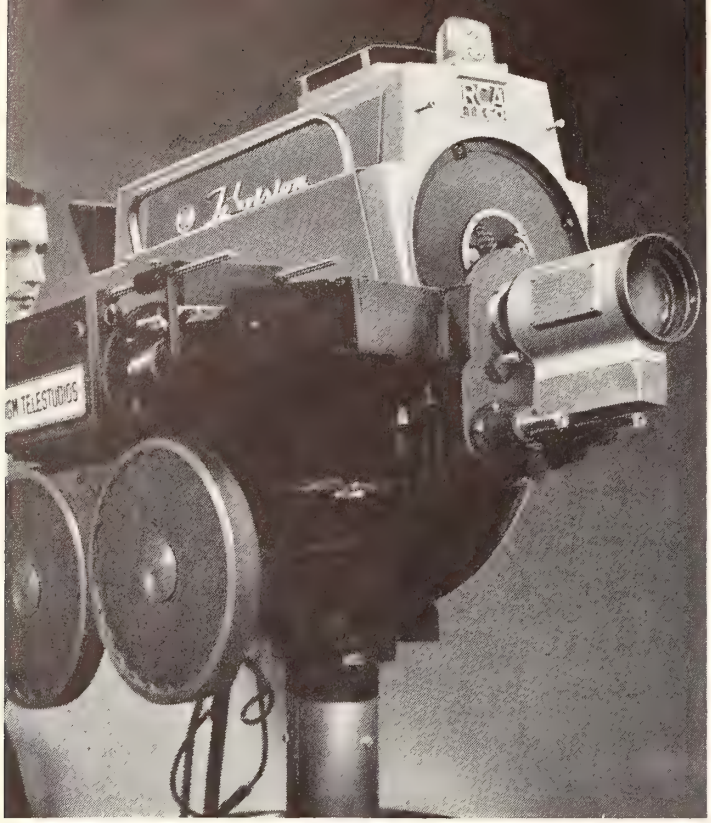


. . . and it's great fun to be part of the fabulous Fiesta San Antonio every April, when frivolous gaiety builds to a spectacular climax with the torch-lighted Fiesta Flambeau Parade. During Fiesta week, hundreds of thousands of San Antonians and tourists throng the parade route of the magnificent Battle of Flowers Parade and cheer the transformation of the San Antonio River into a "Venice River Pageant." A gallery of fans thrill to the masters in golfdom competing in the classic Texas Open Golf Tournament. There's exciting entertainment nightly under the stars, touched lightly with the flavor of old Spain and Mexico. Pageantry, street dancing, carnival midway, fireworks, band festivals, military parades . . . fun, fun, fun . . . to fit every preference in historic San Antonio during Fiesta, and all year, too.

It's Great to SELL San Antonio on KONO-TV ch. 12

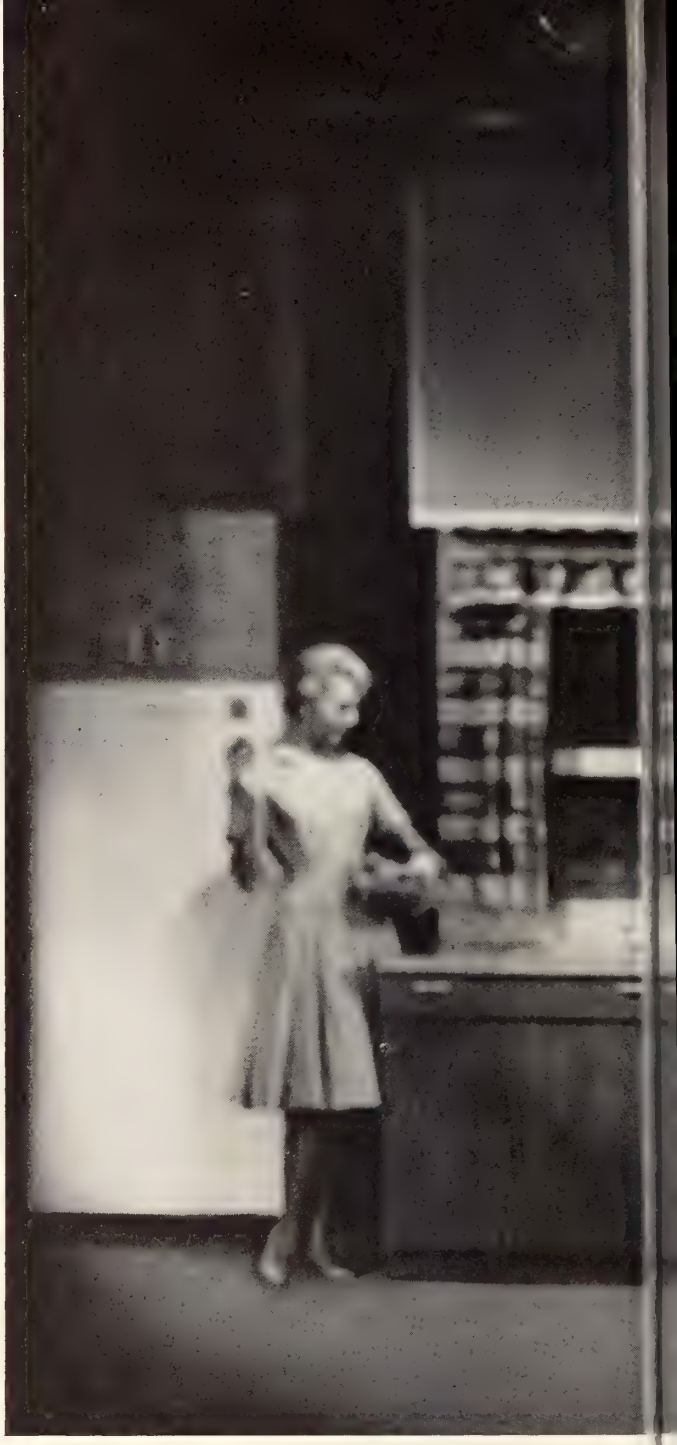
abc

THE KATZ AGENCY, INC.
National Representatives



"GEMINI"—is the name of this twin camera system, employing a TK-60 Studio Camera which shares its lens with a 16mm film camera adjacently mounted. The operator uses the viewfinder of the television camera just as if he were shooting with the TK-60 alone. Final product, a high quality television tape and a high quality 16mm film duplicate, eliminates the problem of the kinescope as a factor in spot use of taped commercials and programs. Exclusive rights to "Gemini" are held by MGM.





"STUDIO 60"—Food Photography Center, MGM Telestudios, New York, shown with RCA TK-60 Camera and MGM-designed modular sets and special lighting equipment. Specialized studio is for use of advertisers and agencies in producing food commercials with deluxe TK-60 4½" Image Orthicon Cameras and TR-22 Transistorized TV Tape Recorders. Tailored especially to bring the 4½" tube to its highest capability, the TK-60 assures the finest pictures with resolution and gray scale never before achieved. Automatically stabilized circuits assure uninterrupted production. A large bright viewfinder and provision for special effects are among built-in aids to production featured by the TK-60 Camera.

DELUXE "TR-22" TV Tape Recorder—These strikingly styled, compact tape units are teamed with TK-60 Cameras. The TR-22 is completely self-contained with recording, playback, monitoring and testing facilities all in one compact console. Rated technical performance is higher than any other video tape recorder. Record and playback functions are on opposite sides of the tape transport panel to avoid errors in operation. Tape transport is at a 45 degree angle for ease of loading and threading. RCA experience, creative engineering and highest quality components make the fully transistorized TR-22 the leader in producing fine tapes.



At **MGM** Telestudios...only the finest is acceptable ...in production values...in equipment

That's why MGM Telestudios went "RCA, All The Way" — with the revolutionary new TK-60 cameras for the finest TV picture and the "new generation" TR-22 TV Tape Recorder for the finest tape fidelity. At MGM Telestudios, where some of the industry's top creative craftsmen turn out TV commercials for the nation's leading advertisers, the word "finest" is the day-to-day measure of performance.

As the production capability of television tape has increased, the limitations of original equipment have become more apparent. In the search for equipment compatible with current tape technology, MGM Telestudios decided on RCA's "new generation" TK-60 and TR-22. Four of these new TV cameras and six of these fully transistorized TV Tape Recorders have been ordered. "Made for each other," these two RCA equipments bring new pictorial perfection in TV production, bring increased sales impact to tape commercials. These advanced instruments are destined to become the standard of the industry for many years.

For further information write to RCA, Broadcast and Television Equipment, Bldg. 15-5, Camden, N. J. Or see your Broadcast Representative.

RCA®

The Most Trusted Name in Television

certain basic principles, including payment for preparation of a production; pay for premium time (working in excess of a normal working day or on Saturday, Sunday and holidays), and setting a clear definition of "staff director." Approximately 400 members belong to the SDIG on the East Coast.

Program notes...

New radio shows ▪ Master Artists Corp., recently formed by Hollywood producer Robert Angus and his wife, actress Joyce Miller, is offering radio stations an across-the-board series of five-minute and 10-minute programs featuring name stars. There is *Liberace on Love* (620 five-minute packages); Mel Torme's *Words on Music* (260 ten-minute talks on music both serious and popular); Jimmie Rodgers' *Tales of a Balladeer* (260 ten-minute programs); Peter Lorre's *Treasury of Terror* (260 ten-minute stories of suspense and horror). Master Artists is located at General Service Studios, 1040 North Las Palmas Avenue, Hollywood 38. Telephone is Hollywood 9-9011.

Show stoppers ▪ SESAC's new series of 10 LP's of 60-second instrumental themes has been sold in over 125 markets since its introduction at the National Association of Broadcasters convention. The show-stopper package is titled "Just a Minute."

New NET program ▪ *Of Time, Work and Leisure,* a one-hour TV program produced by National Educational Television, with the financial support of the Twentieth Century Fund, will be telecast on the NET network of more than 70 stations. The program, adapted from a book of the same title, is a combined documentary and symposium concerning the leisure habits of modern Americans.

Special showing

Excerpts from David Susskind's *Festival of Performing Arts* will be shown to Washington youth on June 17 at the Watergate, the Potomac River summer outdoor concert site, with Mrs. Jacqueline Kennedy as patroness.

The 90-minute program will be open to high school, college and graduate students in the Washington area, the White House announcement said last week.

The Watergate presentation will show, on wide-screen film facilities, three of the series' outstanding programs. They are: the violin-piano concert by Yehudi and Hepzibah Menuhin, the poetry and dramatic reading by Paul Scofield and Joy Parker, and the string trio concert of Pablo Casals, Alexander Schneider and Miecsyslaw Horszowski performing part of the same program they presented at the White House Nov. 13, 1961.

Possible 1964-65 show ▪ CBS-TV and Gilchrist Productions have reached a tentative agreement for co-production of a one-hour dramatic series, *Ambassador at Large,* for the 1964-65 network season. Franklin Schaffner, Gilchrist head, will prepare a pilot script.

Record company sold ▪ The acquisition by Columbia Pictures-Screen Gems of the assets of Aldon Music-Dimension Records was announced last Friday (April 19) by A. Schneider, president of Columbia Pictures-Screen Gems. Dimension Records was said to have had approximately 300 songs on best-seller lists over the past four years.

Public interest producers ▪ Union Broadcasting Co., New York, has been established by Hardy Burt, president, and Charles Taubman, vice president, to produce and syndicate "public interest" radio-TV programing. Headquarters is at 18 East 50th Street, New York 22. Telephone is Plaza 9-7979. Mr. Burt formerly produced various network radio and TV programs, including *Facts Forum* and *Answers for Americans.*

Sextant-'Life' pact ▪ Sextant Inc. and *Life* magazine have entered into an agreement for Sextant to develop TV entertainment shows based on forthcoming special issues and articles in *Life.* Programs will carry the credit, "produced in association with the editors of *Life.*" Sextant, an independent production company formed by Robert Graff, Robert Emmett Ginna Jr. and Milton Fruchtman, is preparing the *FDR* series for ABC-TV next season.

Film sales...

En France (Seven Arts Associated): Sold to KLZ-TV Denver; WOOD-TV Grand Rapids, Mich.; WFBM-TV Indianapolis; WTCN-TV Minneapolis-St. Paul, and KOGO-TV San Diego. Now in five markets.

Probe (NTA): Sold to KVII (TV) Amarillo, Tex.; KTRG-TV Honolulu; WTTV (TV) Bloomington-Indianapolis; WDAF-TV Kansas City, Mo.; WBIR-TV Knoxville, Tenn., WSFA-TV Montgomery, Ala.; WHYN-TV Springfield, Mass.; WECT (TV) Wilmington, N. C. and WKST-TV Youngstown, Ohio. Now in 62 markets.

The Steve Allen Show (WBC Program Sales): Sold to WISN-TV Milwaukee. Now in 34 markets.



WAVE-TV
gives you
28.8% more SHOPPERS

Since Nov.-Dec., 1957, NSI Reports have *never* given WAVE-TV *less* than 28.8% more viewers than Station B in the average quarter-hour of any average week!

And the *superiority* during those years has gone as high as 63.6% more viewers!

More viewers = more impressions = more sales! Ask Katz for the complete story.

WAVE TV

LOUISVILLE, Channel 3

WFIE-TV, Evansville • WFRV (TV), Green Bay • WAVE Radio, Louisville

All NBC, All Represented By THE KATZ AGENCY



Courtesy of The Detroit Institute of Arts

"LAUGHING BOY"

by Frans Hals, 17th Century Dutch artist, is a vivid example of the intensely personal style that distinguished the master painter. One of Hals' sons probably was the model.

in a class by itself

Masterpiece — ***exceptional skill, far-reaching values.*** This is the quality of WWJ radio-television service—in entertainment, news, sports, information, and public affairs programming. The results are impressive—in audience loyalty and community stature, and in sales impact for the advertiser.

WWJ and WWJ-TV

THE NEWS STATIONS

Owned and Operated by The Detroit News • National Representatives: Peters, Griffin, Woodward, Inc.



BEST NEWS SERIES

HUNTLEY-BRINKLEY REPORT—Produced by NBC News. Producer: Eliot Frankel



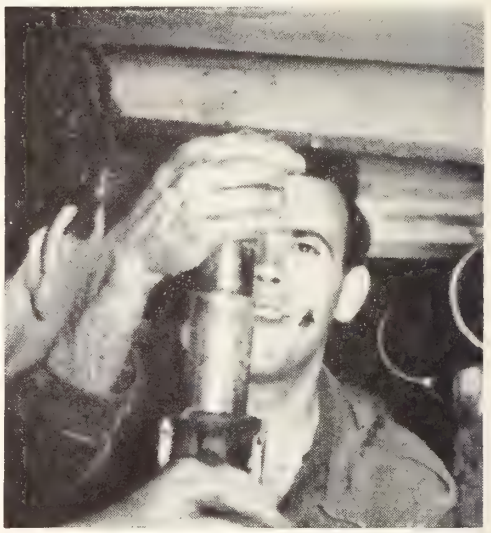
FAVORITE MALE PERFORMER

RICHARD CHAMBERLAIN OF "DR. KILDARE"—Co-starring Raymond Massey. Executive Producer: Norman Felton. Producer: David Victor. Produced by Arena Productions in association with MGM Television



BEST CHILDREN'S SERIES

WALT DISNEY'S WONDERFUL WORLD OF COLOR—Produced by Walt Disney Productions in association with NBC Television



BEST SINGLE NEWS PROGRAM

THE TUNNEL—Produced by NBC News. Producer: Reuven Frank. Written by Reuven Frank and Piers Anderton. Filmed by Peter and Claus Dehmel. Supervisor of production: Gary Stindt



FAVORITE SERIES

BONANZA—Starring: Lorne Greene, Pernell Roberts, Dan Blocker, Michael Landon. An NBC Television Network Presentation, filmed at Paramount Studios and produced by David Dortort



BEST SINGLE ENTERTAINMENT PROGRAM

BOB HOPE CHRISTMAS SHOW—Executive Producer: Bob Hope. Produced by George Hope. Directed by Jack Shea

THE VIEWERS VOTE FOR NBC's DIVERSIFIED PROGRAMMING

With six out of eight* *TV Guide* Awards, the public has confirmed that NBC is bringing the viewer the best and most varied television in America. Our thanks for that confirmation.

We're particularly proud that these honors cover the *full range* of television's news, entertainment and information. For no network believes so strongly in the principle of diversified, creative programming; and no network is as conscientious about putting that principle into practice.

May we express our congratulations and gratitude to these gifted people whose talents made the winning programs such notable presentations: producers, directors, writers, performers and composers.

The chief value of awards, however, is to set standards for future performance. And NBC's forthcoming schedule for the 1963-64 season shapes up as the very finest in our history.

There may never come a time when we win *all* the *TV Guide* Awards. But that won't keep us from trying.



*The other two Awards went to the CBS Television Network: Carol Burnett was voted Favorite Female Performer and "The Beverly Hillbillies" the Favorite New Series.

SMPTE CONVENTION GETS UNDERWAY

TV broadcasting equipment to be displayed

The Society of Motion Picture and Television Engineers opens its 93d semiannual convention today (April 22) at the Traymore hotel in Atlantic City. The convention, to continue through April 26, will include demonstrations of television broadcasting equipment as well as presentations of technical and scientific papers.

A series of papers on television and motion pictures in outer space will be read tomorrow. On Wednesday and Thursday three meetings will cover circuit development; color and monochrome television and automation, and motion pictures for television and video tape. Television and motion pictures for education will be covered on Thursday and Friday.

Television broadcasting equipment to be demonstrated by exhibitors at the convention includes:

CBS Laboratories: automatic level control (Audimax II RZ); video distribution amplifier (VA-1); a record (BTR 150) for adjustment of all audio equipment, and digital display units (DDU) of display system seen on CBS-TV during the 1962 elections.

Zoomar Corp.: Angenieux lens with zoom ranges of 1 to 10 for vidicon and 16 mm and 35 mm motion picture cameras; 40-inch remote-control reflector optic, and 2-in-1 tracking system.

Canon Camera Co. (Japan): Zoom lens with range of 55 mm to 2,000 mm (TV-154).

S.O.S. Photo-Cine-Optics: Tel-Animastand II portable table-model animation stand featuring electrically operated self-adjusting platen and motor-driven vertical camera adjustment; television newsroom projectola editing timer outfit.

Elgeet Optical Co.: Zoom navitar lenses for vidicon television cameras.

New laser light control

RCA Laboratories has developed a new method for controlling light emitted by solid-state lasers, making possible their use in communications systems.

The new technique, which involves a magnetic method for turning, modulating or pulsing light inside the laser crystal before it is emitted, "promises to make practical new high capacity communications systems that can be tuned over the widest spectral range ever achieved," according to Dr. James Hillier, vice president.

Technical topics...

Ampex guide ▪ Ampex Corp. has released a special issue of its "Ampex Guide Lines" devoted to instructional television. The 16-page brochure, titled "The Videotape Recorder in Education," contains a full account of the way the VTR equipment is being used for classroom instruction in this country and abroad at all levels from grade school to university, well illustrated with photographs of the equipment in use. Copies are available from Ampex Corp., 934 Charter Street, Redwood City, Calif.

Standardized heads ▪ Michigan Magnetics, Vermontville, Mich., has standardized three widely used types of tape recorder heads. The 5QT17, record-playback quarter track stereo; 7B17, two-track stereo record-playback, and 9EQ3, quarter track stereo erase, will be mass produced and kept in constant inventory. The manufacturer anticipates savings up to 40%, resulting from the standardization.

Altec mikes ▪ Two new microphones for use in recording, radio and television studios are being produced by Altec Lansing Corp., a subsidiary of Ling-Temco-Vought Inc., Anaheim, Calif. Altec Model 688, an omnidirectional mike, and Model 689, a cardioid type unit, are both moving-coil type microphones. Both use a mylar polyester "golden diaphragm" that features peak-free response.

Smithsonian gift ▪ International Telephone & Telegraph Corp. has presented the Smithsonian Institute, Washington, with a replica of the 10-foot dish antenna, transmitter, power electron tubes and the original antenna dipole assembly which performed the first microwave communication over 30 years ago across the English Channel. The gift was presented by Andre G. Clavier, who directed the 1931 operation and is now with IT&T Federal Labs, a division of IT&T.

Portable intercom amplifier ▪ A new transistorized portable intercommunications amplifier, in a 19-inch rack mount for radio and television use, has been designed by Cambridge Electronics, Little Falls, N. J. The unit can take four headset-microphone plug-ins and operates from integral battery.

nine
IN A ROW FOR CHANNEL 4
KTIV-SIOUX CITY!
ARB Area Studies Show KTIV "FIRST IN SIOUXLAND"
ARB Area Study Fall '58 ARB Area Study Spring '60 ARB Area Study Fall '61
ARB Area Study Spring '59 ARB Area Study Fall '60 ARB Area Study Spring '62
ARB Area Study Fall '59 ARB Area Study Spring '61 ARB Area Study Fall '62
KTIV wide-range appeal reaches into more of SIOUXLAND'S 255,000 homes, 85% of which are outside the Sioux City Metro area. No other station penetrates the combined metropolitan and outlying SIOUXLAND market areas as well as KTIV. Your message is delivered at the LOWEST COST PER THOUSAND ON KTIV CHANNEL 4.
KTIV CHANNEL 4
NBC • ABC
Sioux City, Iowa
NATIONAL REPRESENTATIVE:
George P. Hollingbery
REGIONAL REPRESENTATIVES:
Harry S. Hyett Co., Minneapolis Soderlund Co., Omaha
Eugene F. Gray Co., Kansas City, Mo.

Maintenance for Collins FM transmitters



Collins' performance record of less down time than any other make of transmitter is a fact we can demonstrate. So, what maintenance amounts to is mostly regular dusting . . . with a good dust cloth. Keeps your Collins FM transmitter clean. And gleaming, as befits modern station decor. ☐ Of course, you don't have to dust (although we recommend it). In which case, your Collins FM transmitter will just stand there, dustily transmitting a clean, strong signal. Makes for great reception . . . happy listeners. And you know what that means to advertisers! ☐ Get complete information on Collins' complete line of FM transmitters. They're available in models from 250 to 20,000 watts (5 kw shown above). Call your Collins Broadcast Sales Engineer today. ☐ COLLINS RADIO COMPANY • Cedar Rapids, Iowa • Dallas, Texas • Los Angeles, California • New York, New York • International, Dallas

FIRST WITH
2
COLLINS

Biggest station trade in history

LAST PIECES FITTED INTO TRANSCONTINENT'S $40 MILLION SALE

The $40 million Transcontinent Television Corp. stations sale is all but buttoned up. TTC and Midwest Television Inc. (August C. Meyer) have entered negotiations for TTC's San Diego and Bakersfield, Calif., properties.

TTC owns KFMB-AM-FM-TV San Diego and KERO-TV Bakersfield. These were the two properties not sought by Taft Broadcasting Co. which is buying TTC's Buffalo, Kansas City, Mo., and Scranton/Wilkes-Barre, Pa., stations (BROADCASTING, April 15).

Although the TTC-Midwest announcement did not mention any price for the two California properties, they carry an estimated valuation of between $10.5 million and $11.5 million—$9-10 million for San Diego and $1.5 million for Bakersfield. KERO-TV is on a UHF channel.

Senator's Letter ▪ The Friday announcement that Midwest and TTC had begun negotiating for the California stations came two days after Senator Clair Engle (D-Calif.) injected himself into the picture. By telegram on Tuesday, followed by a letter on Wednesday, both to Paul A. Schoellkopf Jr., chairman of TTC, Senator Engle urged that "full consideration" be given to a California group seeking to buy the San Diego stations.

This was taken to refer to California Television Inc., which is known to be seeking the KFMB stations in San Diego and purportedly offering $10 million.

Television California, headed by George Fleherty, owns KJEO (TV) Fresno, KVIP-TV Redding (which it is selling), and KVIQ-TV Eureka.

"Because there is no San Diego television station owned by Californians at the present time," Senator Engle said, "I am hopeful that any and all California groups interested in purchasing a station located in the state and serving Californians will receive full consideration." San Diego is also served by KOGO-TV, owned by Time-Life, and by XETV (TV) Tijuana, Mexico, owned by Emilio Azcarraga.

On Friday, his office said all he had asked was consideration for the California group and that he had been assured this was the case, although unsuccessful. He intends doing nothing further, his office said.

Offers Pour In ▪ The jockeying for the San Diego and Bakersfield stations began immediately after it became known that Taft and TTC had begun negotiating. Taft is offering $21.20 a share for TTC's 1.8 million shares, with 80 cents a share allocated to TTC's Cleveland stations (WDOK-AM-FM) purchased just last year but not included in the transaction.

Taft already owns WKRC-AM-FM-TV Cincinnati, WTVN-AM-FM-TV Columbus, both Ohio; WBRC-AM-FM-TV Birmingham, Ala., and WKYT-TV Lexington, Ky., a UHF station.

Due to the FCC's multiple ownership regulations, Taft is only eligible for two additional VHF outlets and one UHF.

At least a dozen offers for the California stations, together or separately, have been submitted to TTC, it is understood.

Midwest Television is 51% owned by August C. Meyer and wife. Other stockholders are Lindsay-Schaub Newspapers 20%, Helen M. Stevick and daughter (principal owners of the *Champaign News-Gazette*), 20%, and others.

Midwest owns WCIA-TV Champaign-Urbana and WMBD-AM-FM-TV Peoria, both Illinois. The Lindsay-Schaub group (a chain of Illinois newspapers) owns WSOY-AM-FM Decatur, WVLN-AM-FM Olney, and WSEI (FM) Effingham, all Illinois.

Package Deal ▪ In announcing that negotiations between TTC and Midwest have begun, it was made clear that the transfers of TTC's three properties to Taft and two to Midwest are intertwined. The disposition of TTC's California stations to Midwest, the announcement read, would be subject to the approval of the FCC "and would be expressly conditioned upon FCC approval and consummation of the sale of the other TTC stations to Taft."

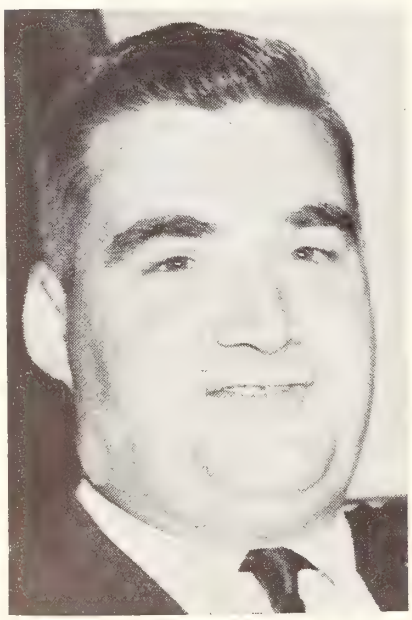
In addition to the California stations, TTC owns WGR-AM-FM-TV Buffalo, WDAF-AM-FM-TV Kansas City, Mo., and WNEP-TV Scranton/Wilkes-Barre, Pa. The Pennsylvania station is UHF.

The station sales, and the manner

Salinger says news isn't 'managed'

Pierre Salinger, President Kennedy's news secretary, met the "managed news" issue last week by stating that he has too high an opinion of the Washington news corps to believe that a handful of federal employes can lead all of the correspondents down a blind alley.

Mr. Salinger spoke last Thursday (April 18) in Los Angeles at a meeting co-sponsored by the Los Angeles chapter of the Public Relations Society of America and the Los Angeles World Affairs Council.



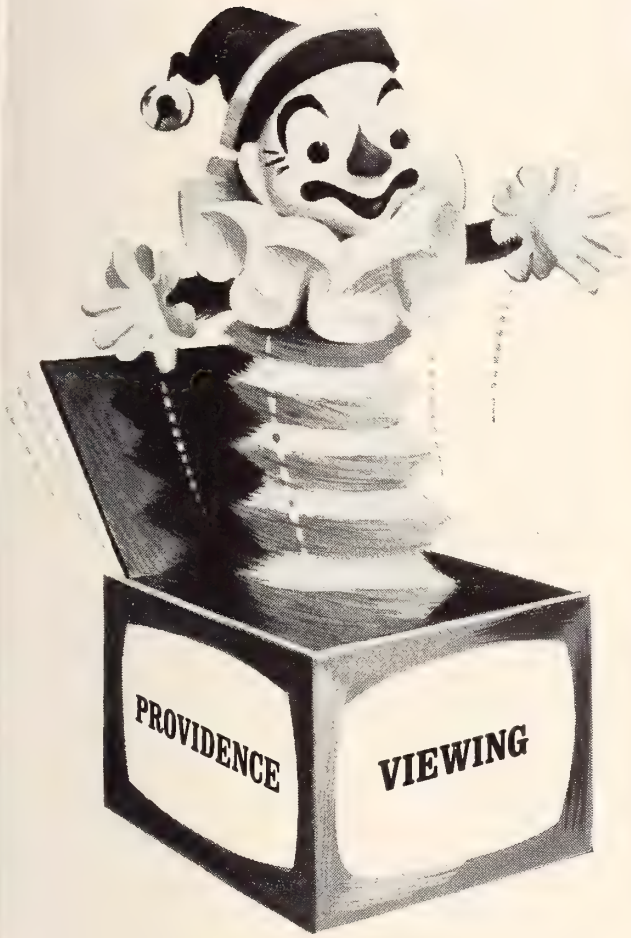
Mr. Salinger
Doesn't 'manage' news

Mr. Salinger also got into the matter of "news access" and the responsibility of government to make its top officials available to newsmen, so that they and through them the public who listens, views and reads may be informed of what is going on. He cited a recent survey of Washington newsmen which showed a strong majority opinion that it is easier for them to get to top news sources now than in any recent times.

"For many years the White House has been pretty much a closed province to reporters," he said. They had to go through the news secretary before they could get to see anyone. "It was hand-out journalism. Today, any reporter can go directly to any news source without consulting me."

Asked if he believes the government is ever justified in giving false information to the public, Mr. Salnger answered with an emphatic negative. However, he added, in a time of crisis the government has the right to withhold information, "but only for paramount reasons of national security."

THE Jumpingest MARKET IN TELEVISION





JUMPS 35%

JUMPS 19%

PROVIDENCE MARKET

182,500 Homes Reached
Nov/Dec 1962 ARB
(7:30-11 PM Mon-Sun)

245,600 Homes Reached
Jan 1963 ARB
(7:30-11 PM Mon-Sun)

WJAR-TV

106,300 Homes Reached
Nov/Dec 1962 ARB
(7:30-11 PM Mon-Sun)

126,100 Homes Reached
Jan 1963 ARB
(7:30-11 PM Mon-Sun)

WJAR-TV historically has been PROVIDENCE's leading television station, enjoying a substantial COVERAGE advantage in addition to dominance of metro area viewing.

The addition of the third station has not altered WJAR-TV's leadership. It has, rather, magnified it considerably.

The increases in total viewing to PROVIDENCE stations and, in particular, to WJAR-TV offers strong evidence that viewers who formerly tuned to outside stations, now view PROVIDENCE television.*

**For a detailed analysis of the January ARB report, pin-pointing the dynamic changes that have taken place in the PROVIDENCE television market, contact WJAR-TV or your Edward Petry Man.*

WJAR-TV

NBC REPRESENTED BY EDWARD PETRY & COMPANY, INCORPORATED
OUTLET COMPANY STATIONS IN PROVIDENCE — WJAR-TV, FIRST TELEVISION STATION IN RHODE ISLAND — WJAR RADIO IN ITS 41ST YEAR.

When every emotion is exposed
When the laughs are close to the tears
When thrills come every minute...

you've got what P. T. Barnum called "The Greatest Show on Earth." The circus.

And you've also got a great new television series of hour-long dramas, in color, shot against the background of Ringling Bros. Barnum & Bailey Circus.

You've got stories that go beyond the spotlights. To the other side of the canvas wall where the make-up is removed and sweat...fear...laughter...and love paint the faces.

You've got award-winner Jack Palance as head ringmaster. Stuart Erwin as Treasurer. New guest stars—*great* guest stars. And Richard Rodgers' "March of the Clowns" as theme music.

In short, ladies and gentlemen, you've got "The Greatest Show on Earth," one of the more than a dozen new shows coming to ABC this Fall.

All different. Imaginative. And with one quality in common. Entertainment. Fresh programming that attracts the younger, larger families that we—and you—want to reach.

"The Greatest Show on Earth" Tuesdays 9PM
One of the big new shows on ABC this Fall abc















in which they are accomplished, are certain to be a major subject at TTC's stockholders meeting in Buffalo April 25. It is pointed out, however, that a special stockholders meeting will have to be called to act on the offers (CLOSED CIRCUIT, April 15). If the deal is closed, it will be the biggest sale of stations in broadcasting history.

Redding-Chico TV wants to purchase KVIP-TV

The principals of Redding-Chico Television Inc., an applicant for ch. 9 in Redding, Calif., last week filed an application at the FCC to buy KVIP-TV Redding (ch. 7) for $1,280,000. The application to buy KVIP-TV, owned by Shasta Telecasting Corp., was filed under the corporate name of Sacramento Valley Television Inc.

The application was accompanied by a plea for the FCC not to dismiss the channel 9 application until the acquisition of KVIP-TV is approved. Redding-Chico is competing for the channel with Northern California Educational Television Association, which plans a noncommercial educational operation. Last week's application noted that if the FCC grants Sacramento Valley the right to buy KVIP-TV, Redding-Chico will withdraw its channel 9 application and the commission will be free to grant the channel to NCETA.

Roth letter draws criticism of NAB

A letter from the president of the Texas Association of Broadcasters urging the formation of a new association to compensate for "lack of leadership" by the National Association of Broadcasters drew criticism last week.

In a speech to another state association LeRoy Collins, NAB president, appealed for unity. He said the NAB performs duties "that no state association can adequately meet on its own; nor can such be done by any loose federation of state associations."

In Texas a meeting of directors of the state association was called for tomorrow (April 23) to consider the letter their president had written.

A Federation ▪ The letter was sent by Jack Roth, KONO San Antonio, to the presidents of all state associations (BROADCASTING, April 15). In it Mr. Roth said he had been authorized by his association to obtain the reaction of other state groups to the proposed formation of a "state federation" of broadcasters, with an office in Washington.

Mr. Roth said the proposal was premised on the belief that the NAB lacks "the capacity or ability to handle the most important problems of the broadcast industry." He suggested that an "outstanding" broadcaster be hired to head the Washington office of the federation.

Speaking last Friday at a meeting of the New Mexico Association of Broadcasters (see story page 70), Governor Collins said: "I believe in state associations—even the one in Texas."

Governor Collins said there was room for dissent among NAB members, but "I urge those who disagree with the policies of the NAB to work within the established framework to change those policies rather than attempt to weaken the whole fabric of industry unity."

If broadcasters do not "close ranks in a common effort to reach our goals," Governor Collins said, "there can be no recognizable voice of broadcasting, only a meaningless din of chaos and confusion."

The special meeting of the board of the Texas association was called after BROADCASTING reported the contents of the letter Mr. Roth had sent the other state association presidents. At the meeting, one board member said last week, the directors will either ratify Mr. Roth's action or rectify it.

ABC Radio announces 12 new affiliations

Signing of 12 new ABC Radio affiliates was announced last week by Earl Mullen, vice president in charge of station relations. They are:

WRUN-AM-FM Utica-Rome, N. Y. (1150 kc, 5 kw-day, 1 kw-night); KARM-AM-FM Fresno, Calif. (1430 kc, 5 kw); WBBX Portsmouth, N. H. (1380 kc, 1 kw); WTAL Tallahassee, Fla. (1450 kc, 1 kw-day, 250 w-night); WOKK Meridian, Miss. (1450 kc, 1 kw-day, 250 w-night); WTSB Lumberton, N. C. (1340 kc, 1 kw-day, 250 w-night); KASE Austin, Tex. (970 kc, 1 kw-day); WMOU-AM-FM Berlin, N. H. (1230 kc, 1 kw-day, 250 w-night); WABJ Adrian, Mich. (1490 kc, 1 kw-day, 250 w-night); WSIP Paintsville, Ky. (1490 kc, 1 kw-day, 250 w-night); KNGL Paradise-Chico, Calif. (930 kc, 500 w-day), and WHBB Selma, Ala. (1490 kc, 250 w).

IRTS told understanding is industry challenge

New York's Governor Nelson Rockefeller called on broadcasters last week "to accelerate the growth of understanding" between the U. S. and Latin American countries.

Speaking at a luncheon meeting of the International Radio and Television Society (IRTS), Governor Rockefeller cited the commercial interests of CBS, NBC and ABC in Central and South America as giving broadcasters "the capacity to re-establish understanding"

Outstanding Values in Radio-TV Properties

Successful single-station market operation. Well equipped. Ideal owner-operator proposition. 29% down and balance over six years at 6% interest.

KANSAS
$85,000

Growing community served by this fine facility in single-station market. An owner-operator will like this profitable operation and market. Terms.

COLORADO
$85,000

Top-rated in good 3-station market. Excellent profit record. Absentee owner now looking at larger markets. Excellent for owner-operator. Terms.

MIDWEST
$200,000

BLACKBURN & Company, Inc.
RADIO • TV • CATV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
RCA Building
FEderal 3-9270

CHICAGO
H. W. Cassill
William B. Ryan
Hub Jackson
333 N. Michigan Ave.
Chicago, Illinois
FInancial 6-6460

ATLANTA
Clifford B. Marshall
Stanley Whitaker
John G. Williams
Gerard F. Hurley
1102 Healey Bldg.
JAckson 5-1576

BEVERLY HILLS
Colin M. Selph
G. Bennett Larson
Bank of Amer. Bldg.
9465 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-8151

among nations of the Western Hemisphere. (ABC has interests in Central America, ABC and NBC in Venezuela, ABC and NBC in Argentina, ABC in Brazil, CBS and NBC in Mexico and ABC in Ecuador.)

Governor Rockefeller traced his own role in establishing closer relations between Latin America and the U. S. prior to and during World War II, and referred to radio at that time "as a vital link in the development of understanding."

He said, however, that since the latter days of World War II Latin America has tended toward "disillusionment, disintegration and disinterest."

Generally sketching the economic, political and social conditions in Latin America since those days, Governor Rockefeller pointed out that there are 5.2 million television sets now in Central and South America. This total, he said, presented the American networks, with their growing ties in Latin America, the opportunity for laying the groundwork of better understanding.

"This is the challenge of your industry," he said.

New appointment made to APBE board of directors

Henry H. Fletcher, KSEI Pocatello, Idaho, was appointed by NAB President LeRoy Collins to a three-year term on the board of the Association for Professional Broadcasting Education. He replaces Richard M. Brown, KPOJ Portland, Ore., who has served two consecutive terms on the APBE board and is not eligible for reappointment.

Reappointed to the APBE board was Roy E. Morgan, WILK Wilkes-Barre, Pa. Mr. Morgan was named last year to fill an unexpired one-year term.

Gov. Collins also designated Dr. Harold Niven, assistant to NAB Vice President Howard H. Bell, as executive secretary of the educational group. Dr. Niven, an immediate past president of APBE and formerly at the University of Washington, succeeds Mr. Bell in that position.

APBE's board is comprised of five broadcaster members and five educators representing universities and colleges which are members of the association. NAB provides financial support to APBE.

KAGT declared bankrupt

KAGT Anacortes, Wash., has been declared a bankrupt and ordered to be sold. This was reported last week by Archie Baker, an Everett, Wash., attorney who has been named trustee with authority to negotiate the station's sale. KAGT, a 250 w full time station on 1340 kc, is in a single station market.

NAB's Future of TV in America group meets

FIRST PROBLEMS DISCUSSED: PAY TV, CATV, SATELLITES

The National Association of Broadcasters' committee on the Future of Television in America met for the first time last week in Washington and surveyed the potential problems facing TV.

Among those to which it gave first consideration, it is understood, were community television, subscription television, satellite communications and broad, basic technological advances.

The committee asked the NAB staff to draw up background reports on these subjects. They will be considered at a second meeting in late May or early June before the NAB boards meet in Washington June 24-28.

After study by the committee, the items will be submitted to the TV board for action and decision. It is not the function of the "future" unit to decide policy or make decisions, it was decided.

CATV Views ▪ For some time now NAB has favored federal regulation of CATV. In recent years, however, more and more broadcasters have entered the CATV field. This may make a difference in the association's point of view regarding cable systems, it is thought.

Similarly, NAB and most broadcasters have felt that pay television must be kept off the air, although the association has never taken a stand on wired pay TV.

One on-the-air test, of the Phonevision system of pay TV, is already underway in Hartford, Conn., over WHCT (TV). Scheduled to start in 90 days is the Tele-Globe system in Denver, using KCTO (TV). And only last week a new system of pay TV, Melco, asked the FCC for permission to test over KVUE (TV) Sacramento (see page 72).

The committee's interest in communications satellites and basic technological activity stems from its belief that both of these fields may affect domestic broadcasting. Mentioned several times by engineers and others has been the possibility of using satellites to broadcast television to home receivers. Also refered to in several satellite studies has been the possibility of using space transmitters to relay network programs to stations. This could result in an all-industry system of interconnection in place of the present method of leasing "lines" from AT&T.

Among the scientific advances on the horizon with probable impact on tele-

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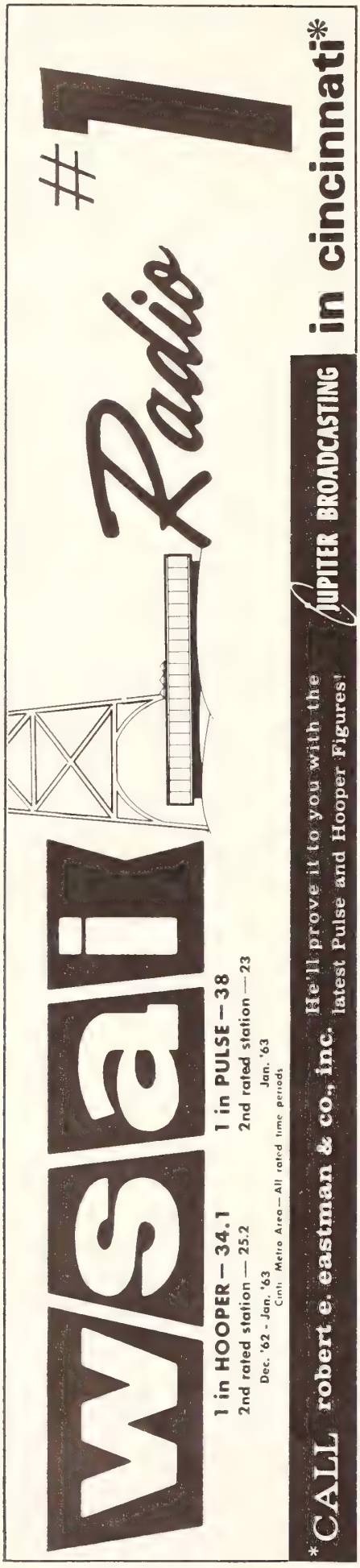
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vision are such developments as the use of coherent light via laser devices to transmit messages, including TV, and the several proposals for signal compression which could result in the establishment of many more TV stations in all areas of the United States.

The future of television in America committee was activated at the NAB convention in Chicago earlier this month. It was authorized by the NAB board last February. Members are: Dwight Martin, WDSU-TV New Orleans, chairman; Bill Grove, KFBC-TV Cheyenne, Wyo.; C. Howard Lane, KOIN-TV Portland, Ore.; Clair McCollough, Steinman Stations; John Murphy, Crosley Broadcasting Corp.; G. Richard Shafto, WIS-TV Columbia, S. C., and Willard Walbridge, KTRK-TV Houston. All were present at last week's meeting except Mr. McCollough.

Radio-TV barred from two New York meetings

Frustrated attempts by broadcasters to gain access for live coverage of two public hearings in New York City brought strong protests last week from two of that city's stations and the New York Radio, Television and Newsreel Working Press Association.

WINS, which had hoped to take its microphones into the New York City Council's hearing on a proposed sales tax increase last Thursday, was advised by Erich Treulich, the council's majority leader, that "absolutely no live coverage" would be allowed.

The council's stand was attacked by the working press association in a telegram sent to Mayor Robert Wagner which held that the arbitrary barring of microphones and cameras was "contrary to the guarantees of a free press as contained in the Bill of Rights."

Meanwhile WABC-TV was carrying on another fight for access to a board of education meeting in Levittown, L. I., scheduled for today (April 22).

In notes sent to Governor Nelson Rockefeller, the Levittown superintendent of schools, and the Levittown Board of Education, WABC-TV contested a decision by the board of education to prevent the station from camera coverage of the meeting. Included on the agenda of the meeting is a discussion of textbook censorship in Levittown schools.

Sports now part of NBC News

A reorganization at NBC last week placed the network's sports department under the responsibility of NBC News, headed by William R. McAndrew, executive vice president. The sports department formerly came under Mort Werner, vice president in charge of programs for the television network. The change became effective Friday.

Speak up, we're taping

How unobtrusive can a tape recorder be? Jim Gordon, newsman at WINS New York, provided an answer to that question last week when he walked into the New York City Council's public hearing on proposed tax increases with a recorder concealed in his clothing. The council was enforcing a strict ban against microphones and television cameras at the hearing. (See adjacent story this page.)

Mr. Gordon, whose recorder went unnoticed, managed to tape several segments of the proceedings. WINS, which has been editorializing against the coverage ban, said the "illegal" tape demonstrates that an electronic journalist can work very quietly indeed.

Liberal party buys radio time on WCBS

The Liberal party of New York, trying since last January to purchase radio time in New York City, has succeeded in buying two 15-minute segments from WCBS.

The party's request for broadcast time for a planned series of alternate-week discussion programs had been refused by New York stations WMCA, WNBC and WQXR (BROADCASTING, Feb. 11). Refusal of these stations precipitated a complaint by the New York Liberal party to the FCC on Jan. 21, in which Ben Davidson, executive director of the party, expressed his concern for "the consequences for democracy if radio companies are to have the power to silence political parties through denying them even the right to purchase time on mass communications media . . ."

WNBC and WQXR spokesmen explained that it is their stations' policy not to sell political time except during political campaigns. R. Peter Straus, president of WMCA, labeled the party's complaint "irresponsible," and noted that the request to his station was for a specific time period which has been reserved for public service time and sold only rarely on a single program basis.

The contract signed between WCBS and the Liberal party last week covers two programs only (7:45-8 p.m. on April 29 and May 13). However the party said it was "understood that the alternate Mondays at 7:45 p.m. would be made available to (it) on a continuing basis if no serious programing difficulties are encountered." A spokesman for WCBS confirmed this report, pending reaction to the first programs.

Capital Cities joins RAB on June 1

Radio Advertising Bureau announced last week the signing of Capital Cities Broadcasting Corp.

The company, whose new membership goes into effect June 1, is the second major broadcasting group to join RAB in the past two months. NBC and its owned-and-operated stations joined the organization on March 1.

Capital Cities radio stations are WPAT Paterson, N. J.; WPRO Providence, R. I.; WROW Albany and WKBW Buffalo.

ASNE hears report on Canon 35's status

The decision of the American Bar Association to continue Canon 35 without substantial change was listed last week as one of the major situations of the past year which involved the Freedom of Information committee of the American Society of Newspaper Editors.

The committee report was made to the ASNE meeting in Washington.

At its February meeting in New Orleans, the ABA adopted a special study committee report which recommended retention of the controversial Canon 35 [BROADCASTING, Feb. 11]. This prohibits use of TV cameras, radio microphones or news cameras during trials

In its report the committee said "The press can take some satisfaction in that the bar association did not impose more stringent regulations favored by some members.

". . . There were also private indications that if still photography could have been divorced from television and broadcasting, a committee report might have been favorable to permitting photographers with small, inconspicuous cameras to operate under certain courtroom conditions."

The report was also critical of a federal policy of news manipulation and deception which could "destroy the confidence of our own people in the integrity of our government."

Senator Kenneth B. Keating (R-N. Y.), speaker at the Thursday luncheon, attacked the State Department for "blocking Russian language broadcasts that Radio Liberty had originally proposed to beam to Soviet personnel in Cuba."

Stressing the need for nonmilitary measures, as a lesson learned from the Cuban situation, Senator Keating said "our government hesitates to expose Soviet military personnel to uncensored news and other reports, on the theory that such an act on our part might delay the Soviet troops withdrawal. If they were effective, such broadcasts could well have the exact opposite effect."

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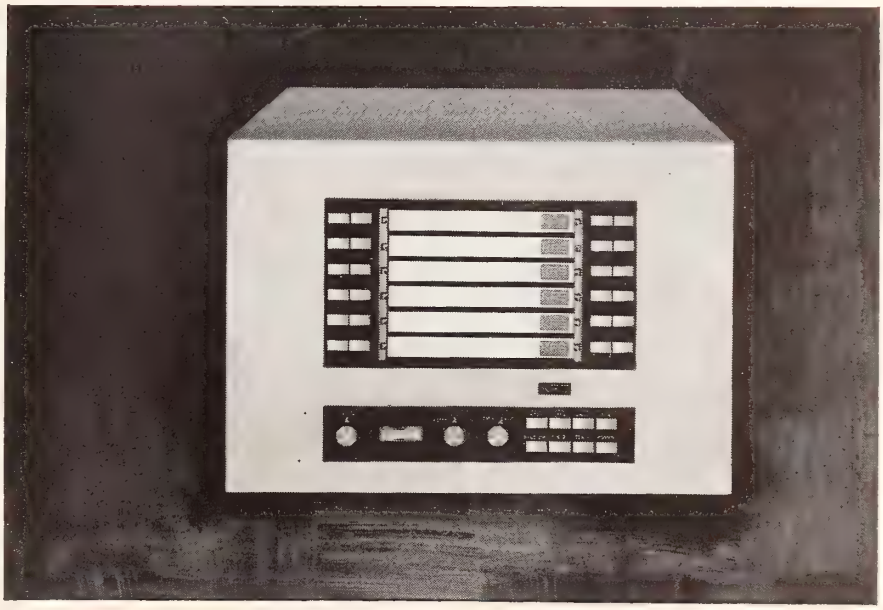
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Self-regulation or government control

COLLINS SOUNDS CALL TO ARMS ON COMMERCIAL LIMITS

Unless broadcasters do an effective job of self-regulation, "the day is certain to come when someone from government will tell broadcasters more and more of what they can and cannot do" about commercials on the air.

This was the warning sounded by LeRoy Collins Friday night in a speech scheduled to be delivered to the New Mexico Association of Broadcasters meeting in Albuquerque.

Speaking of the FCC's invitation for comments on proposals to limit the number and length of commercials, the president of the National Association of Broadcasters declared: "We will resist these efforts with all our might."

But, he added, "Let us not kid ourselves. Unless broadcasters manage their own house, the government will move into this area."

Governor Collins declared that the radio and tv codes are the "best defense" against government encroachment. But, he added, "we have thus far failed to get a majority of our radio broadcasters to cooperate in this highly essential industry-wide effort."

After commending state associations for their activities, Governor Collins warned that "our job is not just to convince people in government that we want to be free, but rather that we deserve to be free, and therefore, have a right to be free."

He continued:

". . . We must convince the men in government that the public interest is the broadcaster's business, the broadcaster's responsibility, and that he can and is discharging it. They must be made to understand that any course of government action which weakens broadcasting undermines the people's greatest means for being free themselves; that one who, without just cause, shackles a broadcaster enchains not one licensee, not one businessman, not one citizen, but all licensees, all businessmen, all citizens."

In the changing world of today, Governor Collins said, "There is a great challenge confronting all private business in America to devise sound means to act collectively and within the framework of open competition, better to advance the public interest. This is the way we can tell the government to stay out and make it stick. . .

"Broadcasters can give to the nation its strongest leadership in solidifying here on our shores a strong permanent free enterprise. This is a burning need which is squarely at our door."



TB association thanks broadcasters

The National Tuberculosis Association cited the National Association of Broadcasters last week for "outstanding public service" in an award presented to LeRoy Collins, NAB president, by Harold J. Mayers (right), member of the tuberculosis association's national board of directors and consultant to the United Mine Workers of America welfare and retirement fund. The award cites the major networks as well as independent and affiliated radio and television stations for the record amount of air time contributed for the 1962 Christmas Seal campaign. The 1962 campaign was the most successful since its beginning in 1904.

WNDT(TV) leader answers his critics

Those writing the obituary for New York's educational TV station WNDT (TV) are a bit premature, according to Dr. Samuel B. Gould, station president and general manager.

In an interview late last week, Dr. Gould described his harried ETV enterprise as healthy, happy and optimistic.

Dr. Gould's comments came after a week in which the station had been beset by extensive criticism for the dismissal of Richard D. Heffner, vice president and general manager, by the board of trustees 10 days ago (BROADCASTING, April 15).

The removal of Mr. Heffner, in charge of programing for the station's first year, was announced as being "in the interests of economy." It was also announced that Dr. Gould would assume Mr. Heffner's duties.

The Reaction ▪ There ensued considerable reaction, most notably among academic participants on the station. A Columbia University professor resigned as a panel moderator and another Columbia professor said he was "disheartened" and "shocked" at Mr. Heffner's dismissal.

President Kennedy's special consultant on the arts, August Heckscher, said "it might not be possible" for him to continue conducting a weekly book discussion "without the confidence and full co-operation of the academic community."

Seven eastern educators said they would abstain from appearing and five literary and theatrical figures wired their disapproval of the action to Dr. Gould.

Amid this flurry of activity, published reports during the week described WNDT as "floundering," lacking "adequate popular cash support," with its "morale riddled . . . torn by dissension" and aggravated by "staff rebellion."

Howard C. Sheperd, chairman of the board, gave Dr. Gould a vote of confidence by saying "the trustees have full and complete confidence in the determination of Dr. Gould to fulfill his trust and his announced obligation to the public."

Dr. Gould's Reply ▪ Here are Dr. Gould's comments on (1) alleged pro-

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'Forest' in the eyes of the beholder

A footnote to courtroom coverage history was disclosed last week by Douglas Anello, general counsel of the National Association of Broadcasters.

Contrary to reports indicating a "forest" of microphones and wires all over the floor during the first Billie Sol Estes trial in Tyler, Tex., there were only seven microphones and four of them belonged to the court itself, presiding Judge Otis T. Donegan has explained.

"The other three [microphones]," Judge Donegan said, "were very small and short microphones. Also there were only two wires that went across the floor, and they were small wires and fastened to the floor and would have been noticeable only to one seeking them out."

The judge's remarks were made in an April 4 letter to a law student. Mr. Anello read excerpts from the letter during a panel discussion on Canon 35 scheduled to be broadcast over WTTG (TV) Washington yesterday. Richmond C. Coburn, counsel for a Senate subcommittee on natural gas stockpiling and a former member of the American Bar Association committee on revising Canon 35, was the other member of the panel. It was moderated by District of Columbia Circuit Judge Warren E. Burger. Canon 35, affirmed by the ABA at its annual meeting last February (BROADCASTING, Feb. 11), prohibits broadcasting or picture taking from a courtroom while a trial is in progress.

gram changes, (2) WNDT's financial position, and (3) staff morale.

"There has been an inference to the effect that my being general manager and president would bring about a change in programing policy. Let me say that the programing policies and philosophy of this station were laid out by me back in February 1962. . . . Under these policies we have operated for the last year, and there is no reason to believe we will change now.

"It has been said that I would try to get more classroom type of programing and less original programing. If anything, I hope to encourage more original programing."

About the station's financial condition, Dr. Gould referred to WNDT's most recent financial report which indicated that of a $3,191,000 budget, the station had received, as of April 8, $2,843,500, with a remainder of $347,500 to be raised and two-and-a-half months in which to raise it. "I consider this normal, and see no reason why we shouldn't be able to raise this money," said Dr. Gould, adding that "$800,000 in solid pledges have already been raised for next year."

About staff morale, Dr. Gould reported that not a single permanent employee has resigned from WNDT, and said that while there "was a flurry of excitement and some who were disturbed" over Mr. Heffner's dismissal, "there were also many who rallied to our side. One thing is certain, the board of trustees has been solidified" by the actions of the week.

Media reports...

Negro analysis ▪ Radio has moved forward as the primary, daily communications force in the U.S. Negro community, according to an analysis released last week by Harry Novik, general manager of WLIB New York. Mr. Novik said that among the nation's top 10 metropolitan areas the Negro community in only one, Chicago, is serviced by a daily newspaper. In contrast, he said, at least one and as many as three radio stations program for Negro audiences in each of the 10 cities.

WGN memorial ▪ WGN-AM-TV Chicago has founded the Pierre Andre memorial intern course in cooperation with Northwestern University to honor late announcer, Pierre Andre. Four students a year will be enrolled in a three-month course related to broadcasting.

Sept. 1 target date ▪ WSYE-TV Elmira, N. Y., will extend its primary coverage by more than one-third when a new 843-foot tower is built at the station's transmitter. Construction of the new tower is expected to be complete by Sept. 1. WSYE-TV (ch. 18) is a satellite of WSYR-TV Syracuse, N. Y.

Network adds station ▪ KBER San Antonio, Tex., will become an affiliate of MBS on April 28. The station, established in 1961, operates with 1 kw on 1150 kc.

Call letter change ▪ KBIG Avalon, Calif., yesterday (April 21) changed its call to KGOL and at the same time began using KBIG to identify its sister FM station which has been using the call KBIQ. While KGOL is the call approved by the FCC, the station's announcers will pronounce the name as k-gold, Kevin Sweeney, general manager, said.

GOVERNMENT

Three-year pay-TV test requested

KVUE(TV) ASKS COMMISSION APPROVAL FOR TRIAL IN SACRAMENTO

The FCC last week was asked to approve a three-year test of pay-TV over KVUE (TV) Sacramento, Calif. If approved, the test on the channel 40 station would be the third such experiment authorized by the commission.

The request was made by Capitol TV Co. Inc., licensee of KVUE, which has been dark for three years, and Melco Pay TV Co. Melvyn E. Lucas, developer of the system proposed for the test, heads both companies.

Under the Melco system, the video portion of the program is broadcast normally, but special equipment is required to receive the sound, which is multiplexed on a subcarrier.

The petition requests approval of one or both variations of the system. Under one, the sound is sent via a subcarrier directly from the television transmitter. Under the other, the sound is carried by telephone line to an FM station, and then multiplexed.

Under both variations, background music (not related to the program) is broadcast on the main aural carrier. To receive the sound portion of a pay-TV program, a subscriber turns down the volume on his set, and switches on a Melco multiplex receiver.

Differs From Other Systems ▪ The Melco proposal thus differs from the two pay-TV systems previously authorized by the FCC. The test underway over WHCT (TV) Hartford, Conn. (ch. 18), involves the transmission of a scrambled picture. The Teleglobe System, expected to start over KCTO (TV) Denver (ch. 2) in July, broadcasts a clear picture but sends the sound into homes by telephone lines.

Current feature films would constitute the major programing fare in the proposed test, at least initially. The petition states that sporting events would also be broadcast, along with dramas, operas, and ballet as they became avail-



The world's horizons are in full retreat —before communication advances by ITT

Towering structures are springing up on remote and distant sites around the globe. From one to the other, hurdling the earth's curvature, microwave signals are sent and received. They scatter off the troposphere and evade obstructing horizons. In this way, direct communication links are established—many times as long as the average 30-mile conventional line-of-sight microwave span.

This sophisticated technique is today being used to transmit critical NATO, NORAD, Air Force and Army information and commands, as well as civilian communications. 'Over-the-horizon' networks developed by ITT form electronic 'bridges' across Europe, North Africa, the Caribbean, the South Pacific and the Arctic. They transmit TV broadcasts, telephone and telegraph signals, or military intelligence, with a reliability ranging from 99.9 to 99.995 percent.

These advanced 'tropo-scatter' systems are typical of the contributions ITT is making in every important area of modern electronics and communications—in telephony, telegraphy, telemetry and television . . . in space and missile systems . . . in navigation and air traffic control . . . in computing and automation, data processing and data communications . . . in electronic defense systems . . . in consumer products and industrial components. The total of this activity makes ITT the largest international supplier of electronics and telecommunications in the world.

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worldwide electronics and telecommunications ITT

able for pay-TV. Subscription programs would account for 15 to 40 hours a week of KVUE programing.

Subscribers would pay a flat monthly fee, but would not be required to purchase any receiving equipment and would not pay for individual programs. The petition says the rate proposed for home subscribers is $10 monthly; for others, such as taverns, cocktail lounges and hotels, a minimum of $20.

The petition says the system would be launched with at least 500 subscribers "and a possible 2,000 in the first 90 days of operation." After the first year, the petitioners say, "there would be a possible 9,000 [home] subscribers."

Financing Plans ▪ Melco Pay TV plans to finance the test by issuing 200,000 shares of common stock at $1 par value, with an offering price of $2. With an underwriting discount of 15 cents a share, this would provide Melco with $379,000, the petition says.

Melco Pay TV, which holds copyrights on the systems proposed in the petition, will supply all equipment necessary for toll tv other than station operations and will handle programing, scheduling, equipment installation, sales, and all other business connected with the test.

Under the contract between KVUE and the pay-TV company, the station would be paid $1,000 a week for the first 90 days of the test. Melco would then pay the station's basic film rate published in Standard Rate and Data Service, $150 per hour Class A time. But it will also earn advertisers' discounts, as provided in the station's rates.

In addition to the hourly rate, KVUE, after the first six months of subscription TV, will receive 20% of the net subscription fees charged by Melco.

KVUE, which went on the air in September 1953, was purchased by Capitol TV in 1958. The station went dark on March 19, 1960. Mr. Lucas said he is hoping for prompt approval of the test to permit "early reactivation" of KVUE.

Reply comments received on FM allocations plan

The FCC last week received over 25 reply comments on its proposed table of FM allocations from prospective applicants and other parties concerned that particular communities would be left without sufficient FM outlets.

The allocations table which was proposed by the commission last December provides 80 commercial FM channels in the U. S., and would make 2,730 channels assignments to specific communities within the continental U. S. (BROADCASTING, Dec. 24, 1962).

Last week's requests for specific assignments followed logically from the views expressed in comments made to the FCC last month. The commission was then told in more than 150 comments that the proposed table of allocations may leave some communities without any FM service, while other facilities may lie unused (BROADCASTING, March 25).

FAA extends FM ban

The Federal Aviation Agency last week made permanent its ban on use of FM portables on civil aircraft. The rule prohibits FM radios being used at any time on commercial planes, and it also outlaws their use on other civil flights when VHF radio navigation equipment is being operated.

The rule was temporarily adopted in 1961 when it was suspected that FM interfered with the VHF equipment. Such interference has now been proven, the FAA said in making the ban permanent.

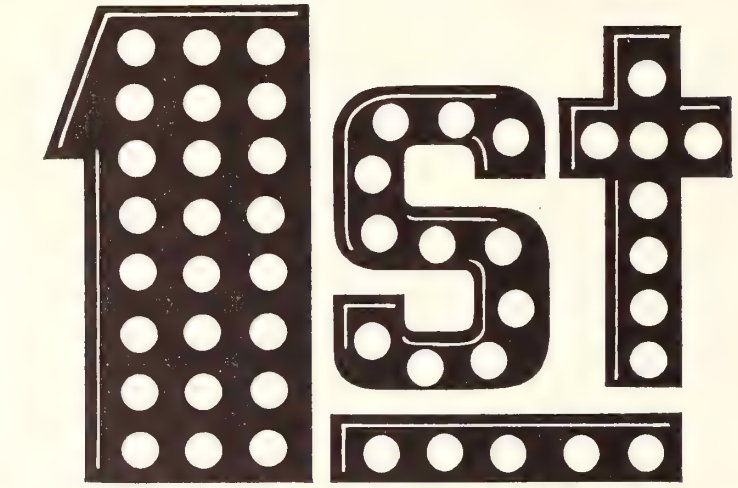
Onondaga opposes plea to reopen ch. 9 hearing

Onondaga Broadcasting Inc. and the FCC's Broadcast Bureau told the commission last week that a joint request by the eight other rival applicants for ch. 9 in Syracuse, N. Y., to reopen the hearing should be denied because it was not based on any new evidence. Onondaga also charged that the joint petition was grossly misleading.

The joint petition by the rival applicants questioned the character qualifications of Onondaga's president and 12% owner, Asher S. Markson, because of Mr. Markson's past business dealings (BROADCASTING, April 8).

Onondaga said that the decision made by the U. S. Court of Appeals on the bankruptcy of Markson Brothers Inc., a furniture firm, on which the competing applicants based their pleading, was not based on any evidence unknown to the hearing examiner at the time he issued his initial decision. Onondaga defended Mr. Markson by saying that the Markson Brothers' funds were withdrawn after Mr. Markson had sold the firm, and that at the time it was sold it was in solid financial condition. Mr. Markson didn't know of the weakened condition of his former company until a few months before the bankruptcy, Onondaga said, and "endeavored to repurchase the business . . . to set things right."

According to Onondaga the "joint



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5 atlanta waga-tv



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The special offer on the Storette tape rack is available with assortments of all popular professional "SCOTCH" Recording Tapes including *All Purpose, Extra Play, Double Length, High Output, Low Print* . . . in fact a tape for every professional need. See your supplier. (Please note that all tapes are offered by your supplier at regular industrial consumer maximum discount prices.) Larger storage cabinet holding up to 300 tapes also available. For information ask about CAB-1 unit.



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The FCC gets a 'gift' from VOA—Dr. McIntire

One of the stickiest problems confronting the FCC has nothing to do with the frequency or volume of commercials, or vhf drop-ins or network regulation. Rather, it involves the Rev. Dr. Carl McIntire of Collingswood, N. J., and the conservative views he broadcasts to an international audience over WINB Red Lion, Pa.

Dr. McIntire, who broadcasts a half-hour daily on WINB, has attacked "one-world government" and the State Department, accused the UN of "moral bankruptcy" for permitting Communist nations to belong, and denounced the attempt of "the ruling party of the administration to be the only voice of the American people."

He has also assailed the World Council of Churches, which, he says, is in league with the State Department, the National Council of Churches, with which he has been feuding for years, and the Russian Orthodox Church, which he says is Communist dominated.

VOA to FCC ▪ The McIntire issue was dropped into the FCC's lap by the Voice of America, some of whose officials feared the broadcasts would confuse foreign listeners about American policies. An official of the U. S. Information Agency, VOA's parent agency, said the government first became aware of the McIntire broadcasts several months ago after a ham operator in Sweden reported picking up one of them that attacked President Kennedy. Dr. McIntire claims a large audience in Europe, Africa, the Middle East, and South America.

WINB, one of three private U. S. shortwave stations heard abroad, went on the air in November, is still operating on its construction permit. The permittee is the Rev. Mr. John M. Norris, who also operates WGCB-AM-FM Red Lion.

FCC staff members, who have been following Dr. McIntire's programs closely, say the commission is not concerned with him but with whether WINB is carrying the diversified religious programing the Rev. Mr. Norris promised to provide when he applied for the station.

Dr. McIntire, however, who has accused the FCC in his broadcasts of attempting to "put an iron curtain around America," says a clear-cut question of freedom of speech is involved. "They are investigating my views," he said in an interview last week. "My defense is the First Amendment to the Constitution," which guarantees free speech.

Furthermore, he sees himself as defending the rights of all broadcasters. "If the program is eliminated [from WINB], the same thing can be done domestically," he said. "I regard this as a test case."

He also said that if the commission attempts to strip the Rev. Mr. Norris of his station, he would raise funds to fight the case in the courts.

Fund Raising ▪ And Dr. McIntire has demonstrated an ability to raise funds. His program, *The 20th Century Reformation Hour,* is heard on 457 stations as well as WINB. He pays commercial rates for the time out of money he raises by appeals.

He also is able to arouse his listeners. His requests that listeners protest the FCC's investigation of him resulted in a flood of complaints from his supporters saying the commission was attempting to deny Dr. McIntire free speech.

One FCC official estimated the number of letters at "more than a thousand," including many from members of Congress who had received complaints from their constituents.

Dr. McIntire, in addition to presenting his own views on the controversy, has broadcast those of commission officials, including Chairman Newton N. Minow and his legal assistant, Joel Rosenbloom. Their comments were contained in letters replying the queries from Dr. McIntire's supporters.

Dr. McIntire, who was ousted from the United Presbyterian Church in the U. S. A. 27 years ago, has since established his own denomination. He has been a leading figure in the International Council of Christian Churches.

No Official Stand ▪ Although some VOA officials are concerned about the effect Dr. McIntire's broadcasts might have on their efforts in communicating with the rest of the world, the USIA official said the agency has no official position on the clergyman.

As a practical matter, he feels Dr. McIntire has little effect abroad. "He speaks in English, and his broadcasts are tailored for an American audience," he said. "What's an Arab going to make of him?"

This assessment hasn't made things easier for FCC staff members working on the problem. Because of the free-speech question and the storm of controversy that has developed, they are moving carefully.

One commission rule discussed in connection with the case requires international broadcasters to provide service "which will reflect the culture of this country and which will promote international goodwill, understanding and cooperation." But some commission lawyers feel this is "too subjective" and would be difficult to enforce.

Something, But What ▪ One commission official working on the matter said "something" would be recommended to the commission "fairly soon." But, he added "I don't know what. It's difficult even for the staff to agree on something to submit."

The commission's action last week in freezing international broadcast station applications pending a review of the rules governing such stations might be the first step to a solution (see story page 81). Commission officials have denied any connection between the freeze and the McIntire case. But it seems likely that any revision will be made with Dr. McIntire in mind. There is also the possibility that international broadcasting by private individuals might be prohibited. This kind of broadcasting was a problem for the commission even before WINB went on the air. At present, there are only two other private international stations in the U. S.: WRUL Scituate, Mass., and KGEI Belmont, Calif. Both broadcast religious programs of a non-controversial nature.

petition is grossly misleading and erroneous in its characterization of the opinion [of the court of appeals]." Onondaga also said that the court's use of the name "Markson" referred not to Asher S. Markson, but to the firm of Markson Brothers. And that the burden of showing how the company's funds were dissipated was not placed on Mr. Markson but on the firm that bears his name.

The Broadcast Bureau said that the joint petition offered no new alleged facts which should be taken into account in the proceeding. The bureau said that no useful purpose would be served by asking the hearing examiner to reconsider his findings, which would only cause delay.

Onondaga told the commission that if the competing applicants wish to express their views on Mr. Markson they should hold them for their formal exceptions to the initial decision, which



LINCOLN WAS RIGHT. And rural electrification is a living example of his wisdom. When rural people could get electricity no other way, Congress created the Rural Electrification Administration to help them finance their own non-profit power systems. Today this combination of local ownership and REA financing brings electric power to 20 million rural people.

Following Lincoln's concept of helping people to help themselves, the rural electrification program is strengthening the nation's economy and fostering democracy in rural America. Based on the finest principles of the American private enterprise system, rural electric cooperatives are owned, operated, and controlled by the local people they serve. Although they serve the sparsely-settled, country areas, rural electrics manage carefully to make ends meet. Already they've repaid more than $1½ billion in principal and interest on their REA loans.

Few programs in our nation's history have accomplished so much for so many Americans. Rural electrification does, indeed, prove the truth of Lincoln's idea.

AMERICA'S RURAL ELECTRIC SYSTEMS *Important to America's strength*



Gates 12 and 16-inch turntables are designed for continuous 24-hour commercial service. No programming load too great for these rugged Professionals.

CB-500

16-inch turntable chassis with synchronous motor.

$250.00



CB-77

12-inch turntable chassis with synchronous motor.

$230.00

FEATURES:

- Exclusive "hub drive" effectively isolates motor vibration from turntable surface, resulting in lower noise and rumble.
- Low speed synchronous motor (600 RPM) reduces motor noise.
- Extra heavy aluminum castings used for base plate. Turntable platter is precision machined and balanced.
- Three speeds—78, 45 and 33⅓ RPM.
- Entire chassis floats on foam rubber cushion to isolate floor and desk vibrations.
- Chrysler oilite bearings at all major friction points. Fingertip speed shift has monoball self-aligning bearings. Operation is silent, smooth and trouble-free.
- Silent, illuminated mercury switch.
- Built-in stroboscope.

SHIPMENT FROM STOCK

CB-500 (16″) **$250.00**
CB-77 (12″) **$230.00**

Prices are FOB Quincy, Ill.

GATES

GATES RADIO COMPANY
Subsidiary of Harris-Intertype Corporation
QUINCY, ILLINOIS
Offices in: HOUSTON, NEW YORK, LOS ANGELES, WASHINGTON, D.C.

favored Onondaga for channel 9.

The eight applicants that filed the petition to reopen the hearing were: Veterans Broadcasting Co.; Syracuse TV Inc.; W. R. G. Baker Radio and TV Corp.; WAGE Inc.; Syracuse Civic TV Association; Six Nations TV Corp.; Salt City Broadcasting Corp., and George P. Hollingbery. The above applicants and Onondaga presently operate WNYS (TV) on ch. 9 in Syracuse pending a final decision by the FCC.

FCC URGED TO RECONSIDER DROP-INS

Huddleston calls Birmingham VHF 'ill advised'

The FCC was asked again last week to reconsider its tentative decision in the VHF drop-in case.

Representative George Huddleston Jr. (D-Ala.), in a 10-page letter to FCC Chairman Newton N. Minow, said the proposal to deny a VHF drop-in for Birmingham was "ill advised" and should be reconsidered.

The letter was one of a series of appeals the commission has received to modify the instructions it gave its staff last month to prepare a final order denying the short-spaced VHF drop-ins proposed for seven markets, including ch. 3 in Birmingham (BROADCASTING, March 11). The order, which would reverse a proposal originated by the commission itself, is still being drafted.

Representative Huddleston said the VHF channels in Birmingham—WBRC-TV (ch. 6) and WAPI-TV (ch. 13)—are insufficient for the needs of the Birmingham area. He said Birmingham metropolitan area is the largest in Alabama, with a population of 634,864, and ranks near the middle of the top 75 television markets in the country. He added that 35 smaller areas in the country are served by three or more VHF channels.

Constituents Comment ▪ Representative Huddleston's letter contained excerpts from letters and statements of his constituents requesting action to bring a third VHF channel to Birmingham. The congressman said the lack of a third VHF station has denied area residents the opportunity of seeing many public service programs.

Representative Huddleston said the apparent reason for the commission's tentative decision to reject the short-spaced VHF drop-ins is a desire to assist the development of UHF television. But, he said, it would take 6 to 10 years for Birmingham to have a sufficient number of all-channel TV sets to make a UHF operation there economically feasible. And that's "too long for the people of Birmingham to wait," he said.

Representative Huddleston endorsed ABC's proposal for dual UHF-VHF operation as a means of both stimulating UHF development and meeting the present need he says exists for additional VHF service. He said such dual operation in Birmingham would represent "the cornerstone of stable and enduring UHF television for similarly situated markets throughout the country.

AMST Opposes Proposal ▪ This ABC suggestion, however, was opposed last week in comments filed by the Association of Maximum Service Telecasters, one of the leading opponents of short-spaced drop-in proposal.

AMST said arguments in the drop-in case have involved the short-term need to strengthen ABC by providing it with additional VHF affiliates and the long-term need to assist UHF. But, AMST added, the *"public* interest" requires a denial of the drop-ins.

The pleading—the second AMST submitted in opposition to the ABC proposal—also said dual operation would not give UHF the boost the network says it would. AMST said the proposal is based on the theory that dual-operated UHF stations would reach twice as many viewers as short-spaced VHF channels and that this would help stimulate UHF.

But, AMST said, in one of the markets under consideration, Baton Rouge, the short-spaced VHF channel would cover more area than the dual UHF and that in the six others UHF coverage would not be as great as ABC estimates.

Court upholds FCC in Moline TV case

A federal court in Washington upheld the FCC's 1962 grant of ch. 8 in Moline, Ill., to Moline Television Corp.

Answering charges that the commission failed to require proof from Moline that it had surveyed the needs of the community, the appeals court last week in an unsigned opinion ruled that the FCC was correct in assuming that the needs of the community were obvious to Moline's stockholders since "so many officers and directors, representing 75% of the stock, are local residents . . . the very community leaders among whom a survey as to community programing needs would be conducted."

It also upheld the FCC's point giving Moline a plus for broadcast experience because of the past experience of Frank P. Schreiber, president and 10% stockholder of Moline. Mr. Schreiber is a former executive of WGN-AM-TV Chicago and of MBS.

Applicants who argued against the grant were Community Television Corp., Midland Broadcasting Co., Iliway Television Inc. and Tele-Views News Co.



MEET MISS LEADING OF 1963

We'd like to see more of her. Sweet, young things like this young lady are good for America. But we'd like to see less of a well-known phony with a similar name. He's a crook known as misleading advertising. He cheats broadcasters by undermining believability in advertising. He cheats the public. And, when he masquerades as an automobile dealer, he blackens the reputation of ethical dealers everywhere. We're out to get him... with your help. We urge all broadcasters to establish high standards of acceptability for automobile advertising. Let nothing on your station associate the fast-buck dealer with ethical, franchised new-car and truck dealers... who work with you to make your city a better place in which to live and do business. NADA pledges itself to fight dishonest advertising. We appreciate your co-operation.

Please write for a free copy of "Recommended Standards of Practice for Advertising and Selling Automobiles," prepared by NADA and the Association of Better Business Bureaus, Inc.

THE NATIONAL AUTOMOBILE DEALERS ASSOCIATION

Official Organization of America's Franchised New-Car and Truck Dealers

2000 "K" Street N.W., Washington 6, D.C.

McGee: Birch money, ideas behind some Wyoming programs

Senator Gale W. McGee (D-Wyo.) went on a state-wide radio hookup last week to warn listeners they should demand balanced political programing from Wyoming broadcasters to counter right-wing saturation heavily flavored with the extremist John Birch Society line.

The senator warned that the secret society was behind a bold effort to control the state at all levels of government.

"Approximately six" Wyoming radio stations are paid about $1,000 a month to carry programs directly linked to the society and about 15 stations of the 29 in Wyoming "are carrying similar right-wing materials," Senator McGee said.

"I am confident you will find our Wyoming broadcasters cooperative" in providing opportunities to air "the other side," said the senator, a member of the Senate Commerce Committee. "But if for any reason your broadcaster refuses to satisfy your request you are then entitled to write to the Federal Communications Commission . . . to register your complaint."

The unusual state-wide link was set up at Senator McGee's request by the Wyoming Broadcasters Association which had asked the senator to explain statements about the Birch Society's influence in Wyoming broadcasting which had been attributed to him in a syndicated newspaper column by Marquis Childs, which appeared the week before.

The senator's remarks were carried live out of Cheyenne on KFBC, which fed 16 other stations on the Wyoming leg of the Intermountain Network Thursday night (April 18). Other stations carried the broadcast on tapes supplied by the senator, and he appeared later on KFBC-TV Cheyenne and on KTWO-TV Casper.

The senator's remarks were "welcome" and "cleared the air," said Larry Birleffi, president of the Wyoming association and station and commercial manager of KFBC.

Began With Childs ▪ The board of the Wyoming group had wired Senator McGee April 13 seeking an explanation of Mr. Childs's statement that half the state's stations were on "monthly retainers" by Birch Society groups.

Mr. Childs was "technically and grammatically incorrect," the senator said. But it is true that an unnamed source pays $150 a month to put on programs of the Reverend Carl McIntire of New Jersey. "Other programs . . . are financed in rather devious ways," Senator McGee said. They are either sold for local sponsorship or played without charge as a public service, he said.

"The Wyoming broadcasters alone hold the secret as to how much time is actually being allocated to the extremists' broadcasts in our state," he continued. "Their programing is not always a matter of public record."

Senator McGee said the following programs offered in Wyoming and elsewhere echo the Birch Society line:

Manion Forum, featuring Clarence

The local store knows the score

These prominent Washington advertisers have been with us

12 YEARS OR MORE

CHERNER MOTORS
16 YEARS

ARCADE PONTIAC DEALERS
15 YEARS

PEOPLES DRUG STORES
12 YEARS

WWDC RADIO
WASHINGTON, D.C.
represented nationally by John Blair Co.

What program authority does FCC have?

U.S. SUPREME COURT MAY DECIDE IN NEW MEXICO CASE

The extent of the FCC's authority over programing came into question before the U. S. Supreme Court last week —and the ruling of the court may very well become a legal milestone in the controversy surrounding the commission's power in this field.

The case, argued last Monday and Tuesday, involves the New Mexico Board of Optometry and KWEW Hobbs, N. M. The state board last year sought and received a state court order against KWEW, KHOB Hobbs and the local newspaper enjoining them from carrying price and discount advertisements of a Texas optometrist. New Mexico law forbids state optometrists from mentioning prices in their advertising.

In their appeal to the U. S. Supreme Court KWEW and the newspaper charged that the state's actions interfere with interstate commerce and also that the Communications Act and the FCC have pre-empted the field of radio programing and advertising.

Pre-Emption Case ▪ The pre-emption argument was made principally by Solicitor General Archibald Cox, who maintained that the FCC's control over programing was extensive and of long standing (BROADCASTING, March 11).

Detailing this contention, Mr. Cox pointed to the FCC's actions in (1) considering programing plans in applications for new stations, (2) comparing past, present and future programing at renewal time, (3) requiring stations to maintain program logs, (4) denying licenses to applicants who have engaged in "bait and switch" advertising, and (5) warning licensees against accepting deceptive advertising, birth control products, medical advice, quack medicines and double billing.

He also noted that in 1960 the FCC issued a policy statement on its interest and authority in programing.

The only limitation, Mr. Cox observed, is that the FCC is prohibited from censoring programs.

Although states are not prevented entirely from applying their laws to broadcasters (defamation, taxation, etc.), it would be "intolerable," Mr. Cox said, if each of the 50 states were allowed to apply special laws to broadcasters.

Earl E. Hartley, New Mexico attorney general, and Robert Pyatt, special assistant attorney general for the state, stressed that neither the Communications Act nor the FCC has any provision or regulation on price advertising. Therefore, they claimed, the federal government has not pre-empted the field and the state has a right to impose these standards on radio and newspapers.

Manion, a former law professor and a member "of the board of directors of the Birch Society."

Life Line, financed by H. L. Hunt, and *Dan Smoot Report,* featuring Dan Smoot, a former editor for Mr. Hunt. "The *Dan Smoot Report* and *Life Line* have both been adopted as the official literature of the John Birch Society," the senator said.

The Independent American, which features Kent Courtney, who the senator said also is a director of the society.

Evidence that the society has already made long strides toward control of Wyoming, said the senator, is that the state legislature has adopted, despite disavowals of Birchism, these Birch goals: a right to work law and resolutions urging that the U. S. get out of the United Nations, repeal of the income tax and the destruction of the nation's foreign aid programs.

"Believe me, my friends, the John Birchers are here and they are burrowed in deeply," Senator McGee said.

ANOTHER SERVICE CAUGHT IN THE ICE

FCC calls halt to action on international applications

International broadcasting went into the FCC deep freeze last week pending a revision of the commission's rules governing such operations.

The freeze, adopted on a 4-1 vote, affects applications for new private international stations and requests by existing stations to expand their broadcast day. Commissioner Rosel H. Hyde, the lone dissenter, criticized the decision to impose a freeze without prior notice.

The commission said "mounting frequency congestion and resultant shortage of available frequency hours in the international broadcast bands for both private and governmental use" require a revision of its international broadcast rules. These were first adopted in 1939 and later modified in 1955.

No hint was given as to how long the freeze might last. The commission said only that proposed rules "will be issued as soon as possible."

A Formality ▪ The commission action formalized a situation that has been in effect for about a year (CLOSED CIRCUIT, March 11). Commission officials said last month concern about the implications of international broadcasts by private individuals had caused the commission to defer action on new applications pending a review of the purposes of international broadcasting.

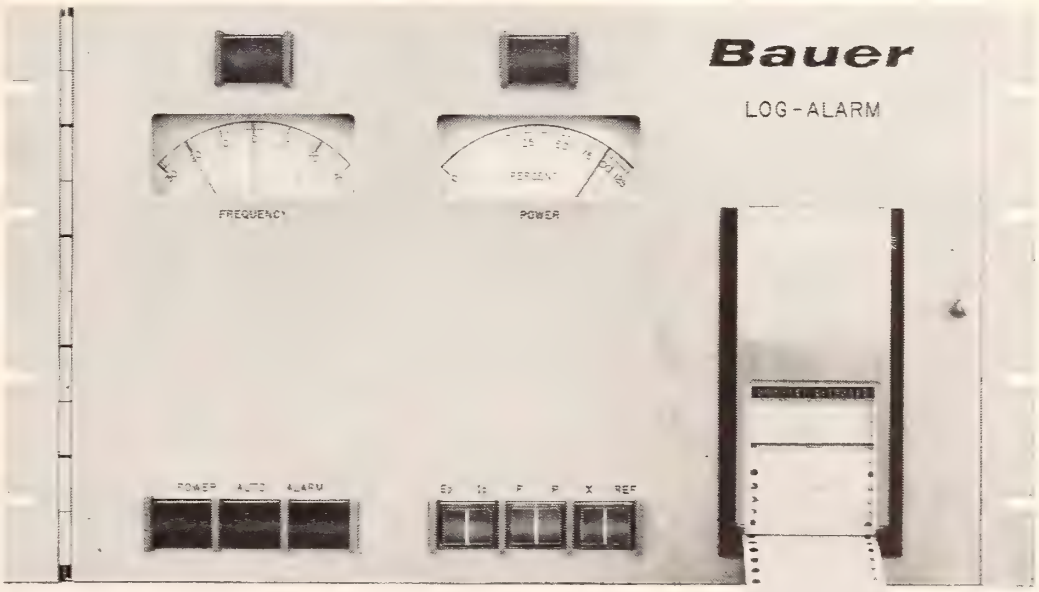
The commission announcement immediately raised speculation that the freeze was aimed at—or prompted by—the international station, WINB Red Lion, Pa., because of the controversial broadcasts of the Rev. Dr. Carl McIntire (see story page 76).

Commission officials, however, said there was no connection. They pointed out that WINB is already on the air. Furthermore, they said, the matter had been under study long before WINB began operating last winter.

But some commissioners acknowledged that the McIntire issue was one of the factors considered in the decision-making process.

Not Many Stations ▪ Most international broadcasting from the U. S. is done by the Voice of America over facilities leased or owned by its parent organization, the U. S. Information Agency. As a result, the latest freeze will have nothing like the effect of the commission's two other freezes—on AM radio (imposed May 10, 1962)

LOG FCC REQUIRED TRANSMITTER READINGS FOR ONLY $3.00 A MONTH!



Buy a Bauer "Log Alarm"! The Bauer "Log Alarm" logs all required parameters — Transmitter Frequency, Power, Plate Voltage, Plate Current and Tower Lights for only $3.00 a month (operating cost). Parameters are logged continuously and readings correlated automatically because they are printed on a single, pressure sensitive, chart. Readings are made once a minute and system checks calibration every 26 minutes. Visual and audible alarms indicate out-of-tolerance conditions. Compact — only 10½" of rack space. Reload chart paper only twice a month—daily readings may be torn off for filing in a convenient log book. You can start saving money right now! Send for complete details today!

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ELECTRONICS CORPORATION
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Area Code 415 591-9466

Harris: 'Things could be a lot worse'

A congressman who holds more power and influence over broadcasting legislation than any other member of the House of Representatives warned broadcasters last week that if their problems with federal regulation look bad to them now, an examination of some of the alternatives would show that things could be a lot worse.

That "worse" might be government control of programing or the establishment of government stations, suggested Representative Oren Harris (D-Ark.), chairman of both the House Commerce Committee and the Special Subcommittee on Investigations, which has recessed for the time being its hearing on broadcast measurement services (BROADCASTING, April 15).

Representative Harris used a discussion of the ratings question to reiterate his opposition to pay-tv. He said programing by the numbers could lead to subscription television which, he said, would not be in the public interest.

But the picture for broadcasters doesn't have to be so gloomy, Representative Harris said. If broadcasters can walk on the tightrope between private and public interest, he said, they needn't fear the alternatives.

In a speech prepared for delivery before the Mississippi Broadcasters Association convention in Biloxi Saturday (April 20), Representative Harris reminded his audience that "Winston Churchill has stated that democracy is easily the worst form of government until you have considered the alternatives."

Similarly, said the congressman, "tightrope walking is easily the most uncomfortable and dangerous position" until one considers the other choices available.

With a sympathetic understanding of broadcaster problems, Representative Harris said Congress is mindful and concerned about the FCC's actions in the programing area. He revealed that the agency's Omaha hearing prompted him to seek an explanation of the FCC's authority in that area from its chairman.

On broadcast ratings, Representative Harris said he has seen a similarity in that problem to what an earlier subcommittee of his found in the payola and fixed quiz show scandals: that many persons connected with broadcasting and advertising "suspected something was amiss" before his hearings "but few persons, if any, seemed to have cared to learn the full truth about what was going on. Everybody seemed happy to share in the prosperity. Nobody was anxious to kill the goose that laid the golden eggs," he said.



Representative Harris

(Chairman Harris has made it clear that broadcasters, advertising agencies and advertisers had better be prepared with some solutions to the ratings problem when his subcommittee resumes its hearing. See related stories on pages 33, 34 and 36.)

Some of the highlights of the prepared Mississippi speech:

Programing ▪ When FCC Commissioner E. William Henry said at the Omaha local programing hearing, "I don't think necessarily that the standard that the community might have is necessarily the one we would have," Representative Harris asked FCC Chairman Newton N. Minow whether Commissioner Henry's remarks correctly reflected commission policy. He also requested "an authoritative statement" on the commission's powers and policies in the programing area.

Revealing the chairman's reply to him, Representative Harris said he was told that the commission's July 29, 1960, *en banc* statement on programing contained the standards to which Commissioner Henry had referred. "He contemplated no change from those policies," Chairman Minow wrote, but pointed out that the "general public may not always be aware" that the broadcaster "has the responsibility to seek out and fulfill diligently the needs and interests of his area—as opposed to simply acting on a few inquiries and suggestions."

However, Representative Harris suggested that some discrepancies may be disclosed in comparing Commissioner Henry's remarks in Omaha and the 1960 FCC statement, "particularly . . . that the commission does not 'intend to guide the licensees along the path of programing' and that 'on the contrary the licensee must find his own path with the guidance of those whom his signal is to serve.' "

Concerned that Commissioner Henry, "who is relatively a novice on the commission and a newcomer to the field of broadcast law," may have been unsure in his footing on the tightrope "which stretches between the public interest provisions and the anti-censorship provisions of the Communications Act," Representative Harris said he was glad the commissioner "ap-

and FM (imposed Dec. 21, 1962). Only three international stations are now authorized by the FCC and only three applications for new stations are pending.

Besides WINB, which is licensed to the Rev. John M. Norris, the stations now operating are WRUL Scituate, Mass., International Educational Broadcasting Corp.; and KGEI Belmont, Calif., Far East Broadcasting Co.

The pending applications were filed by Trans World Radio, for a station in Arecibo, Puerto Rico, and International Educational Broadcasting Corp., for stations in Deer Park, Fla., and on Guam.

Voting in favor of the freeze were Chairman Newton N. Minow and commissioners Frederick W. Ford, E. William Henry and Kenneth A. Cox. Commissioners Robert T. Bartley and Robert E. Lee were absent.

Hyde's Dissent ▪ In his dissent, Commissioner Hyde said the commission shouldn't take such an action without giving interested parties an opportunity to be heard "as contemplated by the Administrative Procedure Act." He said the international broadcast situation hadn't changed in months and that "no emergency exists which justifies departure from the procedures prescribed by law."

Commissioner Hyde said that before imposing a freeze, the commission might well ask for information on such basic questions as whether international frequencies should be restricted to a single governmental agency, or whether "responsible private entities" might be "more effective" than government in presenting "the American concept

pears to have regained his balance and that he solidly subscribes to the commission's statement on programing policy.

"I also would like you to note that Chairman Minow's letter to me does not report any dissent on the part of any commissioner with regard to the 1960 statement on programing policy," Representative Harris said. (The congressman didn't state it, but Commissioner Rosel H. Hyde filed a vigorous dissent to the statement in 1960.)

Representative Harris said that a Federal Communications Bar Association proposal to amend the Communications Act and take the FCC out of programing functions "may seem extremely attractive to broadcasters—at least until they have thought about it more carefully." Not only would the proposal give broadcasters primary responsibility in programing, "but it would make it unnecessary for broadcasters to render a public accounting for their programing."

Such a substitution of private for public interest, the congressman warned, could lead to a public demand for "complete government control over radio and television programing" or short of that, to a demand for government-operated stations "which will meet public needs not met by privately operated stations."

Must Test FCC Powers ▪ "Unless individual broadcasters have the courage to test by legal processes the limits of the commission's powers, we shall never gain the greater certainty which is required not only in the interest of broadcasters but in the public interest as well," Representative Harris said. He cited (though not by name), a 1960 Mississippi case in which WLBT-TV Jackson "gave in to the commission" and sold time to candidates in a congressional race even though the station said it did not want to sell time at all.

(Representative Harris confronted Chairman Minow with this problem last month and told the chairman he didn't like the "real hammer" the agency was wielding over broadcasters at renewal time. He said then that the Congress "ought to look into . . . many . . . things that the commission takes into consideration with the renewal because this question of holding a real hammer over the head of somebody when they know it is held there seems to me a very, very serious problem" [BROADCASTING, March 11].)

The station complied with an FCC letter sent in response to one of the candidate's complaint that he could not buy time on the station, but Representative Harris said "it is clear to me . . . that this particular situation might well have been pursued further by the television station. . . . It might well have requested a declaratory ruling by the commission and might well have tested that ruling in the courts," he said.

The congressman said, however, he understood "why the station preferred not to incur the possible wrath of the commission and thus place its license in jeopardy."

In other remarks on political broadcasting, Representative Harris said broadcasters seeking complete repeal of Section 315 must come up with "specific answers to difficult and complex specific situations" which have arisen and probably will again.

Section 315 exemptions for bona fide news "will go a long way towards" remedying problems, he said.

On Ratings ▪ "Most everybody in the industry has been anxious not to rock the boat," Representative Harris said in a reference to broadcaster and advertiser failure to do something about their suspicion of rating service inadequacies. "Most everybody has been doing well financially, though it certainly cannot be said that they have been doing good," he said.

"The question as to the use to which ratings may properly be put is first of all a question which broadcasters must answer, and secondly, it is a matter of concern for the FCC," he said. "I am not so sure that the Federal Trade Commission, which is one of the agencies which has jurisdiction [in ratings accuracy] in this respect has done all that can be done."

The lawmaker, who remarked during the ratings hearing that Congress has the power to fix weights and measures, reminded the Mississippi broadcasters: "Surely, ratings are used as a measure. We may want to explore whether the Congress should enact legislation with regard to rating standards.

"I can promise you this," he said. "We shall leave no stone unturned in exploring what can and should be done to improve the ugly rating picture which we have found to exist.

"Absolute or excessive reliance [on ratings] constitute an abdication of broadcasters' responsibility no matter how accurate the ratings can be demonstrated to be," Representative Harris said. If that's what is wanted, he continued, "I should like to warn . . . [this action pleads] most effectively for the substitution of pay television for free television. In the question of pay television, the question of ratings would be answered with absolute certainty. But is that what is wanted? Would that be in the public interest? I submit to you most sincerely that it would not."

And the Daytime Stations ▪ The congressman said he was aware that House-passed but Senate-defeated legislation to extend pre-sunrise operations, and a proposed FCC rule change now under consideration, do not go "as far as many daytime stations would have liked to see us go." But the standard of public interest is vital in deciding this and other broadcast problems, he said.

Hearings conducted by his committee showed clearly "that the post-sunset operations by daytime stations were likely to lead to insufferable interference with the signals of other radio stations." An "urgent public need" shown for pre-sunrise operations was not shown during post-sunset hours, he said.

of a free society."

He also said the commission might consider whether the U. S. should conserve international frequencies "while engaged in a world competition with other countries [the USSR and Communist China]" which outstrip it in the use of international radio.

Springfield ch. 2 move argued in appeals court

A five-year-old action of the FCC, moving channel 2 from Springfield, Ill., to St. Louis and Terre Haute, Ind., was reviewed by the U. S. Appeals Court in Washington last week.

Again objecting to the move was Sangamon Valley Television Corp., one of the original applicants for the VHF facility. Also before the court were 220 Television Inc., an applicant for channel 2 in St. Louis, and Fort Harrison Corp., seeking channel 2 in Terre Haute.

Both 220 Television and Fort Harrison claim that since the commission has had to review its 1957 order, new applications should be accepted for the VHF channel. This the FCC has refused to do. The Terre Haute channel has been in hearing since 1959, with an initial decision issued in December of that year favoring WTHI-TV already on channel 10 in Terre Haute. Seeking channel 10 if vacated is Livesay Broadcasting Co. (WLBH Mattoon and WHOW Clinton, both Illinois). Other applicant seeking channel 2 in Terre Haute is Iliana Telecasting Corp., which includes principals of Truth Publishing Co. (WSJV [TV] Elkhart and WKJG-TV Fort

Wayne, both Indiana).

When the FCC first moved channel 2 out of Springfield, Sangamon Valley appealed. The District of Columbia circuit court affirmed the FCC's action. The case was then taken up to the U. S. Supreme Court. It was returned to the lower court because by then allegations had been made that a principal of KTVI had had off-the-record conversations with FCC commissioners. The appeals court asked the FCC to investigate. The FCC held new hearings and last July issued its second decision affirming the moves. It was from this ruling that the present appeal was taken.

The Sangamon case was heard by Circuit Judges David L. Bazelon, George T. Washington and J. Skelly Wright.

PUCINSKI IN SPOTLIGHT AT HEARING

WYNR probe centers on congressman's letters and attitudes

A crossfire of allegations concerning political pressure and attempted intimidation of Representative Roman C. Pucinski (D-Ill.) punctuated a sizable portion of the record during the second week of the FCC's informal hearing involving WYNR Chicago.

The commission is investigating whether McLendon Corp. was candid in representations about program plans when it acquired WYNR (formerly WGES) last year. The public probe is unusual in that no sanction against McLendon is involved at this stage (BROADCASTING, April 15). The case is being heard in Chicago by Chief Examiner James D. Cunningham.

Representative Pucinski, a surprise FCC witness Wednesday, disclosed that earlier this year a WYNR employe wrote Representative Adam Clayton Powell (D-N. Y.) threatening to "embarrass" the Illinois congressional member of Mr. Powell's House committee should Mr. Powell fail to influence Mr. Pucinski to modify his protest against McLendon. Mr. Powell sent the letter to Mr. Pucinski for comment.

Representative Pucinski said the incident made him more determined than



Mr. Pucinski



Mr. Powell

ever to press his efforts for an FCC hearing. He said he replied to Mr. Powell that the evidence would make it hard for McLendon to keep its license for WYNR.

Congressman Pucinski also repeatedly and strongly denied any personal motive in his protests to the FCC about McLendon's sudden change of WYNR programming from 80% to 100% Negro late last August. The format change included the cancellation of all foreign language and time brokerage programs on WYNR, including that of the congressman's mother.

Douglas and Dirksen ▪ He charged it was a "personal insult" as well as a "smokescreen" effort on the part of WYNR counsel, Marcus Cohn, and the McLendons to attempt to so intimate during earlier testimony in the case which he said he read about in BROADCASTING last Tuesday night. He said many others protested too, including Senators Paul Douglas (D-Ill.) and Everett Dirksen (R-Ill.).

Cross-examination of Representative Pucinski by WYNR counsel Cohn, however, produced for the record two letters indicating Senator Dirksen's support may have been solicited by persons joining Mr. Pucinski in the McLendon protest to the FCC. Several efforts by Mr. Cohn to delve into testimony that he said was pertinent to the motive issue were blocked by FCC objections.

Other testimony last week included public witnesses for the FCC who related how a WYNR "school spirit" petition-signing contest last fall caused disturbances in two public schools. An official of the Polish-American Congress, of which Representative Pucinski long has been president and his mother a vice president, testified of hardships caused by cancellation of Polish-language programs of many years's standing.

Public witnesses for WYNR, representing such organizations as the Urban League, United Negro College Fund and the Cook County Bar Association, paid tribute to WYNR's public service activities. Rev. Rubin H. Gums, Church Federation of Greater Chicago, praised McLendon cooperation in religious programing.

Sudden Change ▪ On Tuesday FCC counsel Pat Valicente questioned Gordon McLendon, president of McLendon Corp., at some length about the circumstances leading up to the sudden change of programing

Mr. McLendon said he questioned Chicago cab drivers, waitresses, and others about programing tastes and listened to a lot of Chicago radio. He said Jay Schatz, WYNR's manager, also surveyed. There was then no 24-hour station serving Negro needs, he noted, whereas other area stations carried foreign languages for much smaller segments of the minority population. Negro population has boomed in recent years, he noted.

Mr. McLendon denied that this activity came after a mid-August date when Congressman Pucinski first protested the format change. To one question pressing him as to the initial date of advertising arrangements to support the new format, Mr. McLendon explained in part, "I like to do things as fast as possible."

McLendon witnesses also have explained during the hearing that the sudden decision to drop all foreign language shows came upon their discovery of time brokerage after assuming operation of WYNR.

Besides WYNR, the McLendon stations include KLIF Dallas, KTSA San Antonio, KABL Oakland-San Francisco and WYSL Buffalo plus sales representation of Mexican station XTRA Tijuana (Los Angeles).

The WYNR probe is to continue this week. When completed the record will be certified without recommendation or report by the examiner to the full FCC for review as an agenda item at one of its regular meetings. The FCC counsel will give his recommendation to the commission then. At that time the commission will decide if some formal type proceeding is desired.

Rely on good faith, broadcasters told

The FCC last week expressed its views on bipartisan promotions for campaign contributions. The commission said that broadcasters must rely on judgments made in good faith.

The commission's latest views came in answer to an inquiry by Lawrence M. C. Smith of Philadelphia on how the political equal-time and fairness doctrine requirements would apply to bipartisan campaign promotions through use of spot announcements.

Mr. Smith was told that the equal-time provision of Section 315 would not apply to bipartisan announcements since it refers only to the political candidates and not to those speaking in their behalf.

However, the commission said, the fairness doctrine does apply "where a licensee allows its facilities to be used for the expression of an opinion on a controversial issue of public importance." The broadcaster then has "an obligation" to provide for the presentation of opposing views, the commission said.

The commission said that it would not give an opinion as to the applicability of the fairness doctrine to specific future situations since it did not have the necessary facts, but could give "general principles" as guide lights.

Good Faith ▪ The FCC said that it

could not develop an all embracing formula to insure fair and balanced broadcasting of public issues. "The licensee will in each instance be called upon to exercise his best judgment and good sense in determining what subjects should be considered, the particular format of the programs. . . , the different shades of opinion. . . , and the spokesmen for each point of view." The commission quoted from its "Editorializing Report." The commission also said that the broadcaster will be faced by questions of value and the amount of time it is necessary to extend to a requesting party.

The commission said that as far as two candidates from opposing, major political parties are concerned they should be afforded "roughly" the same amount of emphasis in calls for contributions to camapign funds, such as were described by Mrs. Smith.

The FCC added that "it does not follow that if there were, in addition, so-called minority party candidates. . . , these candidates also would have to be afforded a roughly equivalent number of announcements." In such cases, the commission said, it would be up to the broadcaster to make "good faith judgment" as to the need in a community to provide for announcement time to minority parties.

The commission concluded that in short it is the broadcaster's responsibility to afford "a reasonable opportunity for the presentation of opposing views" according to each situation. This is also true for party spokesmen, but not candidates, who may appear, the commission added.

Presidential Support ▪ The FCC said that announcements for campaign contributions, such as Mr. Smith described, have been given the support of President Kennedy. The commission pointed out the President's proposed legislation in May 1962 to free political campaigns from reliance on large contributions from special interest groups. "To accomplish this, improvement of public understanding of campaign finance, coupled with a system of incentives for solicitation and giving, is necessary," the proposal said.

The commission agreed that bipartisan requests for campaign funds is a "worthwhile and commendable goal of broadening the base of political contributions." The commission added that such efforts are in keeping with the objective of the fairness doctrine policy, that is the right of the public to be informed on controversial issues affecting it, including those of political parties and candidates.

As to whether such campaign fund requests will cause conflict with the many other public announcements which may be requested, is for the broadcaster to answer, the FCC said. The commission said it did not wish to give an opinion as to how a station's time should be allocated, but that a broadcaster should not reject requests on the grounds that he "would have to be fair in their presentation."

INTERNATIONAL

2ND FRENCH TV NETWORK FOR CANADA

Present plans call for three stations on hook-up

A second Canadian French-language television network, in addition to that of the Canadian Broadcasting Corp., is to be formed by CFTM-TV Montreal and Societe de Television du Canada Francaise. The group of broadcasting executives was given one year in which to form the network by the Board of Broadcast Governors at Ottawa, following its March meeting.

BBG announced its decision on April 11 regarding the new French TV network. It will be composed at first of CFTM-TV Montreal, CJPM-TV Chicoutimi, Que., and CFCM-TV Quebec City, Que. The BBG will have to be requested for permission for the network to start operations. Present authority is only for setting up the network.

Other BBG recommendations following the March public hearing were:

Sale of CHIC-AM-FM Brampton, Ont., by Spencer Caldwell and Gordon Keeble, both of CTV Television Network Ltd., Toronto, to Leslie A. Allen, Toronto film distributor. CHIC is authorized to increase power from 250 w to 1 kw and move from 1050 kc to 790 kc for full 24-hour service.

Royce Frith, Toronto lawyer and TV commentator, is authorized to start a 500 w AM station on 580 kc at Windsor, Ont.

Jack Shapira, secretary of the Winnipeg Musicians Union, has been recommended for a new 5 kw AM station on 1470 kc at Winnipeg, Man., and an FM station on 94.3 mc with 6.5 kw at Winnipeg.

CFCP Courtenay, B. C., is recommended for a new 250 w AM station on 1490 kc at Campbell River, B. C., to be fed programs part-time from CFCP.

CKGM Montreal, Que., authorized for an FM station at Montreal with 14 kw power on 98.5 mc, to be programmed separately from CKGM-AM.

CFCB Corner Brook, Nfld., authorized to build a satellite AM station at Stephenville, Nfld., with 500 w on 910 kc.

Canadian Broadcasting Corp., Ottawa, Ont., authorized to build a low power 40 w unattended satellite AM station on 1190 kc at Stephenville, Nfld., to carry CBC network programs.

CBC also was recommended for satellite TV stations at Atikokan, Ont., on ch. 7 with 544 video and 272 w audio power to rebroadcast programs from Winnipeg satellite station CBWAT Keora, Ont.; and at Castlegar, B. C. on ch. 3 with 5 w power to rebroadcast programs of Vancouver satellite CBUAT Trail, B. C.

CHVC Niagara Falls, Ont., recommended to form a network with WKMH Dearborn, Mich., to carry regular games of the Detroit Tigers baseball team from April 9 to Sept. 30.

A change was recommended in BBG regulations to permit AM stations to broadcast programs in another language than English and French for up to 20% of total broadcast time. This is an increase of 5% in this allowance.

CKOY Ottawa has been authorized to increase power from 5 kw day and 1



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KOOK Billings / KFBB Great Falls / KXLF Butte
KID Idaho Falls / KBLL Helena / KLIX Twin Falls

DATELINE: network TV in Ireland by Michael O'Reilly

One year and 700 sponsors later, Telefis Eireann claims success

The Irish national television network has recently celebrated its first birthday. From a stormy beginning, including the resignation of several top executives, the new system, Telefis Eireann, has established itself as one of the most modern and competent in Europe.

While the ancient BBC and British commercial television continue to transmit a 405-line picture, the infant in Ireland uses 625 lines in rural areas and works on both simultaneously in places where many old receivers are in operation. Ex-NBC man Edward J. Roth was the first director-general, a place now filled by an Irishman, Kevin McCourt. Mr. Roth is with commercial television in Britain.

Although shows in Ireland cannot be sponsored by commercial firms, there are plenty of advertising breaks and heavy advertising between shows. Being a government controlled service, the network also collects the $12 annual license fee.

The advertising agencies get a 15% commission from the TV Authority and the table of rates makes interesting reading;

		15 Seconds	30 Seconds	45 Seconds	60 Seconds
A	7:30-10:30 p.m.	$120	$180	$260	$330
B	5:55-7:30 p.m.	80	130	180	230
C	Before 5:55 p.m. after 10:35 p.m.	55	85	120	150

A slide with station announcer's voice costs $30 for five seconds; seven-second films $45.

It costs 10% more to have an advertisement in a fixed position within a chosen break in a particular show.

An order for $45,000 worth of TV advertising gets a volume discount of 2½%; $150,000, 5%; $300,000, 10%. All discounts are allowed on the total gross expenditure over a 52-week period, provided it is arranged in advance with the station. An unusual feature is the special discount of 25% which applies to Irish-language advertisements. In spite of this advertising in the native Irish language does not make up more than 1% of the total advertising time.

The population of the Republic of Ireland is slightly less than 3 million and the present estimated number of TV sets, is 160,000 with a great sales boom at present as the service completes the national coverage.

A strict code for advertisers is laid down by the Irish TV Authority. Eight cardinal points include:

1. No advertisement which encourages children to enter strange places or to converse with strangers.

2. No advertisement which suggests that children who do not own a certain product are inferior in any way to children who do.

3. Unacceptable products and services include: money-lenders, matrimonial agencies, correspondence clubs, fortune tellers, undertakers, betting services, unlicensed employment bureaus, products for bust development; contraceptives, smoking cures, products for treatment of alcoholism, contact or corneal lenses.

4. In the advertisement of medicines, statements are not allowed that give the impression of professional medical advice.

5. Mail order advertisements are accepted only if the advertiser has sufficient stocks on hand and gives as guarantee that goods may be returned and money refunded if not satisfied.

6. No advertisement should be calculated to induce fear on the part of the viewer that he is suffering from any ailment.

7. No advertisement of products or medicines should contain any expressions like "female pills"; "never known to fail"; etc.

8. No advertisement can claim that the product will promote sexual virility or offer a cure for loss of virility. No advertisements relating to sexual intercourse or sexual diseases are allowed.

Many more "don'ts" are listed and some advertisements shown on British TV have been rejected by the Irisn system. Several TV film studios have set up in Dublin to provide locally made advertising films. A preferential advertising rate reduction, maybe $15 off the rates shown for a 60-second commercial is allowed if the product or service advertised is wholly Irish.

Modern Ireland in the few short years since it gained its freedom from the British has made remarkable progress. A productivity increase of almost 5% per annum in recent years has raised the standard of living. In the past few years, Irish exports to Britain and the U. S. A. were able to balance the value of imports. The average weekly wage for a skilled man is $40 but in Ireland one can live in reasonable comfort on that amount.

Television illustrates the progress in Ireland. Five transmitting stations, in Dublin, Cork, Galway, Sligo and Kilkenny, make up the network and give national coverage. The central studio at Montrose, Dublin, is one of Europe's

Michael O'Reilly, a 36-year-old freelance writer, has had feature articles published in five countries. He was educated at Blackrock College in Dublin, Ireland. Among the American publications he has written for are 'The American Weekly,' 'The National Observer,' 'World,' and 'Argosy.' Overseas publications include 'Time and Time,' 'Irish Digest,' 'Import-Export,' and 'The Onlooker' (India). He resides with his wife Maureen in Dublin.

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kw night to 50 kw day and night on 1310 kc, to provide improved service for listeners.

CJNB North Battleford, Sask., is recommended for a change in frequency from 1460 kc to 1050 kc with 10 kw.

BBG asks for review of Broadcasting Act

A thorough review by the Canadian government of broadcasting policy and the Canada Broadcasting Act has been requested by the government-appointed Board of Broadcast Governors. In a note to the office of the Canadian prime minister, BBG chairman, Dr. Andrew Stewart, has asked that broadcasting policy be more clearly defined so that the BBG can properly administer the legislation and government policy.

He said that the 1958 Canada Broadcasting Act brought difficulties of interpretation. Dr. Stewart mentioned specific problems of the definition of broadcasting and the growth of cable systems, political broadcasting, licensing of new Canadian Broadcasting Corporation television stations, affiliations of stations to the government-owned CBC, and conflicts between the CBC and independent television networks.

He reported receiving complaints about alleged irregularities concerning political broadcasting during the recent federal election campaign, and felt that the clause in the Broadcasting Act prohibiting political broadcasting 48 hours preceding an election was badly draft-

most modern. The unique self-supporting marble staircase bids visitors welcome to this home of the latest technical equipment. It is worth mentioning that the BBC asked for (and received) the loan of Irish Television's converter for the first Telstar broadcast in order to convert from U. S. to European standards.

In Dublin, all programs are originated and transmitted on the new 625-line standard while, simultaneously, another feed is converted to 405 and routed to the 405-line transmitter. Viewers can receive perfect pictures with either type of television set.

The Irish Television Service operates its own *Programme Guide,* published weekly, and the advertisement rates for this are $4 per single column inch. A hundred TV homes have been selected to report on their viewing habits; favorite programs; and a Recordimeter has been attached to each set to measure the time the set is on.

In the past year, over 30,000 commercials for more than 700 advertisers were shown on Irish TV and many sales success stories have been reported. Drama, variety, sport, all play a big part in the day's programs and local productions always draw a big viewing public. American shows like *Checkmate, Have Gun-Will Travel, Boris Karloff's Thriller,* all have their regular Irish viewers. Here is a comparison of American and Irish program tastes for a three-month period. From a total of 562 hours of programs:

Home produced: news, 67 hours; public affairs, 62 hrs.; sports, 37 hrs.; light entertainment, 36 hrs.; children's shows, 34 hrs.; women's shows, 11 hrs.; drama, 6 hrs.

Imported programs; (mostly American and British): detective and adventure series, 89 hours; comedy and cartoons, 58 hrs.; children's features, 34 hrs.; dramas, 22 hrs.; westerns, 20 hrs.; documentaries, 17 hrs.; public affairs special, 16 hrs.; medical dramas, 12 hrs.; sports, 12 hrs.; variety, 6 hrs. The remainder of the time under review was taken up with station announcements, road safety, religious broadcasts, etc.

Americans, remembering the famous Abbey Theatre and Joyce, O'Casey and many others, will no doubt wonder at the six hours of home-produced drama in three months. This has been one of the great disappointments of the new TV service to date, but a shortage of funds is the principal reason. An analysis of the advertisements that appear on Irish TV follows:

Food and drink 32%, household stores and services 12%, tobacco and cigarettes 9%, cosmetics 9%, household equipment 8%, medical products 6%, wearing apparel 6%, motors and cycles 5%, radios and music 1%, miscellaneous articles 12%.

Advertisers provided the TV service with an income of more than $600,000 and license fees a further $750,000 in the first three months of operation and this exceeded expenditures by about $30,000 for the period.

At the moment of writing, journalists and newscasters have been on strike for several weeks and there are no news programs on Irish TV. The trade union is demanding that TV journalists be paid the same as British TV journalists, more than $100 a week, while TV chiefs say they should only get the same as Dublin journalists, about $60 a week.

Unlike television, radio in Ireland (there is only one station—also government controlled) allows commercial firms to produce their own morning and afternoon programs while the government programs at night.

Sponsors account for almost 25% of time on the air and music and news programs take up more than a third of program time. Radio advertising revenue is now falling off as television gains national coverage.



Sports programing has universal appeal and in Ireland its the national pasttime of hurling that provides the best action for the TV cameras.

ed. He also felt there should be a parliamentary policy on granting CBC their own TV stations in cities where they now have affiliates.

Abroad in brief...

Small growth ▪ In Switzerland, there were 283,006 television sets in operation on Feb. 1, this year, representing a gain of only 9,112 units over the Jan. 1 figure. Disappointing slow tv growth in Switzerland is laid by observers mostly to programing of the (non-commercial) national tv network. Other reasons offered are serious financial problems of existing stations which claim that there is still not enough money for high-quality programs. Finally, lagging construction of additional small transmitters (boosters and relays) is cited as influencing the slow television growth rate.

Australia adds two ▪ New commercial TV stations were granted for Sydney and Melbourne, according to the Australian News and Information Bureau. United Telecasters Sydney Ltd. was granted the Sydney license and Australama Television Pty. Ltd. received the license in Melbourne. The new stations make a total of three commercial TV stations in each city in addition to the national, non-commercial television network.

3d TV channel ▪ Moscow will get its third TV station in 1963, Tass, the

Soviet news agency, reported last week. The Soviet Union has 123 TV stations and nearly 250 relay stations serving an area with more than 90 million persons. The 3d channel is now being operated experimentally several hours each day.

Huge TV profit drop if British tax goes through

If the British government enforces its new tax proposals for commercial television, gross profits of the industry would slump drastically from an estimated $61.6 million for 1962-63 to about $17.5 million. After ITA charges and ordinary taxes, only $8.1 million would be available to shareholders, of which $5.3 million would be for the four largest companies.

This claim is made in a memorandum submitted to members of Parliament on behalf of the four major companies: Associated Rediffusion, Associated Television, ABC Television and Granada TV Network.

Main point of issue between the companies and the authorities is the proposed new Clause 7 of the Television Bill, now in the hands of a select committee of the House of Commons. The effect of the new clause is to substitute a tax on turnover for a tax on profits.

Though the memorandum does not specify the impact on particular companies, most of the decline would fall on ABC-TV and ATV. The memorandum also implies that adoption of the new tax might involve big dividend cuts made by the majors.

In 1961-62, for example, ATV earned $6.7 million after tax and distributed $4.7 million to shareholders—almost as much as the combined net earnings of the big four companies, if the new tax were introduced.

British commercial television companies claim that for the first three months of this year 57% of the national viewing time was devoted to their programs against 43% to BBC-TV.

These figures are given in a report drawn up by Television Audience Measurement Ltd., which bases its findings on the number of hours sets are turned on.

FATES & FORTUNES

BROADCAST ADVERTISING


Mr. Jacoby

Robert E. Jacoby, former VP and account supervisor at Ted Bates & Co., New York, joins Doherty, Clifford, Steers & Shenfield, that city, in similar capacity.

Georg Olden, former senior art director at BBDO, New York, joins McCann-Erickson, that city, as vice president and senior art director. Mr. Olden has also served as director of graphic arts for CBS-TV.

Joan Chamberlain, VP and copy group head at Lennen & Newell, New York, joins Dancer-Fitzgerald-Sample, that city, as VP and copy supervisor.

Robert C. Blumer, copy chief at Fuller & Smith & Ross, elected VP of Cleveland office.

David Nutt, account executive at Ketchum, MacLeod & Grove, New York, named account supervisor. Agency also added three new account executives: **William Green,** formerly with Young & Rubicam; **Henry W. Taylor Jr.,** from G. M. Basford; and **Donald H. Cady,** from Fletcher Richards, Calkins & Holden. **Marvin Raeburn,** previously with Young & Rubicam as copy writer, joins agency in similar capacity. **Edward Hauser** and **Eugene Walter** also join agency as writers in TV-radio department.

Stephen P. Bell, account supervisor in New York office of Needham, Louis & Brorby, joins Advertising Federation of America (AFA), New York, as VP in charge of member services.


Mr. Viscardi

Thomas Viscardi, director of sales development for WADO New York, appointed to newly created position of media manager of General Cigar Co., that city, effective April 29. He will work closely with General Cigar's advertising agency, Young & Rubicam, in analyzing media buys and in merchandising General Cigar advertising. Prior to joining WADO 18 months ago, Mr. Viscardi was with Young & Rubicam for five years.


Mr. Lorick

John Lorick, account supervisor at Sullivan, Stauffer, Colwell & Bayles, New York, elected vice president.

Gay H. Pryor, former head of Gay H. Pryor Inc., food brokerage firm, joins Weldon Farm Products in newly created post of director of national sales for consumer products.

Art Keeney, co-owner and general manager of Six Twenty Nine Productions, producers of taped radio programs and commercials, elected VP of Ovitt & Cunningham, Pensacola, Fla., advertising agency.

Kenneth C. Podalsky, with BBDO, Chicago, since 1952, joins Earle Ludgin & Co., that city, as account executive.

Donald H. Price, account executive with BBDO, joins McCann-Erickson, San Francisco, in similar capacity.


Mr. Rosenfeld

Samuel L. Rosenfeld, assistant to marketing director and brand manager at Helena Rubinstein since 1960, joins Lehn & Fink Products Corp., New York, as new products coordinator. His responsibilities will primarily be on introduction of new cosmetic products for Dorothy Gray and Tussy divisions. Prior to joining Helena Rubinstein, Mr. Rosenfeld was assistant to merchandising VP at Revlon.

Stan Holmes, member of Eastman Kodak Co.'s editorial service bureau

United Press International news produces!

since 1956, appointed account representative in public relations division of The Rumrill Co., Rochester, N. Y.

Elaine Whalen, former chief timebuyer at Mogul, Williams & Saylor, joins Altman, Stoller, Chalk Adv., New York, as director of broadcast media.


Mr. Herdegen

John W. Herdegen, VP of Geyer, Morey, Ballard, New York, appointed director of creative services for western division offices. He will make his new headquarters in Chicago. Prior to joining GMB, Mr. Herdegen served as VP and copy group supervisor at Lennen & Newell.

Robert J. Decker, senior broadcast buyer at Ted Bates, joins Ellington & Co., New York, as media director.

Ted Nelson, former American correspondent for *TV International,* London, joins Diener & Dorskind, New York, as director of radio-TV department. Mr. Nelson has served as radio-TV consultant to advertising agencies and stations during past 15 years.

Daniel C. Park, onetime general sales manager of WIRE Indianapolis and president of Indiana Broadcasters Association, named media director of Results Inc., Tucson advertising and pr firm.

Ron Brown, formerly with Warner-Lambert Inc., New York, joins Street & Finney, that city, as executive on Colgate-Palmolive account.


Mr. Yanow

Mort Yanow, director of radio-TV for Bayuk Cigars Inc., Philadelphia, for past four years, appointed director of advertising, succeeding **Magnus Hendell,** recently named director of marketing. Prior to joining Bayuk in 1959, Mr. Yanow spent 6 years in advertising agency and broadcasting fields.

George Kern, former media coordinator at Revlon Inc., New York, joins Fletcher Richards, Calkins & Holden, that city, as associate media director.

Tully Plesser, VP and director of research at Fuller & Smith & Ross, New York, named VP and director of marketing services. Mr. Plesser, also member of agency's plans board, will be responsible for coordination of marketing and research functions. He joined FSR in 1960 as director of research and was elected VP year ago.

Edward Gori and **Donald L. Lauve** join copy department of N. W. Ayer & Son, Philadelphia. Mr. Gori formerly served with Jules Rabin Associates. Mr. Lauve moves to Ayer from media department of Wermen & Shorr.

L.A. ETV officials

Elden Smith, recently retired vice chairman of Security First National Bank of Los Angeles, elected president of Community Television of Southern California, organization dedicated to establishing ETV station in Los Angeles. **Dr. L. A. DuBridge,** CTSC chairman, also announced six new board members: **Burton Baskin,** Baskin-Robbins Ice Cream; **W. J. Bassett,** executive secretary, Los Angeles County Federation of Labor; **Gen. James H. Doolittle,** director, Space Technology Labs; Entertainer **Art Linkletter; Harold Quinton,** board chairman, Southern California Edison Co.; **Jesse Tapp,** board chairman, Bank of America.


Mrs. Simpson

Jean Simpson, VP-copy group head at J. Walter Thompson Co., Chicago, named "advertising woman of year" in annual balloting of Women's Advertising Club of Chicago. Mrs. Simpson has been with JWT since 1956. She previously was with Leo Burnett and Knox Reeves.

Tom Pringle joins copy staff of Guild, Bascom & Bonfigli, San Francisco. He was formerly with Dancer-Fitzgerald-Sample and Young & Rubicam.

George Svestks, formerly with Post, Keyes & Gardner, and **M. G. Schultz,** previously advertising manager of Chicago Show Printing Co., join George H. Hartman Co., Chicago, as art director and production assistant, respectively. **Marianne Morgan,** with Shaw, Hague Inc., and **Anne Keleher,** J. Walter Thompson, join Hartman as assistant space buyer and broadcast estimator. **Gay Gelb** and **Joanne Corwin** join agency's broadcast department as assistant supervisor and traffic manager.


Mr. Bunting

G. Lloyd Bunting, president of Noxzema Chemical Co., Baltimore, elected board chairman, replacing **Raymond F. Sullivan,** founder, board chairman and chairman of executive committee of Sullivan, Stauffer, Colwell & Bayles, New York. Mr. Sullivan will remain as board member. Mr. Bunting will continue as chief executive officer. **Norbert A. Witt,** executive vice president, elected president, succeeding Mr. Bunting.

Roger (Swede) Larson, former manager of KIRV Fresno, Calif., joins Winter Adv. Agency, that city.

Harry W. Daniels joins MacManus, John & Adams, New York, as director of research, replacing **Wallace Lepkin,** who joins Foote, Cone & Belding there.

THE MEDIA


Mr. Edwards

Stanley H. Edwards, station manager of WTRY Troy, N. Y., joins broadcast division of Triangle Publications as general manager of WNHC-AM-FM New Haven, Conn. Mr. Edwards replaces **Robert Dooley,** who resigned.

Tom Johnson, manager of KTOK Oklahoma City for past 10 years, retires from active management of station to become consultant to Wendell Mayes Stations: KTOK and KNOW Austin, KBWD Brownwood, KXOL-AM-FM Fort Worth, KCRS Midland, KSNY Snyder, and WACO-

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Stewart resigns Telecommunications post


Dr. Stewart

Dr. Irvin Stewart, director of Telecommunications Planning at the White House, resigns as of April 30 to return to his teaching post at the University of West Virginia. President Kennedy announced Dr. Stewart's resignation April 12.

One of the original FCC commissioners, Dr. Stewart was named by President Kennedy to the telecommunications post in February 1962 and confirmed in March of that year.

Dr. Stewart said he plans to do research at the Brookings Institution in Washington and some traveling before returning to Morgantown for the fall semester. He is professor of American government at the university. He served as president of the West Virginia institution from 1946 until 1958.

After serving on the FCC from 1934 to 1937, Dr. Stewart was director of the Commission on Scientific Research. In 1950-51, he was chairman of President Truman's Communications Policy Board; in 1958 he was a member of the Special Advisory Committee on Telecommunications.

AM-FM Waco, all Texas. **George Collisson,** KTOK commercial manager, named acting general manager.

John A. MacGregor, account executive with Naegele Outdoor Adv. Co., Evansville, Ind., joins WFIE-TV, that city, in similar capacity.


Mr. Cropper

Samuel H. Cropper, VP of Chemical Bank New York Trust Co., elected to board of directors of Scripps-Howard Broadcasting Co., licensee of WEWS (TV) Cleveland; WCPO-AM-TV Cincinnati; WMC, WMCF (FM) and WMCT (TV) Memphis; WPTV (TV) Palm Beach, Fla., and WNOX Knoxville, Tenn.

M. O. Simundson, manager of WGGO Salamanca, N. Y., appointed general manager of KLWW Cedar Rapids, Iowa. **Clayton Scott,** for past two years in regional sales at KWWL-TV Waterloo, Iowa, appointed sales director of KLWW and KWWL. Both stations are owned by Black Hawk Broadcasting Co.


Mr. Dix

Jack Dix, member of sales staff of WFAA-TV Dallas, Tex., since 1958, promoted to local sales manager, replacing **Bill Hobbs,** who resigned to become general manager of KSYD-TV Wichita Falls, Tex. Prior to joining WFAA-TV, Mr. Dix was sales manager of KOME Tulsa, Okla. **Bob Gooding,** member of WFAA radio staff for past year, named newscaster for WFAA-TV's 6 and 10 p.m. *Report of the News,* replacing **Murphy Martin,** now with ABC-TV network.

William E. Nichols, former manager of Finnsauna Inc., makers of bath heating equipment, joins KPAT-AM-FM San Francisco as sales manager. Mr. Nichols previously served in managerial posts at KYA-AM-FM and KFRC-AM-FM, both San Francisco, and KROY Sacramento.

Paul Hughes, group media buyer for Henry Cabot Co., Boston, joins WPRO-TV Providence as account executive.

Bruce Buchholzer joins WCUE-AM-FM Akron, Ohio, as account executive.

Jon Ruby, account executive at Venard, Torbet & McConnell, joins The Katz Agency, Chicago, on radio staff.


Mr. Smith

Elmer F. Smith, resident manager of WNAX Yankton, S. D., elected resident VP of Peoples Broadcasting Corp. and WNAX general manager. Mr. Smith joined station in 1957 and has served as resident manager since 1959. Peoples Broadcasting Stations are WNAX; WRFD-AM-FM Columbus - Worthington, Ohio; WMMN Fairmont, W. Va.; WGAR-AM-FM Cleveland; KVTV (TV) Sioux City, Iowa; and WTTM-AM-FM Trenton, N. J. (sold to Scott Broadcasting Co., pending FCC approval).

Gust J. Theodore, with Adam Young Inc., Chicago, joins BTA Division of Blair Television, that city, as account executive. **Robert F. Carney Jr.,** formerly with Compton Adv., New York, and **Richard C. Coveny,** recent graduate of University of California at Berkeley, join Blair Television's sales service department. Richard Coveny is son of **Charleton E. Coveny,** who had been with John Blair & Co. for last 26 years and was in charge of Blair Radio's Los Angeles office until his retiremen last month.

Dan Shannon, operations manage of KING-FM Seattle, re-elected presiden of Greater Seattle FM Broadcasters As sociation. Mr. Shannon was first elect ed president when association was or ganized last year.


Mr. Rast

Earle H. Rast Jr., sales manager of KOGO-TV San Diego, Calif., named station manager of KBUZ-AM-FM Mesa, Ariz., succeeding **Raymond D. Bluestein.** Prior to joining KOGO-TV, Mr. Rast was commercial manager and program director of KANG-TV Waco, Tex.

Frank P. Fogarty, executive VP of Meredith Broadcasting Co. (KCMO-AM-FM-TV Kansas City, KPHO-AM-TV Phoenix, WOW-AM-FM-TV Omaha, and WHEN-AM-TV Syracuse, N. Y.), re-elected to board of directors of Chamber of Commerce of the United States.

Gene Redburn, air personality at WMYR Fort Myers, Fla., to program director of WCCF Punta Gorda, Fla.


Mr. Cruise

Richard G. Cruise, account executive at Edward Petry & Co., Los Angeles, joins ABC Television Spot Sales, that city, in similar capacity. Mr. Cruise served with KHJ-TV Los Angeles and CBS Radio Sales in New York and Detroit prior to joining Petry organization.

Alvin Jeweler, former chief audio engineer for Koster Film Facilities, Washington, named program director of WHFS (FM) Bethesda, Md.


Mr. Roberts

Clete Roberts, veteran Los Angeles newscaster, has joined RKO General as correspondent - at - large for all its TV and radio stations, to which he will contribute special news reports from all parts of world. His new assignment begins today (April 22) in Washington, where he is covering State Department's national foreign policy conference. On May 1 he will give a comprehensive report in half-hour TV news special, filmed, edited and narrated by Mr. Roberts and including appearances by President Kennedy and Secretary of State Dean Rusk. This will be first of weekly series, *Clete Roberts' World Reports.* Mr. Roberts last month resigned as top newsman of KTLA (TV) Los Angeles, post he had

held for several years. In his new post at RKO General, he will serve as roving correspondent for WOR-AM-FM-TV New York, WNAC-AM-TV and WRKO (FM) Boston; KHJ-AM-FM-TV Los Angeles; KFRC-AM-FM San Francisco; WHBQ-AM-TV Memphis, and WGMS-AM-FM Washington.


Mr. Rimes

Robert P. Rimes, publicity manager of WWJ-AM-FM-TV Detroit, appointed public relations manager of KDKA-AM-FM Pittsburgh, effective today (April 22), succeeding **Owen Simon,** recently named advertising and sales promotion manager. Before joining WWJ in 1957, Mr. Rimes was assistant director of promotion and research at WKAR-TV (now WMSB [TV]) Onondaga, Mich.

Graham Wallace, director of research at KPIX (TV) San Francisco, named research director of KGO-TV, that city. Before moving to San Francisco year ago, Mr. Wallace was with Bureau of Broadcast Measurement in Toronto.

Theodore M. Wrobel, former assistant sales manager of WBZ-TV Boston, joins Metro TV Sales, Philadelphia, as manager. Mr. Wrobel will service Philadelphia, Baltimore and Washington, D. C., agencies. He has also held posts at Weed Television and WTTG (TV) Washington.

Charles W. Maxwell, formerly operations manager of KBEA Kansas City, appointed program director of KBIG Avalon (Catalina), Calif. He succeeds **Robert Gage,** who resigned to devote himself to his Avalon business interests. Mr. Maxwell will have his offices in Hollywood instead of at Avalon, where station's program operations have been located for past year. He will be immediately active in new format which Kevin Sweeney, 40% owner of KBIG, is instituting later this month.

Harold W. Walker, editorial assistant in New York State Education Department in Albany, joins news staff of WTOP-AM-FM-TV Washington.

Brenda Fischer, former reservations manager for Dunes Hotel of Las Vegas in Beverly Hills, joins promotion department of KGO-TV San Francisco.

Bob Gilbert appointed producer-director of public service programs for WTVT (TV) Tampa, Fla.

GOVERNMENT

William F. Jibb, head of his own public relations firm in Florida, joins Federal Trade Commission in Washington as director of information, replacing **Seymour F. (Sam) Stowe,** who retired recently on medical disability.

EQUIPMENT & ENGINEERING


Mr. Kontuly

Joseph J. Kontuly, market sales promotion manager for Minneapolis - Honeywell, Philadelphia, appointed assistant advertising and sales promotion manager for Jerrold Electronics Corp., that city. **Daniel Aaron** resigns as manager of Jerrold Electronics' CATV operations division to join Philadelphia-based business brokerage and management consulting firm to be known as Garfield, Musser and Aaron Inc. The firm, formed six months ago, specializes in CATV systems industry.

John R. North, northeastern regional manager for Ampex Corp., named to new post of computer products sales manager, with headquarters at Ampex Computer Products Co., Culver City, Calif. **George S. Shoaf,** Ampex midwestern regional manager, succeeds Mr. North as northeastern manager and is himself succeeded by **Thomas W. Harleman,** who has been district sales manager in Dayton, Ohio.

Richard S. Wahlberg, advertising manager of The Magnavox Co., Ft. Wayne, Ind., joins Westinghouse Electric Corp., Metuchen, N. J., as advertising and sales promotion manager for radio-TV division.

Raymond P. Rivoli, sales promotion representative for private brand renewal sales of Sylvania Electric Products, Seneca Falls, N. Y., appointed manager of private brand renewal sales for electronic tube division.

Curtis W. Symonds, controller for Sylvania Electric Products' semiconduc-

Jewish fund chairmen

Selig Seligman and **Leon Mirell** named chairman and co-chairman, respectively, of radio, TV and recording section of amusement industry campaign for 1963 United Jewish Welfare Fund drive. Unit chairmen include: **Howard Lipstone,** ABC; **Rudolph Petersdorf,** Desilu; **Stanley Cherry,** Four Star; **Ben Hoberman,** independent radio and TV stations; **Frank Gertz,** NBC; **Lynn Stalmaster,** Producers Studio; **Daniel J. Bloomberg,** Republic Studios; **Marshall Wortman,** Revue Productions; **William Blowitz,** publicists, and **Sy Waronker,** recording.

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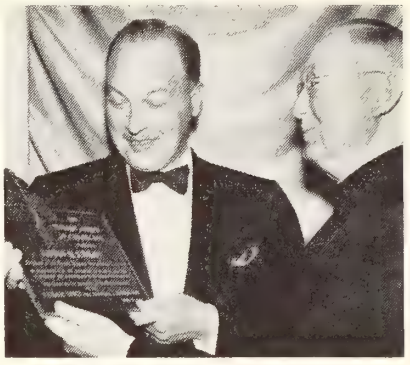
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NBC cited for 33 years of creative leadership

Robert W. Sarnoff, board chairman of NBC, last Monday accepted a citation from the National Council of Catholic Men in Washington for NBC's 33 years of creative leadership and cooperation in religious broadcasting. The **Most Rev. Patrick A. O'Boyle** (right), archbishop of Washington and chairman of the National Catholic Welfare Conference, noted the association of the council and NBC date back to the first radio presentation of *The Catholic Hour* in 1930. Occasion for the presentation was the world premiere of NBC-TV's four-part series, *I Am With You,* a religious-historical documentary on the history of the Catholic Church and its 21 Ecumenical Councils. The series will be shown on the four Sundays of May, 1:30-2 p.m., EDT.



tor division for past five years, joins Raytheon Co. as controller for semiconductor division with headquarters at Mountain View, Calif.

Lynn L. Long, sales coordinator for electronic tube division of Sylvania Electric Products, New York, appointed sales administrator.

PROGRAMING

Charles F. Simonelli, former general VP of Entertainment Corp. of America, named corporate VP of Technicolor Inc., in charge of Technicolor activities in New York, where he will make his headquarters.

Robert J. Enders, producer of TV series *Best of the Post* and more recently of theatrical motion picture "A Thunder of Drums," signed by Warner Brothers Television as producer to develop several new projects for 1963-64 season. One project assigned to Mr. Enders is to develop series, *The Adventures of Phileas Fogg,* based on stories by James Warner Bellah.

Jack Laird, associate producer of *Ben Casey* for past two seasons, named producer of *Channing,* Revue's new college series for ABC-TV. Mr. Laird will take over assignment June 1, when Stanley Rubin leaves on prearranged six-month European vacation.

Jerry C. Karpf, former TV commercial producer at Norman, Craig & Kummel, New York, joins Videotape Productions, that city, as account executive.

Barry Shear obtains release from six-year contract with NBC-TV running through 1956, as of May 8, to devote himself to his own firm, Briwen Production Co. Agenda calls for three TV series: *The Five Fingers of Jazz, Anatomy of Hate* (two-hour clinical studies of such groups as Ku Klux Klan, American Nazi party and Muslims) and *Like La Ronde,* musical variety series. Briwen's plans also include theatrical pictures and stage productions.

John Kalas, formerly with Stanford Kohlberg Drive-In theatres, joins advertising staff of Filmack Studios, Chicago.

Robert M. Walters, formerly on United Press International staff, Harrisburg, Pa., named manager of UPI's Cincinnati bureau.



Mr. Gross

Arthur Gross, recently resigned as program director of WABC-TV New York (WEEK'S HEADLINERS, March 25), appointed to newly created post of sales director for United Artists Associated's western and southwestern divisions, with headquarters in Los Angeles. Mr. Gross' appointment is in line with UAA's policy of closer supervision of its territorial divisions and stronger emphasis on programing needs of stations. He had been WABC-TV program director since April 1962.

Julio Di Benedetto, producer-director of *Candid Camera,* appointed by Bob Banner Associates as producer of Jimmy Dean variety series which starts on ABC-TV next fall.

Michael J. Marlow, director and executive producer of Norwood Television, Washington, named production manager for special TV productions for Washington area general campaign of National Cultural Center.

Lou Bunin, puppeteer and creator of film effects, named special effects director and producer at ATU Productions, New York, maker of TV commercials and feature films.

James McAdams, for past three years associated with Revue Studios' story department, appointed assistant to Frank P. Rosenberg, executive producer of Revue's new 90-minute series for ABC-TV, *Arrest And Trial.*

Ralph Bellamy, veteran actor of Broadway, motion pictures and TV, signed to star in MGM-TV's *The Eleventh Hour* series in its second season on NBC-TV beginning next fall. Mr. Bellamy will introduce new character, Dr. Simon Berke, psychiatrist, with Jack Ging continuing in his present starring role of clinical psychologist.

Michael Burns, 14-year-old actor featured in late *It's a Man's World* series, signed as permanent star of *Wagon Train.* Like *It's a Man's World, Wagon Train* is produced at Revue Studios, with Howard Christie as executive producer.

Carl Fick, former president of Carl Fick Productions, New York, joins Gerald Productions, that city, as director of scenario department.

Joe Manduke, freelance producer-director, joins New York staff of Fred Niles Communication Centers Inc.

Marilyn Granas, former casting director for MPO-TV, joins Jack Wormser Agency, Hollywood talent representative, as an associate. She will be head of "on camera" department, specializing chiefly in commercials.

Paul Heinecke, president of SESAC Inc., named co-chairman, Musicthon, to be staged for Music of the Blind Inc., May 19 in Carnegie Hall, New York.

Arnost Horlik, formerly associated with law firm of Gang, Tyre, Rudin & Brown, joins legal staff of Screen Gems, Hollywood, and becomes staff member of Arthur Frankel, resident counsel.

INTERNATIONAL

C. E. Brown, executive VP of MacLaren Adv. Ltd., Toronto, elected chairman of agency's executive committee. **C. J. Chandler** elected senior VP of agency and **G. G. Sinclair** elected VP and general manager.

J. Ray Peters, general manager and managing director of CHAN-TV Vancouver, B. C., elected president of Vantel Broadcasting Co. Ltd., owner of station. Before joining CHAN-TV in 1960, Mr. Peters was commercial manager of CHCH-TV Hamilton, Ont., and prior to that with CJOR Vancouver.

Edgar H. Griffiths, treasurer of RCA Service Co., named to newly created post of division VP, international finance, international division.

Carl R. Fallettan, former advertising manager for Latin American and Pacific operations of Quaker Oats Co., joins Borden Foods Co., New York, as international advertising manager.


Mr. Chancellor

John Chancellor named head of new NBC News bureau in Brussels to cover activities of European Common Market. Bureau will open July 1, according to announcement made last week by William R. McAndrew, executive VP of NBC News. Mr. Chancellor joined NBC news division in 1950 as midwestern correspondent and has since served in Vienna, London and Moscow bureaus. He was Moscow bureau chief before one-year assignment in U. S. as host of *Today* show. Most recently, Mr. Chancellor has been general assignment correspondent, working out of New York.

John C. Hierlihy, former sales coordinator for United Artists Television, New York, joins Four Star Television International, that city, as sales manager. **Robin C. Armstrong,** former member of executive sales staff of All-Canada Radio and Television Ltd., joins Four Star Television of Canada, Toronto, as general sales manager.

DEATHS

Garland Sevier Ferguson, 84, five-times chairman of Federal Trade Commission, died April 12 at Ayr Hill Nursing Home in Vienna, Va., after lengthy illness. He retired in 1949.


Mr. Johnson

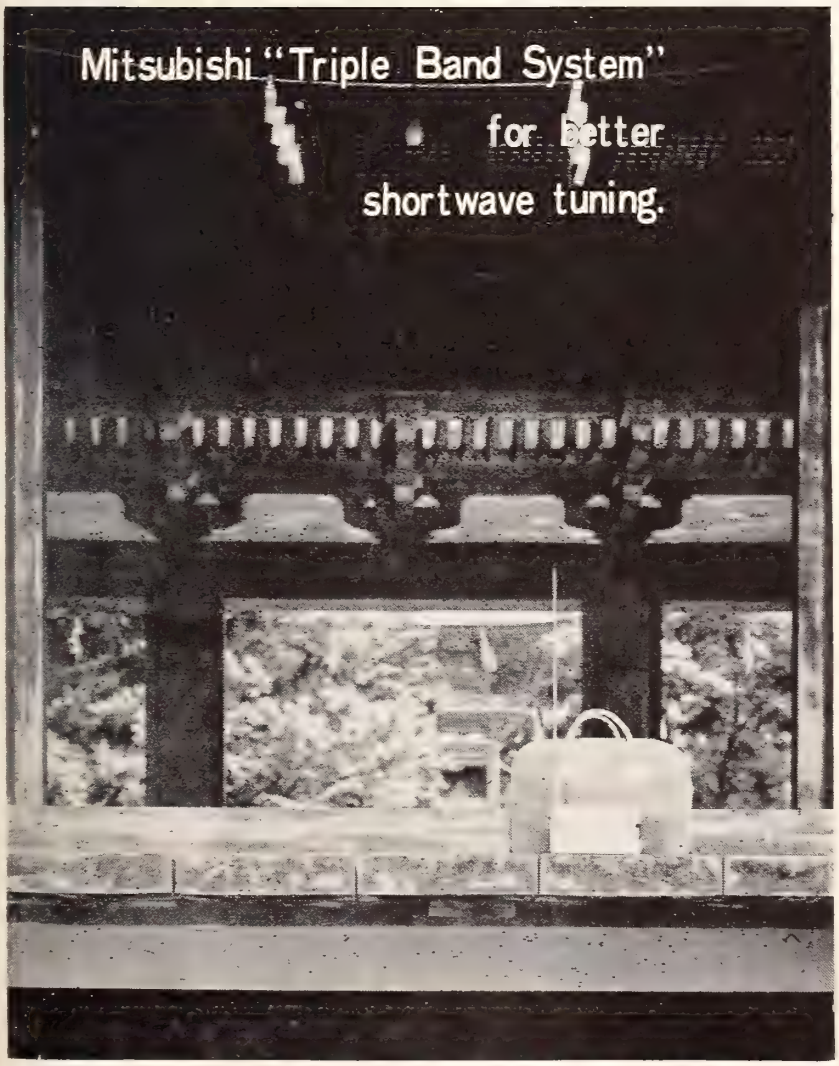
Walter C. Johnson, 59, VP and general manager of Travelers Broadcasting Service Corp. (WTIC-AM-FM-TV Hartford, Conn.), died April 16 at Hartford Hospital of cerebral hemorrhage. Mr. Johnson joined WTIC's parent firm, Travelers Insurance Co., in 1922 as chief clerk and was transferred in 1925 to WTIC as station's first announcer. He was named sales manager in 1939 and assistant general manager in 1942. Mr. Johnson was elected secretary in 1953, director in 1955, and VP and general manager in 1957.

Robert D. Houck, 52, owner of KTNM Tucumcari, N. M., died April 9.


Mr. Heywood

Frank Austin Heywood Jr., 39, manager of advertising, promotion and publicity for KTLA (TV) Los Angeles, died April 12 of diabetes. Before joining KTLA last year, Mr. Heywood had been with KNXT (TV) Los Angeles for eight years, last four as head of station's promotion-publicity department. He started his advertising career with Sylvania Electric Co. in New York in 1945. Moving to Los Angeles, he was associated with number of organizations, including Rexall Drug and Los Angeles Area Community Chest, before entering TV in 1954.

Howard Snyder, 53, comedy writer for Jack Benny for 30 years, died April 13 in automobile accident in West Hollywood, Calif. Mr. Snyder also wrote radio material for Jack Oakie, Edgar Bergen, and Fibber McGee and Molly, and worked on Bob Newhart TV show. At time of his death he was writing for TV series, *My Three Sons.*



The "three band system" makes it much easier to tune in adjacent shortwave stations on the Mitsubishi Electric 9X-900S. The "band spread" of the smartlooking 9X-900S is twice that of ordinary models since shortwave frequencies have been divided into upper and lower bands (Band 1; 4 MC-9 MC, Band 2: 9 MC-18.5 MC) so that "clustered" stations are much further apart on the dial. The fine-tuning adjustment, 9-transistor circuit and "three band system of the 9X-900S make its receptivity something spectacular. Ask your nearest dealer for a demonstration.

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It was 'smile time' at the Polo Grounds

WABC HOLDS FINAL JUDGING OF MONA LISA CONTEST

When Leonardo da Vinci painted the "Mona Lisa" back in the 15th century, there probably weren't more than 31 assorted Indians living on and around Manhatten Island, and it's a safe bet that none of them cared a good war whoop about the painting, either.

But about 500 years later, there were 31,630 persons on and around the same island who cared enough about the mystical lady to try their hand at reproducing the Renaissance classic.

It all came about as response to a promotion by WABC-AM-FM New York to publicize the appearance of the Mona Lisa at New York's Metropolitan Museum of Art.

The station asked its listeners to submit their versions of the painting, and offered nominal cash prizes for the largest, smallest, most artistic, and most humorous reproductions. The biggest entries were so big that the Polo Grounds had to be used for their display, (see picture above) the smallest were so small a 1,000-power microscope had to be employed, and the best were so good that a midtown department store displayed some of them for a month. Salvatore Dali was called in to judge the winners in each division.



Mona at Polo Grounds

Customized hints for amateur photographers

Radio stations desiring to inform listeners of picture-making opportunities at local events, can get custom-tailored scripts on the subject.

Frank R. Knight, P.O. Box 38, Onchiota, N. Y., wrote a few one-minute and three-minute scripts for WNBZ Saranac Lake, N. Y., during that city's winter carnival. The non-commercial scripts were designed to aid the thousands of amateur photographers who were misusing their cameras during the daytime events and not using their cameras at night, because they didn't know how.

Mr. Rogers, who has written books, articles and columns on amateur picture making for Eastman Kodak Co., is now offering this "how-to" service free.

To receive localized scripts, tailored to local stations' needs, a listing and description of impending events representing popular picture-making opportunities should be sent to Mr. Rogers.

Bird's eye view of market for agencymen

Providence, R.I., agency account executives last week got a birds'-eye view of their market as part of a two-day open house sponsored by WTEV (TV) New Bedford, Mass.

The station, which went on the air Jan. 1, played host to about 75 agency men and also personnel of H-R Television Inc., New York, WTEV's representative. The April 18-19 sessions included an air tour of the Providence market in a 25-passenger helicopter, a market presentation, a tour of the ch. 6 outlet's studios, cocktails and dinner.

Army uses 'Gallant Men'

A new Army recruiting campaign is employing still photographs and sound film segments from two ABC-TV wartime series in a display at New York's Coliseum. The campaign, part of a national tie-up between the Army and ABC-TV for recruiting purposes, uses photos and segments from *The Gallant Men* and *Combat*. Also being distributed nationally are three-color posters and window cards using the slogan "Join The Gallant Men of the U.S. Army."

Coca-Cola plans bigger 'Sweepstakes' promotion

The Coca-Cola Co. is following its successful "Tour the World Sweepstakes" of last summer with a "Go America Sweepstakes" this year. Last year's promotion drew over 9 million entries and more are expected this summer as the contest and its advertising and promotion support have been expanded.

Value of prizes in this year's competition is $250,000, with 55 prizes set as a special incentive for Coca-Cola dealers.

Local and national television spots will support the promotion as well as advertising in other media.

This year, contestants will enter with a special removable liner in Coke bottle tops. Last year, the mailing of actual bottle caps caused difficulties with cancelling equipment of the Post Office Department.

60 TV columnists interview NBC stars

NBC-TV is giving some 60 television editors from newspapers around the country a chance for face-to-face interviews with some of the network's top stars.

Starting last week, the network is playing host to the writers in weekly sessions in New York for four weeks. A group of 15-18 writers will be received each week, and interviews with network performers, producers and executives, as well as personalities from NBC-TV's new shows will be arranged. By breaking the editors into smaller groups instead of the mass interviews held in previous ventures, NBC hopes to give each editor an exclusive story, with more than 1,000 interviews resulting.

The groups are received at Sunday night cocktail parties where Johnny Carson of the *Tonight* show is host. Mondays, Tuesdays and Wednesdays are occupied with interviews, each editor having 15 interviews.

The second half of the week, the same NBC personalities will be interviewed by the New York syndicated and wire-service press. The operation was developed by two NBC-TV vice presidents, Sydney H. Eiges and Ellis O. Moore. Some 75% of the 80 invited editors accepted.

Drumbeats . . .

Three weeks' mail ▪ WBBM-TV Chicago received 31,000 requests in three weeks for a game and puzzle book offered on its morning children's program, *Breakfast House*. John Coughlin, the show's host, had offered to mail the book to viewers sending their names and addresses to the station.

Major Gray ▪ Barry Gray, host of the *Barry Gray Show* on WMCA New York, is originating his shows from Washington in the last two weeks in April during which time he is interviewing prominent Washington officials. The long-distance broadcast is to accommodate the active Pentagon duty of Mr. Gray, who is a U. S. Army reserve major.

Auto ad standards ▪ The National Automobile Dealers Association has published a guide for all advertising media, "Recommended Standards of Practice for Selling and Advertising Automobiles." It is part of the group's cam-



WFAA blinks news warning to motorists

WFAA Dallas now signals motorists when it is broadcasting news. Billboards flash the station's frequency from quotation marks. Since the station broadcasts on two different frequencies (alternating with WBAP Fort Worth), one quotation mark flashes "570" (see picture) and the other flashes "820," indicating the frequency WFAA is on at the time.

paign against false, misleading, deceptive and unethical automobile advertising. The association is urging publishers and broadcasters to establish the highest standards for acceptance of automobile advertising. The booklet is available from the association's public relations department, 2000 K Street N. W., Washington 6.

WFIL rooting kit ▪ A kit for cheering on the Philadelphia Phillies National League baseball team has been issued by WFIL-AM-TV in that city, the stations which broadcast the club's games. The kit, which the stations had printed in the *Philadelphia Enquirer*, consists of various cut-out items, including a "do not disturb" sign for the attentive fan and a "victory pennant" which a Phillies rooter can wave as he follows the game at home.

WJW-TV Golden Agers receive benefits ▪ WJW-TV Cleveland has started a "Golden Agers Club." Robert S. Buchanan, general manager of WJW-TV, says the prime purpose of this club is to provide benefits for senior citizens 62 years of age or older, retired, or no longer engaged in an occupation. One benefit has been initiated with admission to the home ball games at a minimal cost. Eventually the "Golden Agers" themselves will be responsible for the promotion and the upkeep of the club.

Free music given ▪ WCOP-AM-FM Boston held a competition for non-profit civic, religious and social clubs. The winning organization will have at its disposal for one night's use the Civic Symphony Orchestra of Boston, composed of 70 musicians, a choral group and a free hall that will seat 1,100 people. The winner has a choice of either selling fund-raising tickets or holding a free concert for its own organization.

Far-flung contest ▪ Entries from 36 states, the District of Columbia, four Canadian provinces and one Mexican territory were received by WCCO Minneapolis in its mail pull promotion on the *Hobbs House* all night show. Host Franklin Hobbs received 12,449 entries in the contest, which offered listeners a chance to win three portable transistor radios by giving the time of the contest announcement to which they were responding.

The next 40 ▪ WOW Omaha observed its 40th anniversary on April 2. As part of the celebration, WOW is conducting a contest asking its listeners to tell what programing they would like to hear in the next 40 years.

ADDENDA TO 1963 BROADCASTING YEARBOOK

Corrections to the 1963 BROADCASTING YEARBOOK. For readers' convenience, the information is arranged in order of YEARBOOK section and page number.

A—Facilities of Television

A-18—**WCKT Miami,** licensee changed to Sunbeam Television Corp. (acquired station Dec. 19, 1962).

A-38—**KTAG-TV Lake Charles** delete entire listing.

—**WVUE-TV New Orleans,** correct call letters.

A-52—**KMBC-TV Kansas City,** delete Robert Draughon, add David Green, dir adv prom.

A-57—**KRNM-TV Roswell** delete entire listing.

A-65—**WECT Wilmington** change ownership to Roy H. Park Broadcasting Inc.

A-80—**WSBA-TV York** add after highest hour rate $220; under color facilities, substitute none for network; under Executives John D. Eisenhauer is prog mgr only (delete prom mgr); add H. David Berlin, loc sls mgr.

A-99—KBAS-TV Ephrata delete entire listing.

A-101—**WJPB-TV Weston,** under Ownership delete "and 10% of WETZ New Martinsville, W. Va."

A-142—Under Salisbury, Maryland, delete listing for Delmarva Community Antenna Corp. Under General Tv Inc. Salisbury change street number to 227; change number of subscribers to 6,200; under channels listed for Washington delete WRC-TV, WTOP-TV and WMAL-TV; add WMAR-TV, WJZ-TV, WBAL-TV, all Baltimore.

B—Facilities of Radio

B-11—**KOFA Yuma** delete entire listing.

B-15—**KERN Bakersfield** delete reference to McClatchy; station sold to KERN Inc., Feb. 1, 1963.

B-16—**KRML Carmel** under Specialty programs substitute 1 for ½ hr. after German; delete executives and substitute Sam S. Smith, owner & gen mgr; Beryle I. Gonzales, stn mgr, prog dir & coml mgr.

B-28—Insert before Woodland: **WILLOWS, Glenn County, KIQS** (1962): 1560 kc; 250-D. Willows Hotel. Phone WEllington 4-4654. Glenn County Broadcasters (original owners). Vern C. Hatfield, vp & gen mgr.

B-42—**WILZ St. Petersburg Beach** new phone 362-1711. Delete executives and substitute Charles W. Mackey, pres; Richard L. Marsh, gen & coml mgr; Thomas W. Lawson, prog dir; Joy Hill, prom mgr;

(*continued on page* 96)

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Donald K. King, news dir; Neil Spencer, chief engr; Jim Gallagher, sports dir.

B-51—**WHTN Thomaston** delete entire listing.

B-53—**KBGN Caldwell** delete executives and substitute F. Demcy Mylar, co-owner & gen mgr; Vic Crandall, stn mgr; Dick Shaw, news dir; Chuck Randolph, prom dir; John Runkle, sls mgr and chief engr.

B-58—**WNSH Highland Park** mailing address: 570 County Line Road, Deerfield, Ill.

B-73—**WTCO Campbellsville** change address to P. O. Box 28; delete executives and substitute Dr. R. D. Ingram, pres; Linsey Hardin, vp & prog dir; George O. Bertram, secy-treas; Mrs. Naomi Beard, gen mgr; Thomas Kerr, coml mgr; Jim Humphrey, news dir; Pat Beard, sports dir; Harvey Kingsbury, chief engr.

B-86—**WNAC Boston** change executives listing to William M. McCormick, pres & gen mgr; Proctor Jones, sls dir; John D. Maloy, prog dir; Al Korn, prom & adv dir; Bill Whalen, news dir; Irving Robinson, technical dir.

B-89—**WSPR Springfield** delete Durham Caldwell, add Keith Silver as news & sports dir.

B-94—**WILS Lansing** delete WILX-TV: Tv companion of WILS.

B-107—**KEMO (FM) St. Louis** delete entire listing.

B-109—**KGHL Billings** delete KGHL-TV: Tv companion of KGHL.

B-112—**WMOU Berlin** Rep is Bill Creed Associates.

B-132—**WMYN Mayodan** correct call letters.

B-140—**WRFD-FM Columbus** programs separately from WRFD.

B-162—**WLOV (FM) Cranston** delete entire listing.

WWRI West Warwick change power to 1 kw-D, 250 w-N.

B-166—**WGUS North Augusta,** Aiken County change address to P. O. Box 1475, Augusta, Ga. Add to Rep Dora-Clayton and Harlan Oakes. Executives are Cal Young, pres; Pat Mulherin, gen mgr.

B-172—**WMPS Memphis** executives Harold R. Krelstein, pres; Allan Avery, vp & gen mgr; Charles Sullivan, sales mgr; Hal Smith, prog dir; Rodge Warwick, news dir; Joe Deaderick, chief engr. WMPS-FM: Aubrey Guy, dir.

B-174—**KTON Belton,** Bee County not Beeville.

B-176—**KLIF Dallas** (move listing from Highland Park, page B-179 where it was placed in error).

—**KPSD (FM) Dallas** delete entire listing.

B-179—**KPCN Grand Prairie** add Dallas 21, Tex., after P. O. Box 866.

B-183—**KNEE Nacogdoches** correct call letters **KEEE.**

B-185—Terrell Hills is in Bexar County. **KITE** listing should appear under Terrell Hills, not San Antonio.

—**KTLW Texas City** change P. O. Box to 2279. Executives are J. G. "Bob" Greer, gen & coml mgr; James C. Brannon, prog & news dir; Luke Stripling, chief engr.

B-188—**KNOI Spanish Fork** change phone number to 489-5166. Delete John Galarneau, news dir.

B-194—**WARR (FM) Warrenton** add See Arundel Stations in Group Ownership.

WEER Warrenton delete reference to Arundel Stations in Group Ownership.

B-198—**KREW Sunnyside** Network CBS, delete MBS.

B-199—**KPQ Wenatchee** change address to P. O. Box 159; Network ABC; Reps Hollingbery, Moore (Seattle and Portland). Executives are James W. Wallace, pres & mgr; Carl Tyler opns & news dir; Fred Harkness, traffic.

B-200—**WKEE Huntington** change address to 623 Fourth Avenue. Executives are Wayne W. Geyer, pres & gen mgr; Robert O'Dell, vp & stn mgr; Paul M. Brown, sls prom mgr; John T. Thacker, coml mgr; James Robert Martin, prog dir; Raydon Thompson, chief engr.

C—Equipment

C-3—Product Guide: **Utility Tower Co.** should be listed under the following headings:

C-3 Antennas & Accessories
C-5 Community Antenna Tv Systems
Communications Systems
C-10 Towers, Accessories, Services
Translators & Accessories
Transmission Line

D—Codes/Program Services

D-10—**British Information Services** change address to 845 Third Ave., New York 22. Plaza 2-8400. Alan J. Waple, dir news division.

D-15—**MPO Videotronics Inc.** change address to 222 E. 44th St., New York City.

D-26—Under Radio and Tv News Services **American Radio News Inc.** change address to 505 Fifth Ave., New York 17. Phone: HA 4-8211 and YU 6-3410.

D-26—**Radio Pulsebeat News** change address to 222 E. 46th St., New York 17. Phone TN 7-8770.

D-31—Negro Programming under Texas, add: KZEY Tyler 100%.

E—Networks, Reps, Trade Groups

E-3—**Advertising Time Sales Inc.** new Chicago address: 1 E. Wacker Dr. Phone 321-0180.

E-10—Change WPST-TV to **WLBW-TV** Miami.

—**Assn. of Maximum Service Telecasters Inc.** 1735 DeSales St., N.W., Washington 6, D. C. DIstrict 7-5412. Jack Harris, KPRC-TV Houston, pres; Charles H. Crutchfield, Jefferson Standard Broadcasting Co., Charlotte, N. C., 1st vp; Lawrence H. Rogers II, Taft Broadcasting Co., Cincinnati, 2nd vp; Harold Essex, WSJS-TV Winston-Salem, N. C., sec-treas; Lester W. Lindow, exec dir, asst secv-treas.

—Delete Committee for Competitive Television. See Assn. for Competitive Television.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING April 11 through April 17 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New TV stations

ACTIONS BY FCC

El Centro, Calif.—KXO-TV Inc. Granted CP for new TV on VHF ch. 7 (174-180 mc); ERP 82.3 kw vis., 45.7 kw aur. Ant. height above average terrain 410 ft. P. O. address Box 140, El Centro. Estimated construction cost $101,715; first year operating cost $120,000; revenue $127,000. Studio and trans. locations, both El Centro. Geographic coordinates 32° 46′ 34″ N. Lat., 115° 32′ 59″ W. Long. Type trans. RCA TT2-BH, type ant. Jampro JATV 48/H. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington, D. C.; consulting engineer E. E. Benham, Van Nuys, Calif. Principals: **Marco Hana** (58%), **William J. Ewing** (17.2%), **Robert N. Ordonez** (15.2%) and **Gorden Belson and Robert E. Baker** (each 4.8%). Action April 10.

El Centro, Calif.—Tele-Bcstrs. of California Inc. Granted CP for new TV on VHF ch. 9 (186-192 mc); ERP 55 kw vis., 30 kw aur. Ant. height above average terrain 600 ft., above ground 147 ft. P. O. address c/o H. Scott Killgore, 100 California Street, San Francisco. Estimated construction cost $53,126; first year operating cost $100,000; revenue $110,000. Studio and trans. locations El Centro. Geographic coordinates 32° 47′ 35″ N. Lat., 115° 32′ 32″ W. Long. Type trans. Gates BT500 CH, type ant. Jampro JAT 4/7. Legal counsel Cohen & Marks, Washington, D. C.; consulting engineer A. E. Towne & Associates, San Francisco. Principals: **H. Scott Killgore** (50.1%) and others. Tele-Bcstrs. is licensee of WPOP Hartford, Conn., KUDL Kansas City, Mo.; KALI San Gabriel and KOFY San Mateo, both California, and KZON Tolleston, Ariz. Action April 10.

APPLICATIONS

Miami, Fla.—Supreme Bcstg. Inc. UHF ch. 33 (584-590 mc); ERP 220 kw vis., 22 kw aur. Ant. height above average terrain 253 ft., above ground 253 ft. P. O. address c/o George A. Mayoral, Jung Hotel, 1500 Canal Street, New Orleans, La. Estimated construction cost $191,200; first year operating cost $90,000; revenue $90,000. Studio and trans. locations both Miami. Geographic coordinates 25° 46′ 34″ N. Lat., 80° 11′ 26″ W. Long. Type trans. ITA TVU-12A, type ant. Alford 1044 S. Legal counsel Loucks and Jansky, Washington, D. C.; consulting engineer George A. Mayoral, New Orleans. Principals: **Flora S. Nelson,** executrix of estate of Chester F. Owens (83%), **Roy A. Nelson** (10%), **George A. Mayoral** (5%) and **Richard E. Voelker and Gus L. Levy** (each 1%). Applicant owns WJMR-AM-TV and WRCM-FM, both New Orleans, and 25% of WORA-TV Mayaguez and WFQM-FM and WKYN San Juan, all Puerto Rico, and WSVI-TV St. Croix, V. I. Ann. April 16.

Toledo, Ohio—D. H. Overmyer. UHF ch. 79 (860-866 mc); ERP 393.5 kw vis., 210.2 kw aur. Ant. height above average terrain 1,013.7 ft., above ground 1,035 ft. P. O. address 1062 Post Street, Toledo. Estimated construction cost $1,003,078; first year operating cost $550,000; revenue $400,000. Studio and trans. locations both Oregon, Ohio. Geographic coordinates 41° 39′ 25″

EDWIN TORNBERG
& COMPANY, INC.

E T

Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

N. Lat., 83° 28′ 32″ W. Long. Type trans. RCA TTU-25B, type ant. RCA TTU-27J. Legal counsel Fly, Shuebruk, Blume & Gaguine, Washington, D. C.; consulting engineer Carl E. Smith, Consulting Radio Engineer, Cleveland. **D. H. Overmyer,** sole owner, is Toledo businessman and owns weekly newspaper there. Ann. April 15.

New AM stations

ACTIONS BY FCC

Highland, Ill.—Progressive Bcstg. Corp. Granted CP for new AM on 1510 kc, 250 w-D, DA. Pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. P. O. address c/o Glenn F. Bircher, 2109 Hill Crest Drive, Highland. Estimated construction cost $18,942; first year operating cost $25,790; revenue $48,047. Principals: **Glenn F. Bircher** (60.8%) and others. Mr. Bircher is electronics engineer. Feb. 20 initial decision looked toward grant. Action April 16.

Vandalia, Ill.—Peter-Mark Bcstg. Co. Granted CP for new AM on 1500 kc, 250-w. P.O. address 216 Ferguson Street, Jerseyville, Ill. Estimated construction cost $13,685.63; first year operating cost $36,000; revenue $48,000. **Wilbur J. Meyer,** sole owner, is majority stockholder of WJBM Jerseyville, Ill. Feb. 20 initial decision looked toward action. Action April 16.

Garden City, Mich.—Garden City Bcstg. Co. Granted CP for new AM on 1090 kc, 250 w-D, DA. Pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. P. O. address c/o Douglas Campbell, 33533 Five Mile Road, Livonia, Mich. Estimated construction cost $84,000; first year operating cost $90,000; revenue $120,000. Principals: **Douglas Campbell** (13.9%) and others. Action April 10.

Mocksville, N. C.—Wilkes Bcstg. Co. Granted CP for new AM on 1520 kc, 5 kw D, reduced to 1 kw during critical hours. Interference condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. P. O. address Box 950, North Wilkesboro, N. C. Estimated construction cost $33,028; first year operating cost $50,000; revenue $60,000. Principals: **Doris B. Brown** and **Roland B. Potter** (each 50%). Wilkes is licensee of WATA Boone and WKBC North Wilkesboro, both North Carolina. Oct. 1, 1962, initial decision looked toward grant. Action April 16.

Niles, Ohio—Niles Bcstg. Co. Granted CP for new AM on 1540 kc, 500 w-D. P. O. address 411 Mahoning Bank Building, Youngstown, Ohio. Estimated construction cost $35,779; first year operating cost $42,000; revenue $58,000. Principals include **Frank Bevilacqua, Stephen Conti** (each 40%) and **Peter Michaels,** (2%). Mr. Bevilacqua is in life insurance. Mr. Conti is in bakery business. Mr. Michaels is lawyer. Feb. 20 initial decision looked toward action. Action April 16

Uhrichsville, Ohio—Tuscarawas Bcstg. Co. Granted CP for new AM on 1540 kc, 250 w-D. P. O. address 226 N. Main Street, Uhrichsville, Ohio. Estimated construction cost $14,159; first year operating cost $53,400; revenue $61,200. Principals include **Theodore W. Austin,** (35%) **James Natoli Jr.,** and **Mary C. Natoli** (each 25%) and others. Mr. Austin is minority stockholder WSTP-AM-FM Salisbury, N. C. Mr. Natoli is employe of KYW-TV Cleveland. Feb. 20 initial decision looked toward action. Action April 16.

Danville, Pa.—Montour County Bcstg. Co. Granted CP for new AM on 1570 kc; 1 kw-D. P. O. address c/o William Emert, WPHB Philipsburg, Pa. Estimated construction cost $9,790; first year operating cost $17,376; revenue $64,860. Principals: **William Emert & Dean Sharpless** (equal partners). Mr. Emert owns WPHB Philipsburg, Pa.; Mr. Sharpless is chief engineer of WPHB. Action April 11.

Chester, Va.—Virginia Regional Bcstrs. Granted CP for new AM on 1410 kc, 5 kw-D. Conditions: (1) pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419 and (2) program tests not to be authorized until permittee is divested of interest in WIVE Ashland, Va., by April 11, 1964. Estimated construction cost $22,200; first year operating cost $50,000; revenue $72,000. **John Laurino** is sole owner. July 13, 1962, initial decision looked toward grant. Action April 11.

Existing AM stations

ACTIONS BY FCC

KHOT Madera, Calif.—Granted change from DA to nondirectional, continued operation on 1250 kc, 500 w-D conditioned that presunrise operation with daytime facilities precluded pending final decision in decision in Doc. 14419. Action April 10.

WBYS Canton, Ill.—Waived Sec. 3.24 (g) of rules and granted increased power on 1560 kc, D, from 250 w to 10 kw, with DA; conditions and presunrise operation with daytime facilities precluded pending final decisions in Doc. 14419. Action April 10.

WEBQ Harrisburg, Ill.—Waived Sec. 1.354 (c) of procedural rules and granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action April 10.

WAYE Dundalk, Md.—Waived Sec. 3.188 (b)(2) of rules and granted increased power on 860 kc, DA, D, from 500 w to 1 kw, make changes in DA, and change station location designation to Baltimore; conditions. Action April 17.

WNJH Hammonton, N. J.—Granted increased power on 1580 kc, D, from 250 w to 1 kw; remote control permitted; condition. Action April 17.

WHAZ Troy, N. Y.—Waived Sec. 3.71(a) of rules and granted mod. of license to operate daytime from 12 noon until 5 p.m. or until LS, whichever occurs earlier, Monday through Friday, also other daytime hours for special events and programs, without share-time arrangement with WPOW and WEVD New York City, but continued nighttime share-time arrangement with latter stations. Action April 10.

WSPA Spartanburg, S. C.—Granted renewal of license. Comr. Henry not participating. Action April 17.

WKEE Huntington, W. Va.—Granted increased power on 800 kc, D, from 1 kw to 5 kw; remote control permitted. Action April 10.

APPLICATION

KVSO Ardmore, Okla.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. April 16.

Existing FM stations

ACTIONS BY FCC

KUFY (FM) Redwood City, Calif.—Granted mod. of CP to change designation of station location to San Mateo, continued operation on 107.7 mc. Action April 10.

WLIN (FM) Detroit, Mich.—Granted mod. of CP to change designation of station location to Lincoln Park, continued operation on 92.3 mc. Action April 10.

WLBG-FM Laurens-Clinton, S. C. — Granted mod. of license to change station location to Laurens and delete main studio in Clinton, continued operation on 100.5 mc. Action April 10.

APPLICATION

KOAP-FM Portland, Ore.—CP to change frequency from 92.3 mc, ch. 222, to 91.5 mc, ch. 218, and change to non-commercial educational FM. Ann. April 16.

Ownership changes

ACTIONS BY FCC

WSIV Pekin, Ill.—Granted assignment of license and CP from **Pekin Bcstg. Co.** to **WSIV Inc.**; ownership remains same. No financial consideration involved. Action April 15.

KMAR Winnsboro, La.—Granted assignment of license from **J. H. Martin** and **W. Gordon Allen** (each 48%) and **Betty C. Martin** and **Madeline Allen** (each 2%), d/b as **Franklin Bcstg. Inc.,** to **Albert Greenwald, Si J. Willing, Leo L. Lowentritt, James D. Mays** and **A. C. Liles Sr.** (each 20%), tr/as **KMAR Bcstg. Corp.** Consideration $75,000. Mr. Willing is gen. mgr. of KMAR; other principals are local businessmen. Action April 16.

WVOB Bel Air, Md.—Granted assignment of CP from **Lee L. Case, John D. Worthington, Arthur A. Snowberger, George W. Truelove, Samuel Miller** and **LeRoy Stokes** (each 16 2/3%), d/b as **Bel Air Bcstg. Co.,** to same persons in same percentages tr/as **Bel Air Bcstg. Inc.** No financial consideration involved. Action April 12.

WCTR Chestertown, Md.—Granted assignment of CP from **Russell H. Morgan** (100%) to **Russell H.** and **Kathryn V. Morgan** (100% as joint tenants), tr/as **WCTR Inc.** No financial consideration involved. Action April 11.

WKRK Murphy, N. C.—Granted transfer of control of licensee corporation, **Childress Bcstg. Corp. of Murphy,** from **James B. Childress** (79% before transfer, 4% after) to **Paul V. Ridenhour** (51% after, 20% before), **Loren Davis** (22%) and **W. T. Brown Jr.** (22%). Mr. Childress' wife retains 1%. Consideration $45,000. Action April 11.

KZOL Farwell, Tex.—Granted assignment of license from **Theodore Rozzell** and **Gabe D. Anderson** (each 50%), d/b as **KZOL Bcstg. Co.,** to Mr. Anderson (100%). Consideration $15,550. Action April 16.

KENE Toppenish, Wash.—Granted transfer of control of licensee corporation, **Radio Bcstrs. Inc.,** from **John R.** and **Dorothy W. Woodroofe** (100%) to **John R.** and **Catherine M. DiMeo** (100%). Consideration $35,000. Mr. DiMeo is station manager of KAYO Seattle, Wash.; Mrs. DiMeo is housewife. Action April 16.

APPLICATIONS

KVIP-TV Redding, Calif.—Seeks assignment of license from **George Fleharty** (38%), **Laurence W. Carr** (14.37%), **Carl R. McConnell** (22.62%) and others, d/b as

SUBSCRIPTION APPLICATION

BROADCASTING *The Businessweekly of Television and Radio*
1735 DeSales Street, N.W., Washington 6, D. C.

Please start my subscription immediately for—

☐ 52 weekly issues $7.00 ☐ 104 weekly issues $12.00 ☐ Payment attached
☐ 52 issues & 1963 Yearbook $12.00 ☐ Please bill
☐ 1963 Yearbook $5.00

name *title/position**

address ☐ *Business* ☐ *Home*

city *zone* *state*

company name

*Occupation Required

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, April 17

	ON AIR Lic.	ON AIR Cps.	NOT ON AIR Cps.	TOTAL APPLICATIONS for new stations
AM	3,768	62	134	411
FM	1,071	31	108	192
TV	518	62	83	117

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, April 17

	VHF	UHF	TOTAL TV
Commercial	487	93	580
Non-commercial	47	21	68[1]

COMMERCIAL STATION BOXSCORE

Compiled by FCC, March 31

	AM	FM	TV
Licensed (all on air)	3,768	1,070	518
Cps on air (new stations)	62	32	62
Cps not on air (new stations)	125	109	81
Total authorized stations	3,955	1,211	661
Applications for new stations (not in hearing)	240	178	68
Applications for new stations (in hearing)	180	13	48
Total applications for new stations	420	191	116
Applications for major changes (not in hearing)	55	3	8
Applications for major changes (in hearing)	282	93	39
Total applications for major changes	337	96	47
Licenses deleted	1	1	0
Cps deleted	0	2	1

[1]Includes 3 stations operating on unreserved channels.

Shasta Telecasting Corp., to **Frank M. Crawford, J. Ned Richardson** and **William B. Smullin** (each 27.37, Mr. Smullin tr/as **Redwood Bcstg. Inc.**) and others, tr/as **Sacramento Valley TV Inc.** Consideration $1,280,000. Mr. Crawford owns lumber firms; Mr. Richardson owns KPAY Chico, Calif.; Mr. Smullin has microwave and CATV interests and is sole owner of Redwood, part owner of KBES-TV Medford, KOTI-TV Klamath Falls, KAGI Grants Pass and KPIC-TV Roseburg, all Oregon. Stockholders of applicant also have application pending for TV on ch. 9 in Redding. Ann. April 15.

WABW Annapolis, Md.—Seeks assignment of license from **Lester J. Grenewalt, Samuel R. Youse** and **John H. Norris** (each 33 ⅓%), d/b as **ABW Bcstrs. Inc.**, to **Ernest Tannen** (50%) and **Marvin Mirvis** and **Martin Fox** (each 25%), tr/as **Radio Chesapeake Inc.** Consideration $125,000. Mr. Tannen owns WDMV Pocomoke City, Md.; Mr. Mirvis is gen. sls. mgr. of WITH Baltimore, Md.; Mr. Fox is half owner of biscuit company. Ann. April 4.

WFDF Flint, Mich.—Seeks relinquishment of negative control of licensee corporation, **WFDF Flint Corp.** (80,000 shares issued), by Howard Mack (40,000 shares before transfer, 36,000 after) to **Richard P. Doherty** and wife (4,000), tr/as **Richard P. Doherty TV-Radio Management Corp.** Consideration is services rendered. Ann. April 17.

KPRK Livingston, Mont.—Seeks assignment of license and CP from **Paul B. McAdam** (100%), d/b as **Yellowstone Amusement Co.**, to **Jack F. Hinman** (60%), **Roberta F. Hinman** (39.23%) and **M. L. Smith** (.77%), tr/as **KPRK Inc.** Consideration $71,000. Mr. Hinman is sls. mgr. of KPRK; Mrs. Hinman is employe of bank; Mr. Smith is accountant. Ann. April 15.

WKTB Greenville, N. C.—Seeks assignment of CP from **John S. Townsend** and others, d/b as **H & R Electronics Inc.**, to **Stanley H. Fox** (35%), **Seymour L. Dworsky** (25%), **Irvin L. & S. H. Fox** (each 15%) and **Milton A. Hight** (10%), tr/as **Bell Bcstg. Corp.** Consideration $34,071. Principals are owners of WRMT Rocky Mount, N. C. Ann. April 16.

KOGM-FM Tulsa, Okla.—Seeks assignment of license from **George C. Lynde** (30%), **W. E. Rowsey Jr.** (30%), **Harry E. Rasmussen** (29%) and others, d/b as **Sound Unlimited Radio Enterprises Inc.**, to **Sidney Carl Mark** (60%) and wife, **Patricia G. Mark** (40%). Consideration $15,000. Mr. Mark is exec. vp and gen. mgr. of KAKC Tulsa; Mrs. Mark is sec. of KAKC. Ann. April 15.

Midland, Tex.: calls unassigned—Seeks assignment of CP from **Cyril W. Reddoch Ralph L. Hooks** and **C. Winsett Reddoch** (each 33 ⅓%), d/b as **Mid-Tex Radio**, to **Neil W. Shirley** and **Charles F. Johnson** (each 50%), tr/as **Mid-Tex Bcstg. Co.** Consideration $4,414. Both applicants are in CATV and TV engineering businesses. Ann. April 17.

KLO Ogden, Utah—Seeks assignment of license from **A. L. Glasmann** and others, d/b as **Interstate Corp.**, to **Joyce** (50%) and **Cecil L. Heftel** (49.99%) and Mr. Glasmann (.01%), father of Mrs. Heftel. Consideration $166,000. Principals all have present interest in KLO and in KUTV (TV) Salt Lake City, Utah, and KLIX Twin Falls, Idaho. Ann. April 16.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Arthur A. Gladstone issued initial decision looking toward granting application of Avoyelles Bcstg. Corp. for new AM on 1500 kc, 1 kw-D, in New Roads, La.; condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action April 16.

■ Hearing Examiner Arthur A. Gladstone issued initial decision looking toward granting application of Jasper County Bcstg. Corp. for new AM on 1560 kc, 250 w-D, in Rensselaer, Ind.; condition that pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action April 16.

DESIGNATED FOR HEARING

K BAR J Inc., Hastings, Neb.—Designated for hearing application for new daytime AM on 1550 kc, 500 w; made KEDD Dodge City, Ken., party to proceeding. Action April 10.

WAAT Trenton, N. J.—Denied petitions for waiver of Sec. 3.28 (d) (3) of rules and designated for hearing application to change operation on 1300 kc from 250 w-D, to 5 kw, unl., with DA-2; made FAA and WKAP Allentown, Pa., parties to proceeding. Action April 10.

KEBE Jacksonville, Tex.—Designated for hearing application to increase daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; made KBUD Athens, which filed opposing letter, party to proceeding. Action April 10.

KPLT Paris, Tex.—Designated for hearing application to increase daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; made KBOX Dallas and KTXO Sherman, which filed opposing petition and letter, respectively, parties to proceeding. Action April 10.

OTHER ACTIONS

■ By memorandum opinion and order, commission (1) granted petition for reconsideration filed by KCMC Inc. (KTAL-TV, ch. 6), Texarkana, Tex., to extent of staying Dec. 18, 1962, grant to KTBS Inc., for mod. of CP to increase ant. height of KTBS-TV (ch. 3) Shreveport, La., additional 200 ft., to 1,780 ft.; (2) afforded KTBS Inc. opportunity to file within 30 days further programing information concerning new predicted service area; (3) afforded KCMC Inc. opportunity to file responsive pleading within 15 days of date of service of such programing submission, and (4) dismissed KCMC Inc.'s petition to vacate order and deny KTBS-TV application. Action April 17.

■ Pending proceeding to revise rules governing private international broadcast stations which it licenses, commission ordered "freeze" on applications for such new stations and requests by existing stations to operate more hours than now authorized. Comr. Hyde dissented and issued statement. Action April 17.

■ By order, granted petition by applicant parties and extended time to April 25 to file petition for reconsideration and grant without hearing applications of Harry Wallerstein, receiver, Tv Co. of America Inc., for renewal of license, assignment of license, and transfer of control of KSHO-TV Las Vegas, Nev. Action April 15.

■ By letter, commission dismissed petition by Robert H. Scott, Saratoga, Calif., requesting application of NBC for renewal of license of KNBR San Francisco be denied on grounds that station refused Scott time for talk in support of atheism. Action April 10.

WCBQ Whitehall, Mich.—By letter, denied petition for waiver of AM "freeze" rule and returned tendered application to change station location to North Muskegon and change from SH to unl. time operation. Comr. Hyde not participating. Action April 10.

KODA Houston, Tex.—By letter, commission (1) denied petition for reconsideration of Jan. 9 action which denied second petition for waiver of AM "freeze" rule and, (2) returned retendered application to increase power on 1010 kc, DA, D, from 1 kw to 5 kw, and install new trans. Comr. Hyde not participating. Action April 10.

■ By memorandum opinion and order, commission dismissed petition by Brainerd Bcstg. Co. for review of Feb. 6 action denying petition for reconsideration of Oct. 10 action and returning as unacceptable under AM "freeze" amendment to application to change frequency of KLIZ Brainerd, Minn., from 1380 kc to 1340 kc. Comr. Hyde not participating. Action April 10.

■ By memorandum opinion and order, commission denied petition by American Island Bcstg. Corp. for waiver of AM "freeze" rule and returned tendered application for new AM in Eleele, Kauai, Hawaii, without prejudice to refiling after "freeze" rule is no longer in effect. Comrs. Hyde and Bartley dissented. Action April 10.

■ By letter, commission granted petition by RKO General Inc., licensee of WGMS Bethesda, Md., for waiver of portion of Sec. 3.30 of rules requiring majority of programs to be originated either from present trans. site studio or from remote points within community of Bethesda. Requested waiver is tied to proposal to construct new studio building in Northwest Washington, D. C., in vicinity of upper Wisconsin Ave., to accommodate main studio facilities for both RKO's WGMS in Bethesda and WGMS-FM Washington, D. C., which would be equally accessible to residents of both places. Relief requested was granted subject to (1) application for proposed main studio relocation to be filed on FCC form 301 within one year, accompanied by scale map

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FCC announces make-up of all-channel committee units

The FCC last week announced the membership of the three committees constituting the commission-sponsored Committee for the Full Development of All-Channel Broadcasting.

Committee No. 1—Technical Development: Ben Adler, Adler Electronics, Inc., chairman, and Sarkes Tarzian, Sarkes Tarzian Inc., vice chairman; George W. Bartlett, NAB; Jack Beever, Jerrold Electronics Corp.; Dwayne M. Berner, Regency Electronics; Isaac S. Blonder, Blonder-Tongue Laboratories, Inc.; C. M. Braum, National Educational TV and Radio Center; R. L. Casselberry, General Electric Co.; Edward D. Chalmers, Oak Manufacturing Co.; Monte Cohen, General Instrument Corp.; W. L. Dunn, Admiral Corp.; John W. English, Great Lakes Television.

Edward Finkel, JFD Electronics Corp.; Merton Fiur, Merton Fiur Associates; A. H. Gary, Mallory Electronics Co.; Clyde G. Haehnle, Crosley Broadcasting Corp.; Howard T. Head, Association of Maximum Service Telecasters, Inc.; Garth J. Heisig, Motorola, Inc.; Joseph Keiner, Gavin Instrument Corp.; Robert S. Kirby, National Bureau of Standards; Stanley P. Lapin, Adler Electronics Inc.; Robert Jose, ITA Electronics Corp.; Wayne Lovely, West Central Broadcasting Co.; R. Wayne Masters, Melpar, Inc.; Robert M. McDonald, Gavin Instrument Corp.; Ray B. McMartin, McMartin Industries, Inc.; Robert Y. Nevius, Electronic Industries Association.

Bazil O'Hagan, WNDU-TV South Bend, Ind.; H. E. Rhea, Triangle Stations; R. N. Rose, The Machlett Laboratories Inc.; Percy H. Russell, attorney; Edward L. Shuey, Gates Radio Co.; B. W. St. Clair, Electronics Missiles and Communications Inc.; Henry V. Stewart, Texas Instruments Inc.; Harold G. Towlson, General Electric Co.; George R. Townsend, Townsend Associates; William E. Waldrup, Continental Electronics Products Co.; H. O. Wood, Philco Corp.; Warren Woods, attorney; Joseph C. Waters, WUHF (TV) Milwaukee; David L. Steel, Association of Federal Communications Consultary Engineers; Lewis H. Finneburgh, The Finney Co.; George A. Mayoral, Supreme Broadcasting Co.

Committee No. 2—UHF Broadcast Station Operation: Seymour N. Siegel, Municipal Broadcasting System, New York, and chairman, and Adam Young, Adam Young Inc., vice chairman; Isaac S. Blonder, Blonder-Tongue Laboratories Inc.; Thad H. Brown, Jr., Association for Competitive Television; Edwin Cooperstein, New Jersey Television Broadcasting Corp.; John W. English, Great Lakes Television; James A. Fellows, National Association of Educational Broadcasters; Rush Jones, J. Walter Thompson; Robert Manby, Showcorporation of America; Ray B. McMartin, McMartin Industries, Inc.; Fred C. Mueller, West Central Broadcasting Co.

James F. O'Grady, Adam Young, Inc.; L. M. Sandwick, Electronics Industries Assn.; Lawrence Turet, WUHF (TV) Milwaukee; Lawrence Webb, Station Representatives Assn.; John Weigel, Weigel Broadcasting Co.; Roger G. Berk, WAKR-TV Akron, Ohio; Julian Kaufman, Spanish International Broadcasting Co.; Rene Anselmo, Spanish International Broadcasting Co.; John G. Johnson, WBMG (TV) Birmingham, Ala.

Committee No. 3—Consumer Information: L. M. Sandwick, chairman, and Mort Farr, National Appliance TV Dealers Association, vice chairman; Justin L. Albers, RCA Victor-RCA Sales Corp.; A. E. Allen, Philco Corp.; Jack Beever, Jerrold Electronics Corp.; Thad H. Brown Jr., Association for Competitive Television; Everett S. Brown, General Electric Co.; Norman D. Burch, National Retail Merchants Association; John C. Doesfer, attorney.

Edward Finkel, JFD Electronics Corp.; Clyde G. Haehnle, Crosley Broadcasting Corp.; W. T. Hamilton, WNDU-TV South Bend, Ind.; R. B. Helhoski, Blonder-Tongue Laboratories Inc.; Harold E. Hill, National Association of Edu-

showing proposed studio location in relation to Bethesda and District of Columbia, and indicating approximate date on which new studio building will be ready for occupancy, and (2) the waiver herein granted shall not become effective until commission receipt of, and favorable action on, application for studio relocation, and actual commencement of operations from the new studios. Action April 10.

■ Commission denied request by A. Earl Cullum Jr. for extension of time from April 17 to May 17 to file reply comments in FM rulemaking proceeding in Doc. 14185. Action April 10.

■ Commission scheduled oral argument for May 9 in proceeding on application by WDUL TV Corp. for additional time to complete construction of WHYZ-TV (ch. 10) Duluth, Minn. Action April 10.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order in proceeding on application of Magic City Bcstg. Corp. for additional time to construct WBHM Birmingham, Ala., in Doc. 14954, denied petition for review of examiner's March 12 ruling denying WBHM's request for continuance of hearing pending commission action on petition for reconsideration of designation order. Board Member Nelson concurred. By separate memorandum opinion and order, granted petition by Voice of Dixie Inc. (WVOK), Birmingham, Ala., to extent of making it party to proceeding. Action April 16.

■ In proceeding on applications of Laramie Community TV Co. for new VHF TV translator stations in Laramie, Wyo., *et al.*, in Docs. 14552 *et al.*, granted petition and extended to May 10 time to file exceptions to initial decision. Action April 16.

■ In proceeding on AM applications of Ponce Bcstg. Corp., Cayey, and Abacoa Radio Corp. (WMIA), Arecibo, both Puerto Rica, in Docs. 14995-5, granted petition by Ponce and extended to April 25 time to respond to Abacoa's petition to enlarge issues. Action April 16.

■ In proceeding on AM applications of Abacoa Radio Corp. (WRAI), Rio Piedras (San Juan), and Mid-Ocean Bcstg. Corp., San Juan, both Puerto Rico, in Docs. 14977-8, granted petition by Abacoa and extended to April 22 time to file reply to oppositions ot petition to delete issues filed by Abacoa. Action April 16.

■ Rescheduled April 23 oral argument for April 22 in proceeding on AM applications of Simon Geller, Gloucester, and Richmond Brothers Inc. (WMEX), Boston, both Massachusetts. Action April 11.

■ Rescheduled April 23 oral argument for April 22 in proceeding on AM applications of Hayward F. Spinks, Hartford, and Greenville Bcstg. Co., Greenville, both Kentucky. Action April 11.

■ Granted petition by Pinellas Radio Co. and extended to April 15 time to file opposition to motion to enlarge issues filed by Cherry Bcstg. Co. in proceeding on Pinellas application for new AM in Pinellas Park, Fla. Action April 11.

ACTIONS ON MOTIONS

By Hearing Examiner Basil P. Cooper

■ In proceeding on applications of Prattville Bcstg. Co. and Billy Walker for new AM stations in Prattville, Ala., in Docs. 14878-9, granted petitions for leave to amend (1) by Prattville and place with application new Sec. III of form 301 so modified as to reflect amendment to application accepted by Feb. 7 order, and (2) by Walker to place with his application new Sec. III of form 301 so modified as to reflect amendment to his application accepted by Feb. 11 order; and by separate order, in accordance with examiner's ruling at close of March 21 evidentiary hearing, (1) received in evidence written statement relating to notice of publication of hearing and copies of Walker exhibit 14, and closed record, and (2) ordered proposed findings to be filed by May 15. Action April 12.

By Hearing Examiner James D. Cunningham

■ Continued April 22 further hearing to April 29 in proceeding on NBC-RKO broadcast transfers and related applications in Docs. 13085 *et al.* Action April 15.

By Hearing Examiner Millard F. French

■ By order, formalized agreements made at April 15 prehearing conference in proceeding on application of Harry Wallerstein, receiver TV Co. of America Inc., for renewal of license, assignment of license, and transfer of control of KSHO-TV Las Vegas, Nev., and scheduled further prehearing conference for May 23 and continued June 3 hearing to June 25. Action April 15.

■ Upon request by Brush Bcstg. Co. scheduled further prehearing conference for April 17 in proceeding on application for new AM in Wauchula, Fla. Action April 12.

By Hearing Examiner Arthur A. Gladstone

■ Pursuant to agreements reached at April 15 prehearing conference in proceeding on applications of Marshall Bcstg. Co. and Wright Bcstg. Co. for new AM stations in Marshall and East Lansing, both Michigan, respectively, in Docs. 15017-8, scheduled certain procedural dates, and continued June 20 hearing to July 9. Action April 15.

■ Upon request by Broadcast Bureau extended from April 10 to April 30 time to file proposed findings and to May 10 for replies in proceeding on applications for renewal of license by Tipton County Bcstrs. (WKBL), Covington, and Shelby County Bcstrs. Inc. (WHEY), Millington, and application of Huntingdon Bcstg. Co. for new AM in Huntingdon, all Tennessee. Action April 10.

By Hearing Examiner Walther W. Guenther

■ Pursuant to hearing examiner's order released Oct. 29, 1962, which held in abeyance applicable procedural dates, and Review Board's memorandum opinion and order released April 9 in AM proceeding on applications of Hastings Bcstg. Co., Hastings, and Albert Lea Bcstg. Co. (KATE), Albert Lea, both Minnesota, in Docs. 14685-6, scheduled further prehearing conference for April 16. Action April 11.

■ Granted motion by respondent Dutchess County Bcstg. Corp. and extended from April 15 to April 26 time to file proposed findings of fact and conclusions of law, together with proposed corrections to transcript, and on own motion extended from April 29 to May 10 time to file replies in proceeding on AM application of Hudson Valley Bcstg. Corp. (WEOK), Poughkeepsie, N. Y. Action April 11.

By Hearing Examiner David I. Kraushaar

■ By memorandum opinion and order in matter of revocation of licenses of Pape TV Inc. of WALA-AM-TV Mobile, Ala., (1) granted motion by Pape TV and rescheduled April 15 prehearing conference for June 19, and April 29 hearing for June 19, both in Mobile, and (2) directed parties to exchange copies of proposed stipulation, by June 13, concerning identity, authenticity, dates, and times of certain editorials allegedly broadcast by stations concerned and of certain correspondence, all of which were referred to in appearing clauses of show cause order, and on any other matters as well to which there can be no real disagreement by parties. Action April 10.

cational Broadcasters; Charles N. Hoffman, Warwick Manufacturing Corp.; Albert Leon, Symphonic Radio & Electronic Corp.; Robert D. L'Heureux, National Community TV Association; Harry Rich, Westrex International; Richard F. Sandwick, Benton & Bowles.

James D. Secrest, Electronic Industries Association; David C. Stewart, National Educational TV and Radio Center; Elmer Pothen, AT&T; Edwin M. Marshall; American Association of Advertising Agencies; J. M. Williams, RCA Victor; Harold Froelich, WTVO (TV) Rockford, Ill.; Morris Sabin, Olympic Radio & Television; Ross D. Siragusa, Jr., Admiral Corp.; Clifford Hunt, Zenith Corp.; Hugh M. Smith, WCOV-TV Montgomery, Ala.; Edward R. Taylor, Motorola Inc.; Al Levin, WNYC-TV New York; Julian Kaufman, Spanish International Broadcasting Co.; Rene Anselmo, Spanish International Broadcasting Co.

Committee No. 2 met in New York last week, Committee No. 3 is scheduled to meet in Washington tomorrow (Tuesday) and Committee No. 1 in New York on Wednesday. The Executive Committee will meet in Washington on April 29 to review the work done by the three committees and to plan the next meeting of the full committee on all-channel broadcasting.

By Acting Chief Hearing Examiner Jay A. Kyle

■ Designated Examiner Isadore A. Honig to preside at hearing in proceeding on AM application of Delaware Valley Bcstg. Co. (WAAT), Trenton, N. J.; scheduled prehearing conference for May 21 and hearing for June 24. Action April 16.

■ Designated Examiner Basil P. Cooper to preside at hearing in proceeding on AM application of Wells, Waller & Ballard Inc. (KEBE), Jacksonville, Tex.; scheduled prehearing conference for May 22 and hearing for June 25. Action April 16.

■ Designated Examiner David I. Kraushaar to preside at hearing in proceeding on AM application of KPLT Inc. (KPLT), Paris, Tex.; scheduled prehearing conference for May 22 and hearing for June 25. Action April 16.

■ Designated Examiner Herbert Sharfman to preside at hearing in proceeding on application of K BAR J Inc. for new AM in Hastings, Neb.; scheduled prehearing conference for May 21 and hearing for June 24. Action April 16.

■ Denied petition by 1360 Bcstg. Inc. (WEBB), Baltimore, Md., to change place of hearing on AM application from Washington, D. C., to Baltimore. Action April 11.

■ Granted petition by Brush Bcstg. Co. and transferred hearing in proceeding on application for new AM in Wauchula, Fla., from Washington, D. C., to Wauchula. Action April 11.

■ Denied petition by Abacoa Radio Corp. (WRAI), Rio Piedras (San Juan), to change place of hearing from Washington, D. C., to Rio Piedras, P. R., in proceeding on AM application and that of Mid-Ocean Bcstg. Corp., San Juan, P. R. Action April 11.

■ Rescheduled April 11 hearing for May 2 in proceeding on applications on Olney Bcstg. Co. and James R. Williams for new AM stations in Olney, Tex., and Anadarko, Okla., respectively. Action April 10.

By Hearing Examiner Forest L. McClenning

■ Scheduled further hearing for April 17 in consolidated AM proceeding on applications of Eastern Bcstg. System Inc., Brookfield, Conn., *et al.*, in Docs. 14166 *et al.* Action April 11.

■ By order, formalized certain agreements reached at April 8 prehearing conference in proceeding on AM applications of Ponce Bcstg. Corp., Cayey, and Abacoa Radio Corp. (WMIA), Arecibo, both Puerto Rico, in Docs. 14994-5, and scheduled certain procedural dates, and continued May 15 hearing to July 16. Action April 11.

■ Granted request by Port Chester Bcstg. Co. and continued April 15 hearing to April 17 in proceeding on application and that of Putnam Bcstg. Corp. for new AM stations in Port Chester and Brewster, both New York, respectively. Action April 11.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Upon request by K-FIV Inc. (KFIV), Modesto, Calif., continued April 18 prehearing conference to April 24 in proceeding on AM application. Action April 12.

By Hearing Examiner Herbert Sharfman

■ Upon request by North Atlanta Bcstg. Co. further extended from April 10 to April 19 time for submission of final engineering exhibits in proceeding on application and that of J. Lee Friedman for new AM stations in North Atlanta, Ga. Action April 15.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of April 16

WFEB Sylacauga, Ala.—Granted increased daytime power on 1340 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

WGWC Selma, Ala.—Granted increased daytime power on 1340 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; condition.

WCON Cornelia, Ga.—Granted increased daytime power on 1450 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

WDUN Gainesville, Ga.—Granted CP to change DA pattern from DA-D to non-DA; condition.

WFAX Falls Church, Va.—Granted licenses covering increase in power and installation of new trans.; and installation of aux. trans.

WEMP-FM Milwaukee, Wis. — Granted mod. of CP to change type ant. and type trans.; ant. height 440 ft.

WFTL-FM Fort Lauderdale, Fla.—Granted mod. of CP to increase ERP to 100 kw.

Action of April 15

***WHA-TV Madison, Wis.**—Granted CP to change ERP to vis. 158 kw, aur. 79.4 kw; trans. location; type trans. and ant.; equipment, and ant. height 740 ft.

Actions of April 12

KGNC Amarillo, Tex.—Granted renewal of license, on which action had been deferred, for normal license term.

WKMF Flint, Mich.—Granted license covering change in DA pattern.

WSYE-TV Elmira, N. Y.—Granted CP to decrease ERP to 113 kw, DA, vis., and 57 kw, DA, aur.; increase ant. height to 1220 ft. and make other equipment changes (main trans. and ant.).

***KRRC (FM) Portland, Ore.**—Granted mod. of CP to change type ant.

■ Following stations were granted extensions of completion dates as shown: KMNF Albuquerque, N. M., to Oct. 1, and change name to James T. Reeves and Faron Young, d/b as KFM Bcstrs. (company of same name); KUFY (FM) Redwood City, Calif., to July 1.

Action of April 11

WLOB-FM Portland, Me.—Granted extension of authority to remain silent for period ending May 15.

Actions of April 10

Plevna TV Booster Club, Plevna, Mont.—Granted CP for new VHF TV translator station, on ch. 7, to translate programs of KDIX-TV (ch. 2) Dickinson, N. D.; condition.

WBPZ Lock Haven, Pa.—Granted increased daytime power on 1230 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; remote control permitted; conditions.

KHDN Hardin, Mont.—Granted increased daytime power on 1230 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; remote control permitted; conditions.

KPRB Redmond, Ore.—Granted increased daytime power from 250 w to 1 kw, continued operation on 1240 kc, SH, and installation of new trans.; conditions.

WKPT Kingsport, Tenn.—Granted increased daytime power on 1400 kc, from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions.

WSTA Charlotte Amalie, V. I.—Granted license covering installation of new trans.

KALL Salt Lake City, Utah—Remote control permitted (aux. trans.); conditions.

WHVW Hyde Park, N. Y.—Granted CP to install aux. trans. at main trans. site and specify type trans.

KRDO Colorado Springs, Colo.—Granted CP to install old main trans. as aux. trans. at main trans. site.

WGAU Athens, Ga.—Granted CP to install new alternate main trans. at main trans. location.

KOQT Bellingham, Wash.—Granted mod. of CP to move ant. site 290 ft. from present site.

KNEL Brady, Tex.—Granted extension of authority to operate sign-off at 7 p.m. for period ending June 30.

Actions of April 8

WBRX Berwick, Pa.—Granted request to continue existing pre-sunrise operation with non-DA and power of 500 w between hours of 4 a.m. and local sunrise until final decision is reached in Doc. 14419 or until directed to terminate such operation, whichever occurs first.

WLSM Louisville, Miss.—Granted request to continue existing pre-sunrise operation with non-DA and power of 1 kw between hours of 4 a.m. and local sunrise until final decision is reached in Doc. 14419 or until directed to terminate such operation, whichever occurs first.

WMRC Inc., Tryon, N. C.—Granted CP for new VHF TV translator station, on ch. 11, to translate programs of WFBC-TV (ch. 4) Greenville, S. C.

Valley TV Club Inc., Nashua & Fort Peck, Mont.—Granted CP for new UHF-TV translator station, on ch. 79, to translate programs of KOOK (TV) (ch. 2) Billings, Mont.

Action of April 5

WZRH Zephyrhills, Fla.—Granted extension of authority to operate sign-off at 8 p.m. for period ending June 30.

Fine

■ One TV and two AM stations in Lafayette, La., are being notified by commission they are liable for forfeitures for willful or repeated violations of Communications Act and commission sponsorship identification rules by permitting broadcasts of "teaser" announcements over stations for which they received payment without accompanying broadcasts with proper sponsorship identification. Stations are KLFY-TV, Camellia Bcstg. Inc.; KPEL, Radio Lafayette Inc., and KXKW, General Communications Inc. Notice of liability to TV station calls for $1,000 forfeiture; that for AM stations specifies $250 each. Each station was further advised that it can, within 30 days, file statements why it should not be held liable or why forfeiture should be reduced to lesser amount. Action April 10.

Rulemakings

AMENDED

■ Commission proposed to amend part 3 of rules to prohibit broadcast of horse racing information that is or is calculated to be of substantial use to persons engaged in illegal gambling activities. Amendments should remove many problems faced by broadcasters in determining whether particular programs fall in category. Comments are invited by May 18. Action April 10.

FINALIZED

■ By report and order, commission finalized rulemaking in Doc. 14903 and shifted educational ch. *3 from Roswell to Portales, N. M. Shift had been requested by Board of Regents of Eastern New Mexico U. in cooperation with State Dept. of Education. Action April 10.

■ By report and order, commission finalized rulemaking in Doc. 14842 and assigned commercial ch. 11 to Lead, educational ch. *9 to Rapid City, and switched educational reservation from ch. *22 to ch. *10 in Pierre, S. D. This was accomplished by substituting ch.7 for ch. 9 in Sheridan, Wyo., and ch. 4 for ch. 7 in Lander, Wyo. Rulemaking stemmed from petitions by Duhamel Bcstg. Enterprises (KOTA-TV, ch. 3), Rapid City, and South Dakota state superintendent of public instruction. Action April 10.

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Station manager wanted. Sales oriented, experienced, seeking challenging opportunity for key station in four station market. NW market of 100,000. Write National Time Sales, 122 East 42 Street, New York 17, New York.

Require strong sales experienced station manager for new 5,000 watt fulltime directional station presently under construction in Princeton, New Jersey. Middle of the road music, community service, sports and news approach. Excellent growth opportunities for right man. Herbert W. Hobler, President, WHWH, 295 Mercer Road, Princeton, New Jersey.

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Salesman Are you ready to move up to sales and station manager? AM small market, east coast. Guarantee $125. Box E-120, BROADCASTING.

Salesman-announcer. Opportunity to grow with progressive station. Please outline your factual sales history. Box E-320, BROADCASTING.

Iowa fulltimer, market of 35,000, looking for experienced salesman with good characture. Opportunities are unlimited . . . in fact maybe even ownership. Small salary plus commission or a straight 25% commission. Contact Peter A. Barnard, Executive Vice President, Stevens Point Broadcasting Company, Stevens Point, Wisconsin.

Radio voice of nation's vacationland needs combo sales and nite man. KPRM, Park Rapids, Minnesota.

WSMI, Litchfield, Illinois. Has an immediate opening in the sales department.

To find Who or What you need, and find it FAST,

You Can't Top A

CLASSIFIED AD

in

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Help Wanted—(Cont'd)

Sales

Major market sales positions open. $100 to $150 per week to start, plus commission deal. Must be hard-hitting salesmen looking for advancement—not order-takers or has-beens. Great opportunity for top men in the smaller markets to move up to established chain-operated, top-rated major station. Rush detailed reply and photo in confidence to Box E-347, BROADCASTING.

WDBC in Escanaba, Michigan has immediate opening for capable salesman. Requirements are honesty, willingness and a good background which will be investigated. Excellent draw against commissions. Contact A. E. Dahl, General Manager.

Salesman, all major markets east of Rockies. Hottest money maker since Liberace. Must be able to close, have car, and travel. Can make $400-$600 per week commissions. Call, wire or write W. A. Pomeroy, 221 North Cedar, Lansing, Telephone 485-1731.

Announcers

If you have over two years commercial announcing experience, mature voice, are creative and have desire to advance middle road 5 kw within 50 miles New York City needs morning man with promotion potential. Car essential. Will wait for right man. Send tape, resume, photo, and salary desired. Box E-47, BROADCASTING.

If you think you can handle our afternoon drive time slot, I want a tape and resume. We are the number one format station in the area. Don't wast your stamps if you are not a top performer, and a true modern sounding personality. Box E-82, BROADCASTING.

Our identity may not be obvious to you—but everyone in our gigantic coverage area knows everyone on the staff. One of the nation's fastest growing, most powerful stations—top 40 operation—part of a chain operation—looking for an outstanding personality for mid-morning or afternoon. Must swing, have good voice, have production ability, be friendly, get along with people, have good credit, and want to work to maintain the station's number one rating. The market's competitive—a beautiful Southwestern United States City of 110,000. If you want to come to a city to stay—have a good job with good pay, good benefits, and if you can do a good job, send tape and resume today. We'll return the tape and answer every single reply with a personal letter. Box E-118, BROADCASTING.

Need bright morning announcer-newsman, Missouri. With mature, smooth delivery. Must send photo, tape and complete resume. Box E-224, BROADCASTING.

Modern midwest station, hooper-rated #1 in large medium market seeks talented personalities and newsmen with 1st tickets. No maintenance. Send tape and resumes to Box E-237, BROADCASTING.

Young fast expanding chain with station in small market near Los Angeles wants an experienced tight format swinger. Much opportunity for advancement. Air check, resume (including credit references). Picture and salary requirements first inquiry. No beginners considered. Personal interview manadatory. Our staff knows of this ad. Box E-308, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Experienced morning announcer for beautiful Maryland community. Must have 1st phone. Salary open. Box E-342, BROADCASTING.

WBUX needs man with 1st phone, little or no experience. We'll train you as newsman and personality d.j. Call 348-3332, Doylestown, Pennsylvania. David Ross, Program Manager.

Immediate opening for newsman-announcer with ability to produce bright cheerful sound and deliver authoritative news. Station has new studio mobile news units and strong news coverage. Contact General Manager, WCSI-AM-FM stereo, Columbus, Indiana.

Medium large midwest market CBS radio-tv outlet needs qualified radio announcer only. Resume, picture and tape first letter, please. Box E-272, BROADCASTING.

Morning personality for adult good music station in major eastern market. Must be knowledgeable, warm, believable, able to communicate with metropolitan audience. Send tape, complete resume, salary requirements. Box E-282, BROADCASTING.

35 miles from Los Angeles. Need pro with at least three years experience and first phone. Must know and like swingin' radio. This is the newest station in progressive chain. Send tape, resume of background and photo to Dale Owens, KASK, Box 1510 Ontario, California.

Announcer with 1st phone for evening shift. Multiple station operations. Many fringe benefits: Double time holidays, hospitalization, paid sick leave, extra liberal vacation plan, advancement in either programming or engineering in growing organization. Well established good music station in college town. Rush resume and audition to WALM, Albion-Marshall, Michigan.

Doing record hops? Send for free information on hop unit built for this purpose. WRCO Radio, Richland Center, Wisconsin.

Hot, but getting hotter! Swingin' live wire with showmanship to shovel the coal on WHYE, Roanoke, Virginia. Humorous personality a must. Send tape, photo, resume —when available.

Swingin' dj's and hip newsmen; outstanding opportunity in major and medium markets with top rated group. If you have talent this can be your last stop before the really big time. Excellent pay, fine conditions and sincere interest in your career. If you dig being with a winner rush your tape to Myron Jones, 335 California Drive, Erie, Pa. Openings at WEEP Pittsburgh, WHOT, Youngstown, WJET, Erie.

Adult operation needs personality announcer. Send resume, tape, salary expected. Jim Youngblood, WPAD, Paducah, Kentucky.

Swinging giant of Portland, Maine WJAB, has immediate opening for combo newsman/dj. Emphasis on news gathering ability, imaginative reporting. Top price for young, aggressive man who wants to hit the top on Maine's top rated Pulse station. No beginners please. No tapes returned. Rush tape, resume and photo to Bob Fuller, P.D., WJAB, Portland.

Help Wanted—(Cont'd)

Announcers

Suburban Chicago. Combo—1st class permanent. Tape, complete information now. WEAW, Evanston, Illinois.

Announcer engineer must have 2 years experience credit and character must be good. Reference closely checked. Immediate opening. Salary open. WFRB, Frostburg, Maryland.

Announcer or announcer-salesman for Gadsden's number one radio station. Pay commensurate with ability. Good variety of duties. Must be experienced. Contact Ed Carrell, WGAD Gadsden, Alabama.

Experienced morning man for old established music & news station, in pleasant college community, salary open. Excellent opportunity for advancement in 4 station group. Rush tape, resume and recent earnings to: Jim Nicholson, Manager, WMGW, Meadville, Pennsylvania.

First phone announcer must be light and bright for a top 40 station. Great opportunity for advancement. Send air check, photo, resume to WCVS, Box 1506, Springfield, Illinois.

Technical

Experienced radio technician wanted for chief engineer position with high class Illinois operation. Ability to maintain transmitter and studio equipment essential. Excellent starting salary plus raises for competent man with proven ability, fine equipment, best working conditions. List age, references, experience etc. in letter to Box E-129, BROADCASTING.

Southwest Pennsylvania independent immediate need for 1st class engineer. State salary required and earliest available date. Box E-251, BROADCASTING.

Chief engineer, one of fastest growing metropolitan markets in Georgia. Must have full knowledge and able to maintain directional equipment-some air time—salary commensurate with experience. Box E-275, BROADCASTING.

Chief engineer announcer would have complete charge of maintaining equipment at 1000 watt Michigan station. Excellent working conditions up to date equipment. Six to seven per year for right man plus fringe benefits. Must be reliable cooperative man who knows his job and one who has had experience in broadcast engineering. Minimum amount of air work. Personal interview required. Send all information to Box E-287, BROADCASTING.

Opportunity for first class operator to break into sales. Established territory, active accounts. Box E-303, BROADCASTING.

Chief engineer, midwest am directional fm. Permanent progressive station original ownership. Complete responsibility equipment, personnel. Must be able to announce in a emergency. Complete details salary requirements. Box E-306, BROADCASTING.

Announcer-chief engineer to help build and work at new station in New Hampshire. Salary $110.00. Send tape and resume. Box E-326, BROADCASTING.

Wanted: Experienced studio engineer with first phone license. No announcing or maintenance experience required. Send resume, references to Al Davis, WHAM, 350 East Avenue, Rochester 4, N. Y.

Christian chief engineer first phone for missionary ministry—WEEC, Springfield, Ohio.

Immediate opening for chief engineer-salesman capable of management. Salary open. KUSH, Cushing, Oklahoma. Gordon R. Rockett.

Engineer. Some experience. Salary open. WVOS, Liberty, New York.

Help Wanted—(Cont'd)

Technical

Experienced chief engineer for adult music station. Excellent equipment. Transmitter one year old. Must be able to assume complete maintenance responsibilities. Announcing ability an asset, but not necessary. Send resume, references, tape and salary requirements to Manager, WRTA, Altoona, Pa.

Engineer with first phone license for 5 kw fulltime number one regional station. Send resume to D. E. Reifsteck, Chief Engineer, WIRL, 121 Northeast Jefferson, Peoria, Ill.

Production—Programming, Others

Newsman for local news gathering, writing, delivering. Experienced. Lovely resort area. Tape, resume, to WBRK, Pittsfield, Massachusetts.

Continuity writer . . . for Missouri daytimer. Send resume, references, photo, salary requirements to Box E-225, BROADCASTING.

Continuity writer . . . full time position with established etv stations. College graduate, radio-tv writing experience essential. Write Otto Schlaak, Manager, WMVS, Milwaukee 3, Wisconsin.

WDBC in Escanaba, Michigan has opening for qualified newsman: Must be experienced in gathering, delivering and editing local news. Your background will be checked. Excellent starting salary. Contact A. E. Dahl, General Manager.

Wanted—radio newscaster writer—good background in electronic journalism. Knowledge of issues, places, and people. Distinctive news style. Wanted for top New York city news station. Tapes, scripts, resume. Box E-276, BROADCASTING.

Major market production director-program director-chief announcer opening. Must have modern radio experience and be expert production man. Excellent opportunity for talented man in medium market or at secondary major market station to move into key position at established chain-operated, top-rated-major station. Rush detailed reply photo, and tape in confidence to Box E-346, BROADCASTING.

RADIO

Situations Wanted—Management

Versatile manager-sales manager for small to medium gulf coast or Florida station. 20 years experience as announcer, staff, sports and news, copywriter, pd and traffic, manager-sales manager. Agency experience to handle national business. Responsible man for absentee owner. Handle variety of jobs as manager. Best trade references. Modest salary with profit sharing arrangements preferred. Box E-15, BROADCASTING.

Veteran, versatile manager-sales manager for small to medium radio station. Gulf Coast, California, Florida only. 20 years experience as announcer staff, sports, news, copy writer, pd and traffic, management and sales. Originate and sell new programs. Agency experience to get and handle national business. Responsible man for absentee owner. Can handle variety jobs as manager and keep nub to minimum. Best references. Box E-293, BROADCASTING.

Attention midwest strong on manager, sales, play by play experience. Mature hard working family man. Box E-312, BROADCASTING.

Manager-sales manager—over 20 years solid hard earned experience from staff announcer to station manager. Desires small to medium western market. Radio sales and acceptable community image primary interest. Long hours no deterrent. Have understanding family. No Texas stations, please. Box E-323, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Desire first management assignment. Experienced: sales, news, music production. College, single, veteran. Box E-327, BROADCASTING.

Young (thirty eight) imaginative, hard working, well experienced country and western executive for station that needs top production, interesting programming, a plausible sales story, listener loyalty, sponsor praise, and profits. I get results. Over ten years experience in one of Americas' most competitive markets. Box E-339, BROADCASTING.

Manager or manger-salesman positions only. First class license, $175 weekly. Expert curbing expenses. Box E-98, BROADCASTING.

Manager-14 years experience. Familiar every phase. Top references. Available now. Write Box 7161, Orlando, Florida. Phone 423-9900.

Sales

Increased sales! Creative, ambitious radio salesman early thirties, married, desires position as sales manager or radio or tv sales. Presently in radio sales in major market previously in medium market. Excellent record. Box E-285, BROADCASTING.

Salesman with managerial experience. Fine record in advertising, radio and allied fields. In fact we probably have met. Want to live in Denver again. Leaving New York soon for interviews. Box E-260, BROADCASTING.

Announcers

Top notch personality dj with 1st phone, metro market experience. Box E-168, BROADCASTING.

Bright air personality, 3 years experience, married, authoritative news, no floater or prima donna. Box E-178, BROADCASTING.

Announcer/dj. 6 years experience wants northeast states only. New England, New York, etc. Good references. Box E-183, BROADCASTING.

Young announcer disc jockey. Tight board. Experienced will travel anywhere. Box E-270, BROADCASTING.

Young, versatile, and ambitious announcer, Commercial background and experience. College graduate. Managerial position for three years while in college. Four years college play by play in all sports. DJ and news. Can work any musical format. Ready to relocate in June. Excellent references. Would like to grow with a growing organization. Aggressive and real go getter. Will welcome any challenge. Box E-271, BROADCASTING.

Attention! All-nighters! DJ limited experience would like graveyard shift. Available after 15 June. Have tv experience-audio, booth announcing. Box E-274, BROADCASTING.

Want a bright new sound for your medium to major market station? Need a first phone? I presently have top ratings in market. Box E-279, BROADCASTING.

Young dj announcer, newsman. Looking for break. Fast tight board. Experienced. Prefer northern New Jersey. Box E-280, BROADCASTING.

12 year pro available now. Married. Morning or afternoon shot. Box E-281, BROADCASTING.

Former announcer desires to return to broadcasting. Don Wilson, News-Post, Frederick, Maryland.

Announcer/dj. 6 years experience wants northeast states only. New England, New York, etc. Good references. Box E-183, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Northeastern territory. Announcer, dj, experienced currently with medium market network affiliate, want relocation. Tight production. Single, veteran, tape, resume. Box E-299, BROADCASTING.

Sportscaster. Eleven years experience; baseball, football, basketball. First phone. Experienced all phases, including management. Box E-44, BROADCASTING.

May graduate Baylor University major radio-television and English. Year experience in sports and deejay work. Desire play by play deejay work. Willing to learn production. Box E-309, BROADCASTING.

Eliminate competition one of two ways. Blow up all of your competitors transmitters, (and go to jail) or acquire this morning man with tasteful humor (and get top ratings). Box E-311, BROADCASTING.

First phone announcer. Experienced in all phases. Looking for permanent position. References. Box E-313, BROADCASTING.

Mature B.S. degree Radio & TV commercial experience. Looking for a home. Live in southwest willing to move. Know all phases of broadcasting. Box E-315, BROADCASTING.

Creative announcer. Experienced, good voice, first phone, extensive musical knowledge employed family. Box E-316, BROADCASTING.

Experienced chief engineer-announcer, good references. $125, 40 hours. Box E-318, BROADCASTING.

Attention southeast midwest! 10 years experience, pd and play by play. Prefer sportsminded station demanding versatility, excellent character. Box E-322, BROADCASTING.

D.J. newscaster: Young, ambitious, pleasant personality. Seeking employment in New York metropolitan area. Available immediately. Box E-324, BROADCASTING.

Creative comic dj. Personality plus gimics galore. 6 years experience. Box E-325. BROADCASTING.

Experienced young country music d.j. with new 1st phone. Prefer midsouth. Draft exempt, slight handicap. Some maintenance. Box E-329, BROADCASTING.

Bright, tight, experienced personality. Crack newsman. Any format, anywhere, immediately. Box E-338, BROADCASTING.

Experienced staff announcer, all phases of radio broadcasting, seeks position within 300 radius mile of N.Y. Hard worker, mature, married, willing to relocate. Box E-340, BROADCASTING.

Crafty-subtle dj. Loquacious, pleasant humorous; half-decade experience. Will travel. Box 25, Radford, Virginia.

Top sportscaster, nine years experience, would like to locate in Pennsylvania or nearby. Excellent references. Box E-331, BROADCASTING.

Young experienced dj looking for permanent position in full time top 40 station. Prefer west or southwest. Tape and resume on request. Chuck Wolfe, 1015 20th Street, Greeley, Colorado.

Experienced first phone announcer available May 1st for top announcing job or p.d. slot. You name it, I can do it. Pierce Burgess, Meadowbrook Saddle Club, Chevy Chase 15, Maryland, JUniper 9-7652.

First phone, available immediately, no maintenance, cooperative, can type, good references. Tom Stanton, 9344 Nelan Drive, St. Louis 37, Missouri. UN 7-5491. Area code 314.

Announcer, combo-1st phone, 5 years tv, production and engineering experience. Preferrably east coast. $ open. Box E-343, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Experienced announcer with authoritative voice. Now working and desire permanent position metro market. All letters answered. Box E-244, BROADCASTING.

Don't read this—unless you are in need of a good experienced announcer (dj or staff) who, at times, this be worked with, rather than worked over. Am young, well-seasoned, married, veteran and college grad. Am presently employed, but looking for the step up with the right middle of the road operation. Tri state area preferred. but all acceptable applications will be considered. Please state salary. Box E-147, BROADCASTING.

Technical

Want experienced chief? Licensed since 1945, amateur am-fm-tv. Lab experience; car and tools. Desire permanency. Phone 609-393-1409 or write Box E-321, BROADCASTING.

Engineer wishes four to six months work. Experience in announcing, selling, bookkeeping, copy, etc. Waiting for Florida CP grant. Phone Now: Buckner (813) Midway 2-2858.

First phone combo: 250 to 50 kilowatt, sober, college graduate, 6 years electronics experience, 2 years in broadcasting, $100.00 minimum unless offer reflects future potential. Box E-277, BROADCASTING.

First phone, some experience age 18. Available immediately. Box E-283, BROADCASTING.

Licensed first phone age twenty-two. Ambitious familiar with several phases of broadcasting. Beginner seeking good opportunity. Box E-284, BROADCASTING.

Production—Programming, Others

Newsman. Currently employed top 10 market. Five years experience radio-tv all areas. Master's degree. Seek top 10 market challenging position with news-minded management. Prefer east coast. Will travel. Married. Box E-290, BROADCASTING.

News director. Top rated, award winning newscaster. Proven administrative ability top ten markets. Extensive national news connections, best references. Major markets only. Box E-297, BROADCASTING.

Attention: Radio stations/agencies. Production A-1 proven record. Programming, writer, hard worker, resonant voice. 13 years. Married. I want security! Box E-300, BROADCASTING.

Award winning newsman, experienced announcer, dj. Two years experience in all phases. Prefer south, southwest. Box E-301, BROADCASTING.

Wanted. College teaching position or position with quality station. I have experience and MA degree in broadcasting. Present employer best references. Box E-305, BROADCASTING.

Experienced copywriter, news, announcer—wants southeast market. Married. College. Box E-335, BROADCASTING.

Operations manager-announcer seeks advancement medium northeast or Florida good music station. College graduate, six years, family. Mature voice, versatile, dependable cooperative. Best references, resume, tape available. Box E-337, BROADCASTING.

Journalism graduate with 1st phone and newspaper experience just finished radio school. Family man. Wants work in west, or New York state. Write for resume and/or tape to Kirk Weeks, 615 North Bentonway, Los Angeles 26, California.

Situations Wanted—(Cont'd)

Production—Programming, Others

Program director seeking financial growth opportunity. In six months I have increased billings 55% at this major market good music station. Mature, able, aggressive specialist in adult programming. Formerly news editor for America's most respected chain. Can completely take charge of staff and programming. Now seeking permanent position with growth potential in good market. Box E-228, BROADCASTING.

Young lady, fifteen years of capable and proven experience in music programming for adult listening. Interested only in metropolitan market station. Box E-186, BROADCASTING.

Realistic public affairs-special events director. Prepared to take total responsibility for your public service commitment: A running tap on public service announcements, production of low budget effective public affairs shows and general community relations. Box E-211, BROADCASTING.

What station is looking for an inexperienced but capable newsman? Box E-273, BROADCASTING.

TELEVISION

Help Wanted—Announcers

Newsman wanted . . . community minded midwest VHF seeking experienced, educated newsman. Send picture, tape, salary requirements, first reply. Box E-333, BROADCASTING.

TV booth announcer, mature, authoritative, personable, tv experience not required. Top station in Iowa market. Send picture, tape, complete details, Manager, Box E-165, BROADCASTING.

We are seeking an experienced announcer, capable of handling both weather in detail and acting as a back-up man for our Farm Director. Must look and sound good. Write and tell us your story. Box E-217, BROADCASTING.

Immediate opening for experienced on-camera announcer strong on news, weather and commercial presentation. All replies will be acknowledged. All tapes will be returned. Send photo, background information, references, and audio tape to: Harry C. Barfield, WLEX-TV, Lexington, Kentucky.

Technical

Video maintenance supervisor, minimum 5 years in the industry, wanted for July opening. University in planning stage. Top conditions, Florida east coast. Box E-288, BROADCASTING.

Wanted chief engineer for new UHF station located in southeast. UHF experience desired. Salary commensurate with experience. Box E-319, BROADCASTING.

WINK-am-tv in Fort Myers, Florida, needs an experienced maintenance man for am, tv transmitter, tv studio, and microwave. (all in same building). WINK is a small station rapidly expanding in market and facilities. Fort Myers is a small residential town. If you are interested and have the experience we would like to hear from you. Contact Robert W. Caughey, Chief Engineer.

Latin American TV station needs chief engineer able take complete charge of planning, installation and maintenance. Knowledge Spanish essential. Box E-188, BROADCASTING.

Engineer. First phone. Salary commensurate with experience. Send qualifications, references, salary requirements and recent photograph to Mr. Strang, KKTV, Colorado Springs, Colorado.

Studio and transmitter technicans to build new facilities. Experience necessary. Please send resume to Lad Hlavaty, Chief Engineer, WQAD-TV, 1630 Fifth Avenue, Moline, Illinois.

Help Wanted—(Cont'd)

Technical

Wanted . . . tv transmitter engineer. Remote installation. Housing furnished, man and wife. Give experience and wages expected in letter. Write Box E-179, BROADCASTING.

Two technicians with 1st or 2nd class phone licenses to attend uhf translators in Chicago and Detroit retransmitting airborn tv instruction programs to city schools. Twenty hour weekly broadcast schedule offers unique opportunity for individuals desiring to further education in off-duty hours. Send qualifications, references, and salary requirements to Director of Engineering, MPATI, Inc., Memorial Center, Purdue University, Lafayette, Indiana.

TV and radio news. Five years experience all areas. Currently employed top 10 eastern market. Seek prestige, active station with news minded management in top 10. Graduate degree. Married. Car, will travel. Box E-286, BROADCASTING.

Production—Programming, Others

Southwest VHF needs newsman photographer experience in gathering and writing news. Box E-104, BROADCASTING.

Opportunity for alert newsman who can gather, write and voice news, Texas station. Box E-107, BROADCASTING.

Are you interested in joining a progressive tv station in the southwest? We need experienced people in the following areas: Art, photo, continuity, floor, film, directing, sales. No, we're not cleaning house, but we are developing a tight creative production unit. Forward complete resume to Box E-216, BROADCASTING.

Production man with directing ability. Will consider individual with complete tv training, but not yet experienced at commercial station. Grow with Indiana's second tv market. Send reume and photo to George Finkel, WFIE-TV, Evansville, Indiana.

News-production photographer wanted by major eastern vhf. Must be familiar with operation of 16 mm silent cameras and Auricon sof cameras. Also must be capable of handling all types of still cameras. Man should be able to process negative and positive stills and 16 mm positive film. The man we want can answer police calls and bring back the story on paper and on film and creatively film commercial or documentary with equal ease. If you meet these qualifications, send resume, picture and salary requirements to Box E-344, BROADCASTING.

TELEVISION

Situations Wanted—Announcers

Mature, versatile, employed television announcer. Nine years broadcasting. Married. Relocate. Box E-302, BROADCASTING.

15 year radio-television background. Strong commercials, news, weather, etc. Family man, 33, interested in more lucrative market. Box E-307, BROADCASTING.

TV weathercaster. Bright, mature weather and commercial announcer. Five years tv radio experience, single, video audio range 30. Presently employed. Minimum $175 weekly. References and video tape on request. All inquiries acknowledged. Box E-317, BROADCASTING.

Radio-television announcer, college grad. Married 6 years experience all phases. Prefer tv or combo. Tony Richards, 233 W. Howry, Leland, Florida. RE-4-3890.

Situations Wanted—(Cont'd)

Technical

Operations supervisor, 13 years experience tv planning, construction, maintenance, direction, desires responsible position. Presently employed. Excellent references. Box E-289, BROADCASTING.

Chief engineer or supervisor position desired. 14 years tv, 8 years as chief. All phases. Box E-310, BROADCASTING.

First phone engineer, experienced with camera (including color), switching, projection, etc. Presently employed as transmitter engineer. Married, seeks permanent position. Box E-94, BROADCASTING.

Presently TV chief. Good references. 10 years varied experience. Available May 20th. Box E-332, BROADCASTING.

Production—Programming, Others

Major market newsman. Some television, heavy radio. Harvard graduate, 32, family. Interested radio/television combination top markets only. Box B-286, BROADCASTING.

News director. Top rated major market newscaster. Extensive special events, editorial public affairs experience. Kines available. Box E-298, BROADCASTING.

Experienced director, can produce film and features—will relocate. College, married. Box E-334, BROADCASTING.

Director-announcer, 7 years experience wants position in midwest. Box E-296, BROADCASTING.

Experienced news director; seeks station leading or planning to lead competitive market. News in depth specialist; award winning techniques, top voice, references. Box E-176, BROADCASTING.

Northwestern University graduate (June, '63) with degree in radio-tv seeks permanent position sportscasting, directing or producing. Have working experience with major tv stations and have handled big ten play by play football and basketball. Sportscasting is my main interest. Young and ambitious. Excellent references. Box E-291, BROADCASTING.

News, I can find it, write it, and read it. Experience all phases television. Two years experience. Presently news director 5 kw radio. Want back in tv. Present employer best reference. Phone 618-242-4957. Write Richard Harris, 1807 B. Franklin, Mt. Vernon, Illinois.

Young intrepid news cameraman seeks employment at tv station with large news operation. Completely equiped si/sof, excellent photographer, good reporter/correspondent, many network credits, best local and network references Contact: Johann Rush, 2982 Angela Circle, Jackson, Mississippi. FL 4-1846.

WANTED TO BUY

Equipment

Remote two turn tabel with amplifer in good condition. Gus Czaplak, WJJL, Niagara Falls, N. Y.

Do you have a dimmer board that is now gathering dust, or non-productive? We need one so send the info on yours and maybe you can turn it into ready cash. Box E-218, BROADCASTING.

Wanted: 1600 feet RCA 3 1/8 inch. line; RCA 3-inch IO camera chain. Wm. C. Grove, General Manager, KFBC-TV, Cheyenne, Wyoming.

All equipment between the microphone and the 150 foot tower necessary to build a 250 watt station. Gates transmitter preferred. What do you have? Cash available. Box C-23, BROADCASTING.

One kw fm transmitter; fm antenna with power gain of 40; fm modualtion & freq. monitor; 200 foot am tower, forty pound wind load. WTJH, East Point, Georgia.

WANTED TO BUY—(Cont'd)

Equipment

Wanted RCA TT-5 high or low band television transmitter, also want a Federal low, high or UHF band television transmitter. Need channels 3, or 12 turnstile antenna. Box E-314, BROADCASTING.

Wanted: Complete UHF television station equipment. Looking for used gear in good condition. Let us know what you have. Cash! Box E-330, BROADCASTING.

3 RCA 44 BX microphones. Must be in excellent condition. Include prices in first answer to A. Tillery, Engineer, KOB Radio, P. O. Box 1351, Albuquerque, New Mexico.

Tower wanted. Approximately 450 foot self supporting. Bill Angle, Box 55, Greenville, North Carolina.

BUSINESS OPPORTUNITY

Unlimited funds available for radio **and television properties. We specialize in financing for the broadcasting industry. Write full details to Box 205A, BROADCASTING.**

Miscellaneous

Helicopters for lease, yearly, for traffic time newsphoto, promo. Very reasonable. Tax deductible. Box E-33, BROADCASTING.

30,000 Professional Comedy Lines! Topical **laugh service** featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

"Quick Quips" Jokes, one-liners, comedy, ad-libs for deejays. Also "Disc Hits," record info. $5.50. Del Mar Radio Features, P.O. Box 61, Corona Del Mar, California.

Religious patroitic broadcasters . . . 300,000 coverage, 1,000 watts, low frequency, 15 minutes. $4.50 discounting paid contracts. Agencies: Spots $1.50 Texas market. Box E-294, BROADCASTING.

For Sale

Equipment

Rust remote control system, model RI-108, series F, 10 positions, complete with manauals and accessories for two tower directional. Installed and tested but never used. Like brand new. Cost $1,550, will pack and ship. Best cash offer over $1,000 FOB WAZY, Lafayette, Indiana.

Federal 101-C field intensity meter. 3 loops, 530 to 7000 kc. Hardly used. Ori. cost $1,114. Sell for $450. Box E-229, BROADCASTING.

Xmission Line; Teflon insulated, 1⅝" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for $40.00. Quantity discounts. Stock list available. Sierra-Western Electric. 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

Am, fm, tv equipment including transmitters orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Magnemite model 610-SD professional field tape recorder, excellent condition. Spare tubes, tapes, battery and microphone included Postpaid $140.00 Box E-143, BROADCASTING.

Transmission line—13 lengths of 1-5/8 transmission line excellent shape $25.00 each. 2 lengths of 3-1/8 transmission line brand new $50.00 each. Will trade for GE BM-1-A fm frequency and modulation monitor. KSFR, 10 Claude Lane, San Francisco 8, California. YUkon 6-2825.

Used film cameras, slide projectors, monitors, power supplies, scopes, switchers, transmitter input equipment, color sync generator and many other items. Call or write R. Truscott, WITI-TV, Milwaukee, Wisconsin.

For Sale

Equipment

TV equipment, new, used, cameras, transmitter, control console, color scanner, etc. Write for list: Finch Electronics Division, Box 651, Falls Church, Virginia.

Truscon tower, 1050 feet high, guyed, galvanized, 40 lb. wind load, solid rounds, new 1955, painted international orange and white, weight including guys 484,000 lbs., complete including lights, sleet melting circuit, obstruction lights and automatic light controls. Now supporting channel 3 six bay RCA TF 6 AL antenna. May be inspected standing, 17 miles NW of Shreveport, La. Available September, 1963 on ground, sections numbered, stacked guys on reels, nuts and bolts in barrels, ready for shipment. Price $75,000. KTBS-TV, 312 E. Kings Highway, Shreveport, Louisiana. Telephone NO 868-3644.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. **Write for our free 40-page brochure. Grantham School of Electronics,** 1505 N. Western Ave., Hollywood 27, California.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Altanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago— Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1653 North Cherokee, Hollywood, California.

Announcing, programming, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Keegan Technical Institute, 207 Madison, Memphis, Tennessee.

FCC license in six weeks. Total cost $285. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. CA 7-0529.

Since 1946. Original course **for FCC first** phone operator license in six weeks. **Over 420 hours instruction and over 200 hours** guided discussion at school. **Reservations required. Enrolling now for class starting** April 24, July 10, October 9. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

INSTRUCTIONS—(Cont'd)

Special accelerated schedule. The Los Angeles Division of Grantham Schools is **now offering** the proven Grantham **first class license course in a special accelerated schedule. Taught by a top notch instructor, this class is** "success tested" **for the man who must get his first phone in a hurry. The next starting dates for this accelerated class are April 29, July 8, and September 9th. For free brochure, write: Dept. 3-B,** Grantham School of Electronics, 1505 N. Western Ave., Los Angeles 27, California.

Jobs waiting for first phone man. Six weeks gets you license in only school with operating 5 kw station. One price includes everything, even room and board. Can be financed. American Academy of Electronics, WLIQ, Sheraton Battle House, Mobile, Alabama.

San Francisco's Chris Borden School teaches you what you want: 1st phone and "modern" sound. Jobs a plenty. Free placement. Illustrated brochure. 259 Geary Street.

"Do you need a first phone? Train for and get your FCC first class license in just five (5) weeks with R.E.I. in beautiful Sarasota! Affiliated with modern commercial station. **Free** placement. Write: **Radio Engi**neering Institute of Florida, Commercial Court Building, P. O. Box 1058, Sarasota, Florida."

RADIO

Help Wanted—Management

GENERAL MANAGER NOW! Network Station, Major Market, Good Dial Position, Excellent Salary and Uulimited Opportunities.

(Send complete resume with photo to Box E-292 BROADCASTING. All replies held confidential.)

Sales

TOP SALES MANAGER FOR TOP STATION!

Metropolitan.....Good image
Good salary.....Good incentive

Don't apply unless you are proven—aggressive—hard selling salesman and Sales manager.

Box E-348, BROADCASTING

Announcers

SPORTSCASTER-WHAS, LOUISVILLE, is auditioning experienced sportscasters. Primary duties: preparation and presentation of daily radio and tv sports programs. Send resume, picture, tape and salary requirements to: Sports Director, WHAS, Louisville 2, Kentucky.

WANTED: ANNOUNCER
for Major East Coast Radio-TV station. Must be mature professional with excellent reputation who is experienced in both media. Send full resume, audio tape and VTR or kine to:
Box E-341, BROADCASTING

Help Wanted—(Cont'd)

VIRGINIA

Experienced, bright personality

Middle of the road music format. TV opportunity. Rush tape, photo, full resume and salary expectations.

WSVA-AM-FM-TV
Harrisonburg, Virginia

WLPM, needs an
annoucer with 1st phone license. No maintenance top flight operation. Best possible facilities. Modern fast paced big band format. If interested in joining stable modern well equipped radio station send tape and resume to:
E. D. Baydush
RADIO WLPM,
SUFFOLK, VIRGINIA

Production—Programming, Others

Radio News Director wanted for:
West Coast Major Market-50,000 Watts
To: Reorganize and direct news operation
Operate out of mobile unit
Voice all local news
Strawboss-three-man team.
Must have: Outstanding record in news digging and delivery, outstanding news voice. This is an early rise, late bed every day thing. It's work, work, work. Your past must be spotless. We'll pay top money, but drive you without mercy. Send recent tape, all details to:
Box E-205, BROADCASTING

SITUATIONS WANTED

Production—Programming, Others

P.D.—PERSONALITY
at one of nation's top modern stations. Available soon. College, family, young, stable, ratings! Best references include present employer.
Box E-349, BROADCASTING

READY
You can't have them all—all the time but you can have most of the listeners most of the time in major eastern market p.d. with get-em ability.
Box E-350, BROADCASTING

TELEVISION

Help Wanted—Sales

TV SALES HELP WANTED

Here is an outstanding opportunity to get in on the ground floor of the powerful new trend to UHF. You'll get them chance to make good money in one of the top 15 markets in the country. We have a rapidly rising station and you can rise with it! The job offers the challenge of a UHF station in a predominantly TV market but you will find us with a 10 year jump in set conversion. This is a hard, hard sell but extremely rewarding for the man who can see the great future. We need experienced, hard and dedicated worker who we can promise will learn more about basic TV operation in a single year with us than in 5 years with another station. Send resume and photo.

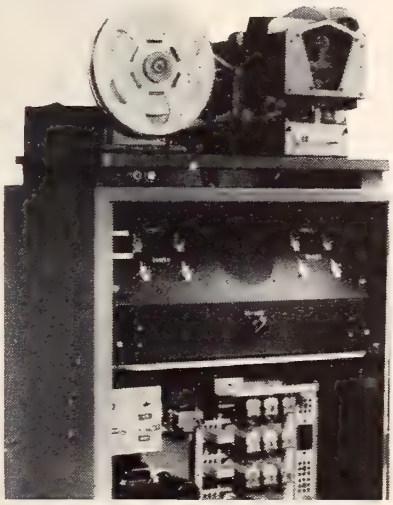
Box E-345, BROADCASTING

Employment Service

"AMBITIOUS?"
ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U. S. MARKETS
MIDWEST SATURATION
Write for application NOW
BROADCAST EMPLOYMENT SERVICE
4825 10th Ave. So.
Minneapolis 17, Minn.

BUSINESS OPPORTUNITY

RATING SYSTEMS BREAKTHROUGH



TELEGLOBE SCANNER
New, Unique Teleglobe Development for Automated, True Measurement of Audience Reaction To TV Programs, Commercials, Products, etc.

EXCLUSIVE LICENSE AVAILABLE
to Substantial Organization
Call EL 5-0010
Teleglobe Pay-TV Systems, Inc.
400 Madison Avenue, N. Y. 17

For Sale

Stations

FORCED LEGAL SALE
SOUTHEAST'S MOST FABULOUS METRO GROWTH MARKET OF 200,000
Country—Western Dream

About once in 15 years an opportunity like this presents itself.

For authentic legal reasons—after 10 years of highly successful operation—this fine fulltime 5 KW Day, 1 KW Night facility must be sold.

Only one station in this market has changed hands in over 15 years. Excluding Florida, this is the most solid growth area in the Southeast—not just population, but retail sales, construction, bank deposits, etc.

All equipment, buildings, in excellent condition. Transmitter site is only small part of valuable industrial tract owned by company.

Country-Western Market wide open—begging—⅓ all record sales this type.

Only substantial principals with considerable cash resources need inquire to owner.

Box E-151, BROADCASTING

DAYTIME RADIO STATION,
upper Midwest metro market over 100,000. $12,000 down, terms. Qualified principals.
Box E-304, BROADCASTING

Due to Illness must sell
Midwest 5 kw Regional
$135,000 cash
Land & Building—Excellent potential
Box E-336, BROADCASTING

For Sale—(Cont'd)

Stations

STATIONS FOR SALE

MIDWEST. Daytime. Exclusive to market of 17,000. Billing averages $4,300 to $4,500 monthly. Priced at $75,000 with $22,000 down.

SOUTHWEST. Daytime. Exclusive to market of 15,000. Billing $5,000 a month. Absentee owner. Priced at $110,000 with 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

Tenn.	single	daytimer	48M	terms
N.Y.	small	daytimer	125M	36M
S.E.	small	fulltime	33M	10M
Fla.	medium	power	150M	30%
S.E.	metro	daytimer	65M	37M
Mass.	metro	daytimer	185M	29%
Pa.	metro	daytimer	120M	terms
N.E.	metro	daytimer	195M	50M

And others

CHAPMAN COMPANY
2045 Peachtree Rd. N.E., Atlanta 9, Ga.

To buy or sell Radio and/or TV properties contact.
PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 17, TEXAS

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946
Negotiations Management
Appraisals Financing
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

MISCELLANEOUS

NEED MORE BILLING?

• • • • •

Confidential

Advertising agency has account to test proven product in any market which can produce high frequency/low rate card.

CAN YOU OFFER LOW RATES?

YES	NO	
—	—	50,000 Watts Day? Night?
—	—	Have spots for $4.00 (Hours?)
_____		Type format (R & R, C/W, Rel., GM/News)
		Please check appropriate lines and return to sender.

We have 3 large budgets, will make "Buy" before May 1, 1963, so RUSH REPLY NOW!

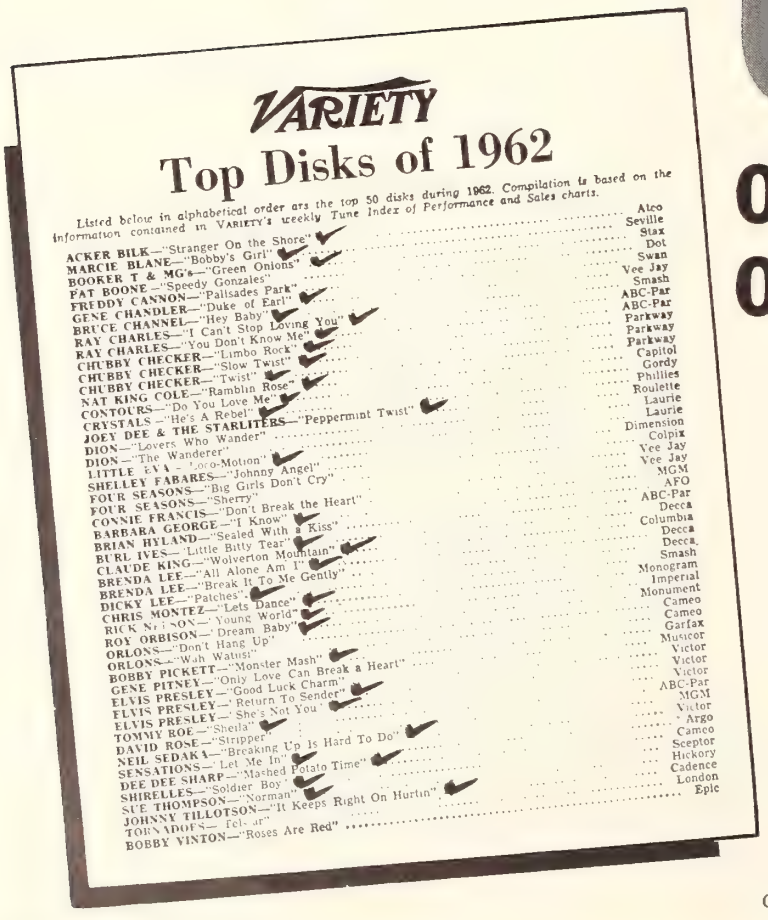
WRITE: R/A Advertising, 4670 33rd Street, San Diego.

BMI

LICENSED FOR PERFORMANCE

66%

OF THE "TOP DISKS OF 1962"*



VARIETY

Top Disks of 1962

Listed below in alphabetical order are the top 50 disks during 1962. Compilation is based on the information contained in VARIETY's weekly Tune Index of Performance and Sales charts.

ACKER BILK—"Stranger On the Shore"	Atco
MARCIE BLANE—"Bobby's Girl"	Seville
BOOKER T & MG's—"Green Onions"	Stax
PAT BOONE—"Speedy Gonzales"	Dot
FREDDY CANNON—"Palisades Park"	Swan
GENE CHANDLER—"Duke of Earl"	Vee Jay
BRUCE CHANNEL—"Hey Baby"	Smash
RAY CHARLES—"I Can't Stop Loving You"	ABC-Par
RAY CHARLES—"You Don't Know Me"	ABC-Par
RAY CHARLES—"Limbo Rock"	Parkway
CHUBBY CHECKER—"Slow Twist"	Parkway
CHUBBY CHECKER—"Twist"	Parkway
CHUBBY CHECKER—"Ramblin Rose"	Capitol
NAT KING COLE—"Do You Love Me"	Gordy
CONTOURS—"He's A Rebel"	Phillies
CRYSTALS—"Peppermint Twist"	Roulette
JOEY DEE & THE STARLITERS—	Laurie
DION—"Lovers Who Wander"	Laurie
DION—"The Wanderer"	Dimension
LITTLE EVA—"Loco-Motion"	Colpix
SHELLEY FABARES—"Johnny Angel"	Vee Jay
FOUR SEASONS—"Big Girls Don't Cry"	Vee Jay
FOUR SEASONS—"Sherry"	MGM
CONNIE FRANCIS—"Don't Break the Heart"	AFO
BARBARA GEORGE—"I Know"	ABC-Par
BRIAN HYLAND—"Sealed With a Kiss"	Decca
BURL IVES—"Little Bitty Tear"	Columbia
CLAUDE KING—"Wolverton Mountain"	Decca
BRENDA LEE—"All Alone Am I"	Decca
BRENDA LEE—"Break It To Me Gently"	Smash
DICKY LEE—"Patches"	Monogram
CHRIS MONTEZ—"Lets Dance"	Imperial
RICK NELSON—"Young World"	Monument
ROY ORBISON—"Dream Baby"	Cameo
ORLONS—"Don't Hang Up"	Cameo
ORLONS—"Wah Watusi"	Garfax
BOBBY PICKETT—"Monster Mash"	Musicor
GENE PITNEY—"Only Love Can Break a Heart"	Victor
ELVIS PRESLEY—"Good Luck Charm"	Victor
ELVIS PRESLEY—"Return To Sender"	Victor
ELVIS PRESLEY—"She's Not You"	ABC-Par
TOMMY ROE—"Sheila"	MGM
DAVID ROSE—"Stripper"	Victor
NEIL SEDAKA—"Breaking Up Is Hard To Do"	Argo
SENSATIONS—"Let Me In"	Cameo
DEE DEE SHARP—"Mashed Potato Time"	Sceptor
SHIRELLES—"Soldier Boy"	Hickory
SUE THOMPSON—"Norman"	Cadence
JOHNNY TILLOTSON—"It Keeps Right On Hurtin'"	London
TORNADOES—"Telstar"	Epic
BOBBY VINTON—"Roses Are Red"	

* *As listed in* VARIETY, *January 16, 1963*

BMI

* **BROADCAST MUSIC, INC.**

589 FIFTH AVENUE,
NEW YORK 17, N.Y.

CHICAGO • LOS ANGELES • NASHVILLE • TORONTO • MONTREAL

OUR RESPECTS to Hathaway Watson

He started at the top of the broadcast ladder

Hathaway Watson might be considered an anomaly in the broadcasting field. He didn't "work his way up the ladder," as many have in this comparatively young industry. He started virtually at the top rung four short years ago. Today, he is president of RKO General Broadcasting.

It would be inaccurate to deduce, however, that Mr. Watson is a "whiz kid" (he is 46). His status and progress at RKO General are indications, perhaps, that broadcasting is maturing and realizes, as have the old-line businesses, that an "outsider" of broad experience can make important contributions to an enterprise.

While his contemporaries were acquiring background in radio-tv sales, programing and operations, Mr. Watson was accumulating and sharpening administrative skills, initially with the U. S. government and later with the management consultant firm of Booz, Allen & Hamilton. His primary objective when he joined RKO General as vice president in charge of broadcast operations in 1959 was to improve the efficiency of the complement of stations owned by the company and, consequently, to increase their profitability.

Overall Responsibility ▪ Obviously, Mr. Watson has accomplished his mission. Last December when RKO General Broadcasting was established as a newly created subsidiary of RKO General Inc., he was elected president. In this capacity, he has overall responsibility for WOR-AM-FM-TV New York; KHJ-AM-FM-TV Los Angeles; WNAC-AM-TV and WRKO (FM) Boston and the Yankee Network; CKLW-AM-TV Windsor-Detroit; WHBQ-AM-TV Memphis; KFRC-AM-FM San Francisco; WGMS-AM-FM Washington; the RKO General National Sales Division (station representation) and the Eastern Broadcasting Corp., Boston, a background music firm.

Mr. Watson is a tall, well-built man who exudes an air of quiet assurance. He is an even-tempered, low-keyed individual but, associates point out, he can be firm and outspoken when the occasion demands ("he has opinions but is not opinionated," one close coworker observed).

Mr. Watson's management skill is said to be pre-eminent in two areas particularly—personnel relations and profitability. He is praised by his colleagues for his knack in handling people and "getting the most out of them," whether they be highly-placed executives or lowly clerks. He is highly regarded for his ability to relate sales to expenses and produce a profit.

Though Mr. Watson is too modest to claim all or even a portion of the credit for the financial success of his operation, a recent six-month report on RKO General Inc. shows that for the first half of fiscal 1963, consolidated sales of the broadcast division were up 17% over the 1962 period and net profits after taxes for the 1963 period had increased by 30% over the first six months of the 1962 fiscal year (BROADCASTING, April 8). RKO General Broadcasting accounts for approximately 75% of the overall sales of RKO General Inc.

Hathaway Watson was born in Chicago on June 26, 1916, but was educated mostly in the East, initially at St. Mark's School in Southboro, Mass., and later at Harvard College and the Harvard Business School. His undergraduate degree in 1938 was in economics; his graduate work, in accounting.

World War II in D. C. ▪ Out of the Harvard Business School in 1941, Mr. Watson headed for Washington for an initial five-year tenure in various government posts associated with mobilization and the war effort. He served during 1941-46 with the War Production Board, and Lend-Lease Administration, the State Department and the U. S. Mission to the United Nations.

From 1943-1946, he served under Edward Stettinius, one-time secretary of state. In 1946 Mr. Watson joined Mr. Stettinius in various private international business enterprises.

In 1948 Mr. Watson returned to government service as a member of the staff of the National Security Resources Board and remained there until 1951 when he joined Booz, Allen & Hamilton in Washington. In 1955, he was made a partner of the firm.



Mr. Watson
General policymaker

In 1957 Booz, Allen & Hamilton was retained by Thomas F. O'Neil, chairman of RKO General, to undertake a study of RKO Pictures. Mr. Watson was selected to conduct the survey which was designed to reduce costs and improve the efficiency of the motion picture company. The project continued into 1958. Mr. O'Neil then asked Mr. Watson to analyze the company's broadcasting activities.

Mr. Watson recalls today that this introduction to broadcasting whetted his desire to become a part of the communications field. He resigned from Booz, Allen & Hamilton in December 1958 and on March 1, 1959, joined RKO General as vice president in charge of broadcast operations.

Radio-TV Vitality ▪ "I might have gone into older-established, more conservative businesses," Mr. Watson confides. "But I decided on broadcasting, I believe, because of its vitality.

"I like the pace, the creativity involved, the variety of situations and problems that arise, the challenge of programing for masses of people."

Mr. Watson's role is that of the general policymaker, who sets up broad objectives for each unit under his direction. With some guidance and control from headquarters, he says, the executives of the various stations and organizations belonging to RKO General Broadcasting are given latitude in interpreting policy and objectives.

His associates say that under Mr. Watson's direction, the caliber of management in the broadcast operation has been improved; a degree of integration has been achieved with exchange of information among stations speeded up, and a deeper awareness between sales and costs has been developed.

"I know that our managers, on both the sales and programing levels, pay closer attention today to the relationship between sales and costs," Mr. Watson points out. "Even our programing people are sales conscious and think in terms of profitability."

Mr. Watson was married in 1941 to the former Frances Renshaw Maguire of Pensacola, Fla. They have one son, Hathaway Jr. The Watsons reside in Greenwich, Conn.

Mr. Watson belongs to the Racquet and Tennis Club in New York and the Chevy Chase Country Club in Washington. He taught himself to play five musical instruments but confesses that the piano "is the only one that I've stayed with and can still handle."

Harris: a tribute

A FEW years ago mere mention of Representative Oren Harris (D-Ark.) struck fear in the hearts of broadcasters. As chairman of the House Commerce Committee and its Legislative Oversight Subcommittee in 1958-60 his record of accomplishments covered such screaming headliners as Sherman Adams, Bernard Goldfine, quiz-rigging, payola and the *ex parte* broadcast license cases.

Today Mr. Harris no longer causes broadcasters to cringe. It isn't that he's gone soft. Far from it. He is still the resourceful and tenacious inquisitor. Proof of this may be found in the recently concluded hearing on ratings before his committee. Some of his ideas certainly do not coincide with those of the majority of broadcasters or with our own.

Mr. Harris, by virtue of his closer scrutiny of broadcasters, has found that most of them are not malevolent or instinctive dollar-grabbers. He has emerged as a strong advocate of free enterprise broadcasting. He has taken after the FCC because of its license renewal and letter-writing onslaughts and has manifested interest otherwise to the degree that he is now regarded as the best informed man in Congress on broadcast matters.

This week in New York, Chairman Harris will receive a plaque from Broadcast Pioneers in recognition of his contributions to broadcasting. He is deserving of this tribute for the efficient and effective way in which he has acquitted himself in assuming leadership in communications legislation. It could have been worse if he hadn't been around.

Just a little bit commercial

SINCE it was first conceived, educational television has been a noble goal. Who is to argue against the reservation of facilities to instruct, to challenge, to elevate taste and expand the capacity of understanding?

The nobility of purpose has, however, run up against the practicality of achievement. To build or buy an educational station is as costly as the acquisition of a station for commercial use. Those who work for educational stations must eat, have lodging, marry, produce children, wear clothes and abide in a society that imposes no fewer demands upon them than upon their fellows who work for a commercial system that commands as much as $10,000 in advertising revenue from a single hour of a single station's time. Who is to pick up the tab for educational television? The difficulty of answering that question is now being illustrated at the biggest educational station of them all —WNDT (TV) New York.

No other educational station cost as much in capital outlay and is costing as much in operating expense. WNDT was bought for $6.2 million (the facility had been a commercial outlet, WNTA-TV) a year ago. Its budget had been pegged at nearly $3 million a year, although as an emergency measure the budget for the next fiscal year has been reduced to $2.7 million. Right now the station is in financial trouble. It still owes $1.8 million on its original purchase price, and it is $350,000 behind in its obligations for its fiscal year that ends two months from now.

To a considerable extent WNDT has been made possible by the contributions of owners of commercial television stations in New York. Together these owners have chipped in $1,562,000 toward the purchase and operation of WNDT, and it tarnishes their social consciousness only slightly if at all to point out that the elimination of the seventh station from commercial use enlarged the slices of the advertising pie that would accrue to the surviving stations.

The rest of WNDT's support has come from foundations and public contributions. All told, these sources of income have proved inadequate. A desperate search for other sources is now being made. We must hope it will not lead to ends that we have feared since the FCC first made reservations for educational channels with the stipulation that they refrain from taking advertising revenue.

On educational stations in many parts of the country commercial enterprises are already furnishing programs in exchange for credit lines. The advertising values to be gained from that kind of sponsor identification are questionable. But it is only a short step from a simple credit line to a short commercial in the literal meaning of the word. The evolution could occur almost imperceptibly: from "this program came to you through the courtesy of the Jones bank" to "this program came to you through the courtesy of the friendly Jones bank at First and Elm with drive-in services for your convenience." Add a little production, and it becomes a spot worthy of presentation at regular rates on a commercial station.

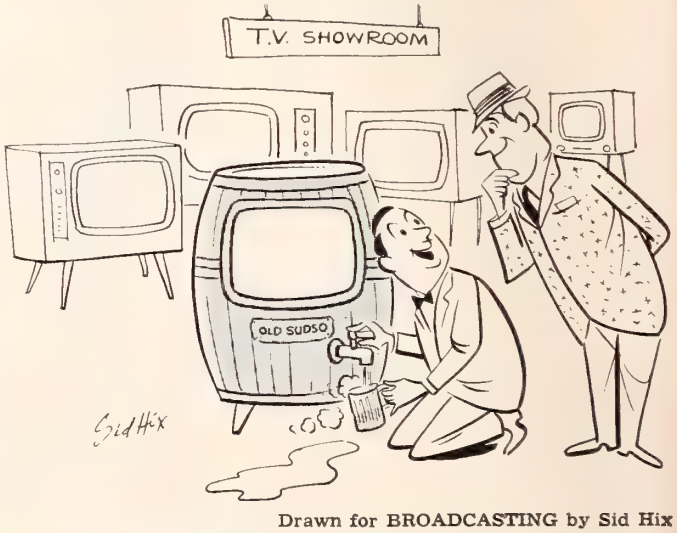
The donation of free programs is at least as valuable to an educational station as the donation of money. As the audience of educational stations is enlarged advertisers will inevitably be attracted to the possibilities of providing shows in exchange for commercial credit. We doubt that they will be rebuffed by the hard-pressed educators—despite the prohibition against advertising in the stations' charters.

Moore the merrier

TOM MOORE's elevation to the presidency of ABC-TV obviously means that he has proved to top management that he is the man for the title, as well as for the job. He has had the latter, without the former, as vice president in charge since Oliver Treyz left the presidency 13 months ago.

Tom Moore is both a programing and a sales man, having served ABC-TV as vice president in charge of both of these wheel-horse departments. Under his program vice presidency some of ABC-TV's most successful seasons have been confected. So, too, it must be added, was the current schedule, which by comparison has been disappointing.

The 1963-64 schedule, however, will be the first composed and orchestrated entirely under his direction as the network's operating head. Here the plans encompass innovations, experimentation and an overall air of freshness that have excited advertising agencies as well as the ABC-TV affiliates. Their congratulations on his imaginative planning may now be extended to include his promotion to the presidency—a formality, perhaps, but clearly earned.



Drawn for BROADCASTING by Sid Hix

"It's our new model for summer baseball viewing!"

a twin anniversary of successful service to the Twin Cities . . .

KSTP RADIO 35 YEARS

KSTP TELEVISION 15 YEARS

GOLD SEAL STATIONS

HB

INC.

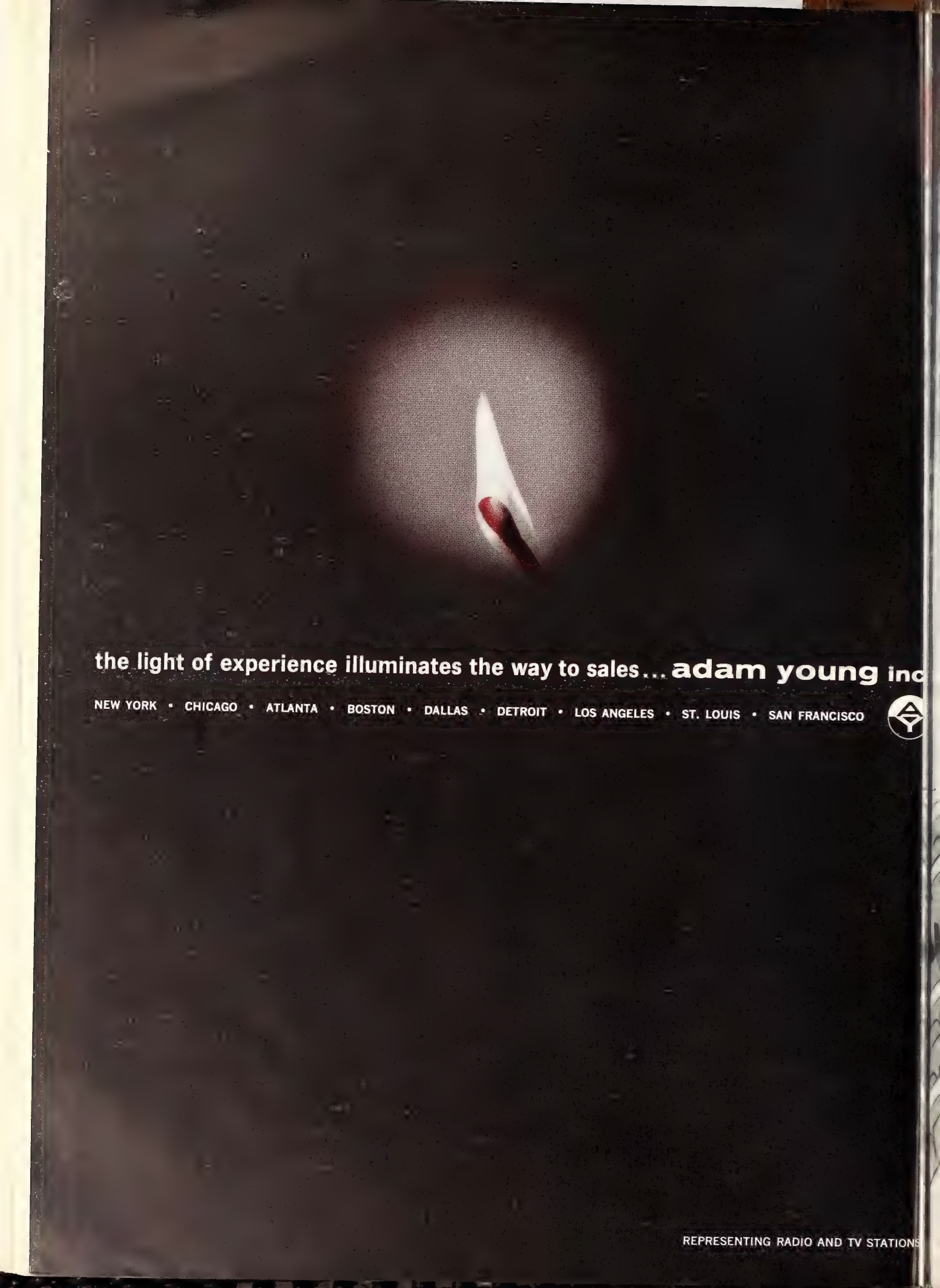
HUBBARD BROADCASTING, INC.

Represented by

Edward Petry & Co., Inc.

The Original Station Representative

MINNEAPOLIS · ST. PAUL, MINNESOTA


the light of experience illuminates the way to sales... adam young inc
NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • ST. LOUIS • SAN FRANCISCO
REPRESENTING RADIO AND TV STATIONS

35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

APRIL 29, 1963

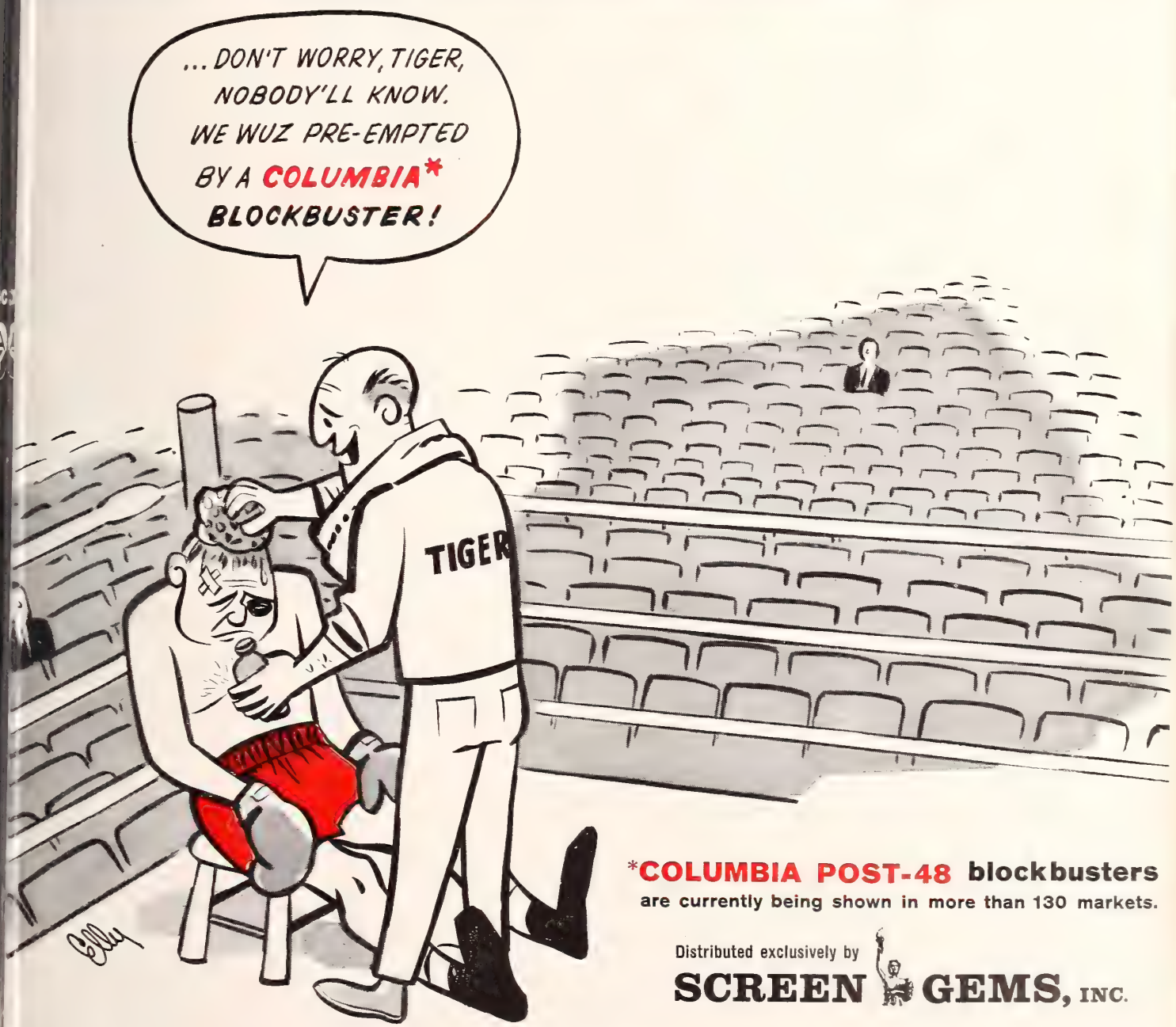
Harper has doubts that ratings situation is really a crisis 23

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*COLUMBIA POST-48 blockbusters are currently being shown in more than 130 markets.

Distributed exclusively by

SCREEN GEMS, INC.


HOUSTON AT NIGHT
The unique challenge of Houston, super-city of tomorrow, is being met with the right combination of service and show-manship by The Television Station of Tomorrow.
Houston At Night Watches KTRK-TV!
Channel 13

still see what's growing on KTVI



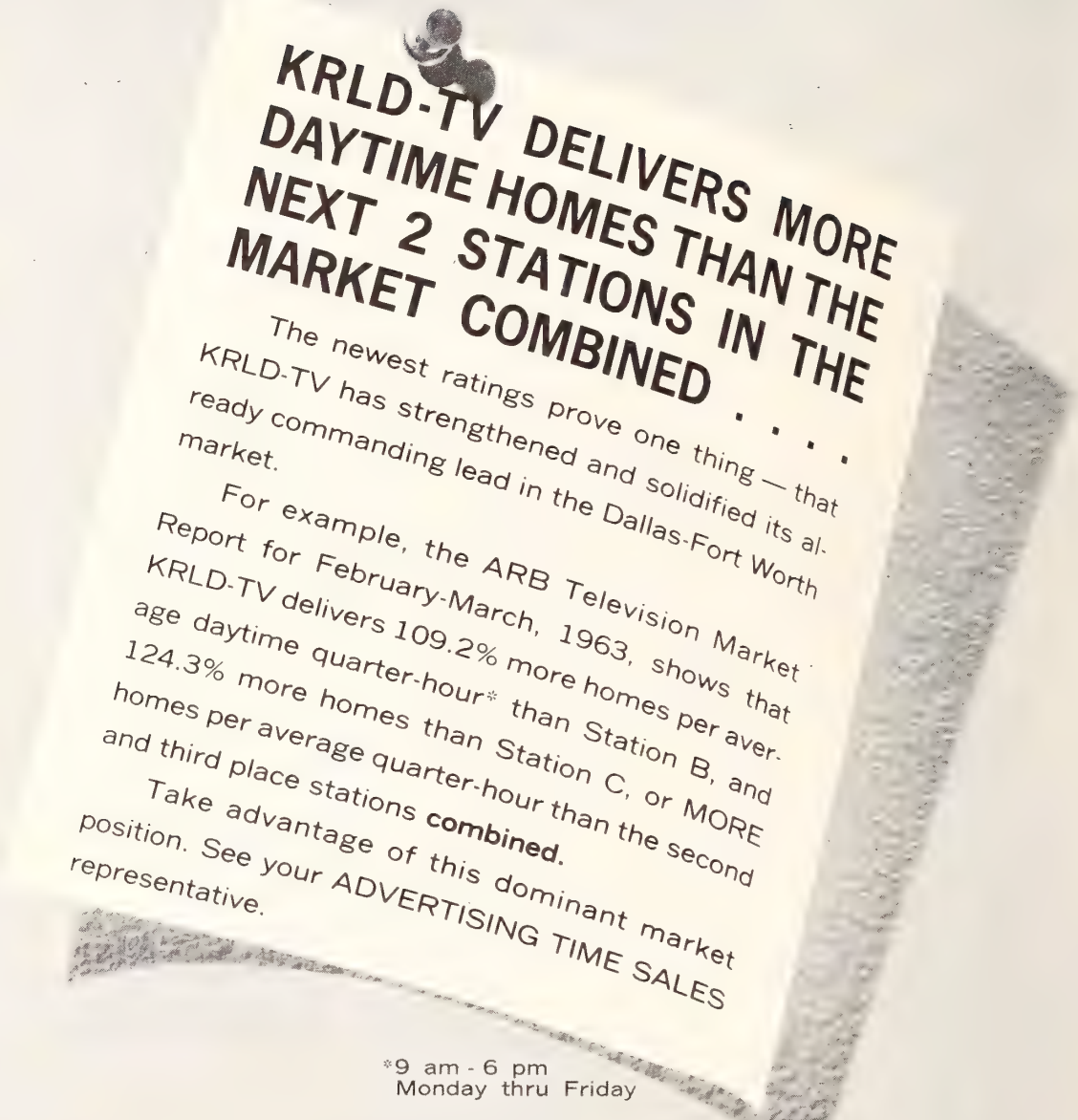
THE STEVE ALLEN SHOW has taken an even bigger bite out of the late-evening audience in St. Louis. Last month, when KTVI reported a 30% across-the-board increase in ARB Metro share,* the late-evening period was up 13%. Now the February-March document shows **another increase** of 23% in KTVI's Metro share from 10 til midnight—thanks largely to the efforts of Mr. Allen. Obviously, Steve Allen reflects a healthful trend, not just a temporary spurt. Now is a key time for you to take a fresh look at late-evening programming in St. Louis: see what's still growing on KTVI.

* *Based on comparison of November and January documents*

KTVI

abc 2 ST. LOUIS

HR Television, Inc.



KRLD-TV

represented nationally by
Advertising Time Sales, Inc.

ATS

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

CLOSED CIRCUIT

Everybody's in the act

Chances for unified action on ratings by various broadcaster groups looked good for a while last week, and then things came unglued. Stage seemed set for National Association of Broadcasters to become focal point for all broadcaster action. Radio Advertising Bureau, which has been pushing for radio-only solution to ratings problem, was working out accommodation with Donald McGannon of Westinghouse Broadcasting, chairman of NAB research committee. Television Bureau of Advertising, which had been proceeding with own plans, at first decided to hold up action until after NAB research committee meeting in Washington today (April 29). On Friday TvB reversed its field, came out with proposal that would reduce NAB's role to parity with TvB's and RAB's and bring in associations of advertisers and agencies (story page 9).

If TvB succeeds in its plan to create special ratings committee comprising presidents of TvB, RAB, NAB, American Association of Advertising Agencies and Association of National Advertisers, it may put crimp in plans of LeRoy Collins, NAB president, to represent industry at further hearings before House ratings subcommittee. Governor Collins has told subcommittee he would be ready in next few weeks to submit broadcasting's solution to ratings problem.

The price of petitions

Schedule of fees that broadcasters and others will have to pay when filing applications with FCC is expected to be published this week. Order will provide for fees of up to $100 for TV applications and $50 for AM and FM. Delay in final action on fee schedule —commission directed staff month ago to prepare final order—results from dissatisfaction of Safety and Special Services Bureau with fees proposed for applicants in its field. Bureau felt they were too high and would result in subsidizaton of Broadcast Bureau activities. Consequently, staff has had to scale down fees to be charged Safety and Special Services applicants.

Ranges for ratings?

One suggestion now being advanced to clarify meaning and use of broadcast ratings is that rating services publish their findings in terms of probability ranges instead of definite ratings. Example, as calculated by one leading station representative: Show that is now given 132,500 total homes and metro rating of 25 in certain market would be reported as delivering range of homes between low of 107,100 and high of 157,900 and rating ranging between 19 and 31. If similar treatment were given all shows on all stations, it's argued, rating services would be under pressure to enlarge samples and thus reduce probability spread, and timebuyers who now take ratings as gospel would realize their real significance.

Some researchers oppose notion of publishing probability range. Their arguments: Mathematical formula for computing range is based on perfect probability sample and perfect return —neither likely to be realized—and if those conditions aren't precisely met, no one can calculate lows and highs of probable error.

Magnetic wire

Trend toward broadcast ownership of community antenna television systems will get added push this week when WGN Inc. acquires Midwest CATV installation as first of what it expects will be string of systems. Company owns WGN-AM-TV Chicago, WPIX (TV) New York, KDAL-AM-TV Duluth, Minn.-Superior, Wis., is associated with *Chicago Tribune* and *New York Daily News.*

McGannon and Minow

Donald McGannon, president of Westinghouse Broadcasting Co., could have had appointment to FCC chairmanship if he had wanted it. It was learned authoritatively that 42-year-old broadcaster had been offered position to succeed Newton N. Minow but refused with regret because of conflict of interest statutes that would have required him to divest himself of stock in Westinghouse Corp. Mr. McGannon, at American Association of Advertising Agencies convention at White Sulphur Springs last week, was noncommittal on report.

They're off

FCC's proposed new rule to restrict horse race broadcasts (BROADCASTING, April 15) is provoking opposition, not only from race track owners but from broadcasters. Contention is that proposed rule change, although designed to curb broadcasts of information that might aid illegal gambling, actually would prevent tracks from advertising and discriminate against radio and TV stations by depriving them of revenue. Newspapers and other media are free to accept track advertising.

Comments on proposed rule, announced April 11, are due May 18. FCC said that broadcasts of information would be prohibited even though there is no indication that it is being used in connection with particular illegal activities. Drawing fire was FCC's observation that horse race information program can neither be preceded nor followed by another such program "within a two week period." This, it's pointed out, would preclude daily scheduled sports program sponsorships by track owners. Number of complaints, it's learned, have gone direct to members of Congress in both House and Senate.

Old shows, new network

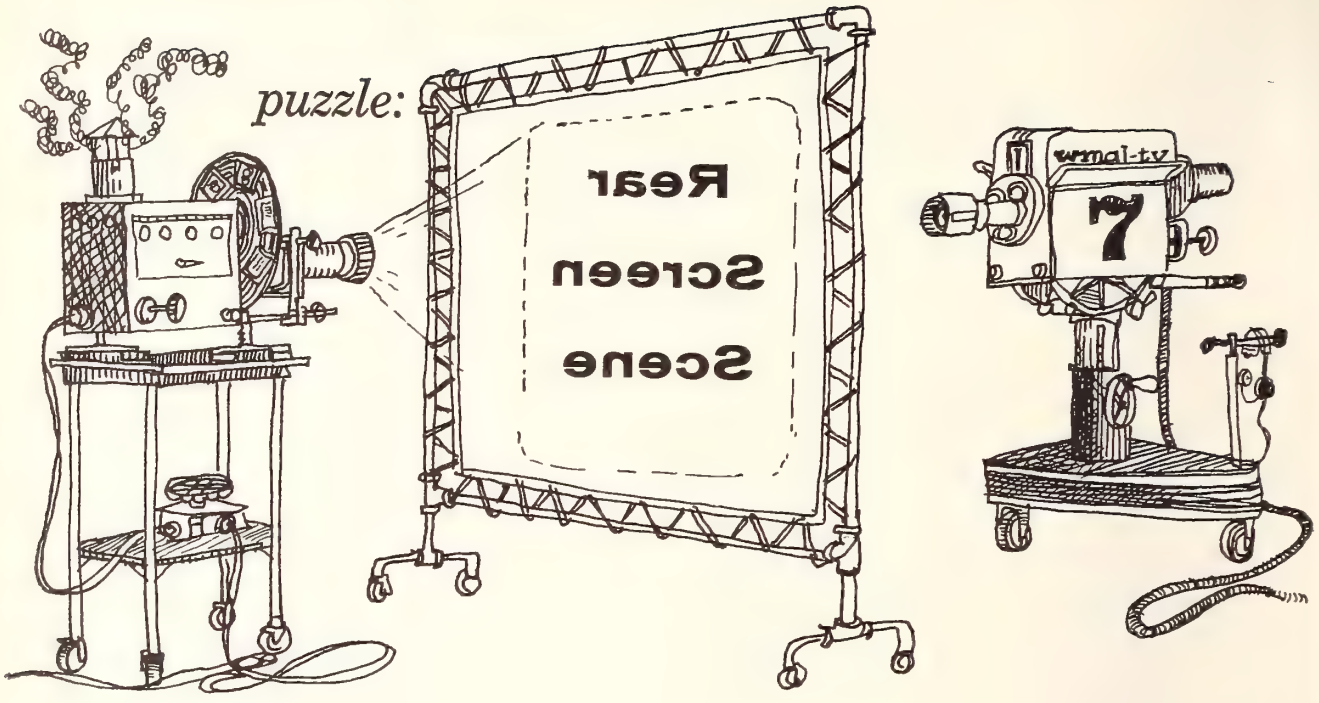
In unusual switch in conventional practices in sponsorship of repeat showings of TV programs, Procter & Gamble has picked up tab for two full-hour specials dealing with Hollywood (produced by David Wolper). Shows will be seen Aug. 7 at 10-11 p.m., and Sept. 3 at 10-11 p.m. Switch: both specials were seen in current season on NBC-TV, but during repeat run in summer they'll get exposure on CBS-TV. Benton and Bowles, New York, is P&G's agency on shows.

Part of the deal

Hoyt B. Wooten is example of how to get out of broadcasting business and remain in it. Last week FCC approved sale of WREC-AM-TV Memphis, which he had founded, to Cowles Magazines & Broadcasting for $8 million cash (story page 54). On May 2, at annual meeting of Cowles Magazines & Broadcasting, he will be elected member of parent company board and chairman of board of Cowles Broadcasting Service Inc., corporation established to take over properties. Charles Brakefield, Wooten son-in-law, becomes vice president and general manager of Cowles Broadcasting, with second son-in-law, Jack Michael, vice president and program director. Luther L. Hill, who heads Cowles radio and television operations, is president of Cowles Broadcasting Service.

Although FCC announcement indicated unanimous vote (with Commissioner Ford absent) discussion preceding approval centered around staff recommendation that in view of multiple ownership-newspaper ownership aspect, transfer be designated for hearing. Commissioner Bartley, who consistently favors hearing in all multiple ownership transfers, and neophyte Commissioner Cox indicated support for hearing, but their views did not show up in final action which on record is unanimous.

Published every Monday, 53rd issue (Yearbook Number) published in November, by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C., and additional offices.



"These contracts don't add up," reported one of WMAL-TV's bookkeepers to Bob Livingston, local Sales Manager. "What's wrong?" asked Bob, ever alert. "The salesman (we have three: Jules Huber, Jim Ford, George Griesbauer—all good men. Take your pick.) left out the rear screen projection fee on each program. One contract covers 64 programs and the other 20 programs, but if I deduct five programs from the first schedule and bill the client for an additional $40 and knock two programs off the second schedule and send that client a refund of $40, it'll come out all right." "Sounds OK to me," said Bob, "but how much do the programs cost* and what's the rear screen projection charge on each?"

Tell him. Reward will follow.

**Rates are fictitious. Fact is that you can discover daytime on WMAL-TV at most attractive rates via* Ed Allen Exercise Time, Girl Talk, Woman's World *and* Bachelor Father, *our well-watched daytime programing designed to reach the gals who do the buying. Check Harrington, Righter & Parsons, Inc. for details and availabilities.*

Puzzle adaptation courtesy Dover Publications, New York 14, N. Y.
Address answers to: Puzzle #79, WMAL-TV, Washington 8, D. C.

wmal-tv abc

Evening Star Broadcasting Company
WASHINGTON, D. C.
Represented by: HARRINGTON, RIGHTER & PARSONS, Inc.
Affiliated with WMAL and WMAL-FM, Washington, D. C.; WSVA-TV and WSVA, Harrisonburg, Va.

WEEK IN BRIEF

Marion Harper doubts there is a crisis in the ratings "mess," is dubious that advertising agencies will participate in corrective measures. Expresses attitude at AAAA meeting in White Sulphur Springs. See . . .

HARPER SEES NO CRISIS . . . 23

Harris doesn't go along with Minow's suggestion that all broadcasters be required to become members of NAB. He warns that broadcasters must continue to walk tightrope to avoid government intervention. See . . .

REP. HARRIS VOTES NAY . . . 50

Petersmeyer calls on agencies to tell broadcasters what information they want to feed their computers; also urges advertising men to practice what they preach about time restrictions and specialized programing. See . . .

WHAT'S FOOD FOR COMPUTERS . . . 28

Repeat performance for Crosley; it asks FCC to approve experimental 750 kw operation from WLW. Offers to invite an outside organization to check out coverage, interference and other questions. See . . .

CROSLEY ASKS FOR 750 KW . . . 58

Federal judge rules that the cost of obtaining a license may be amortized by a broadcaster. Ruling in Chattanooga case is seen as a straw in the wind on network affiliation depreciation cases. See . . .

ALLOW LICENSE AMORTIZATION . . . 52

National spot TV billings in 1962 are up 16.8% over prior year. TvB reports that $721.2 million spent in national spot, and that if network billings are included, $1.52 billion was spent on national TV advertising. See . . .

1962 SPOT TV BILLINGS . . . 34

Limited authority or wide powers over community antenna systems stymies FCC-CATV negotiations over legislation. Cable operators wanted the commission restrained to dealing with one-station markets. See . . .

NCTA, FCC NEAR IMPASSE . . . 56

A revamp of CBC is recommended by Royal Commission. Urges aggressive sales policy as well as revision of corporation's structure, salary levels and management. Calls for a single broadcasting executive. See . . .

RECOMMENDS CBC OVERHAUL . . . 50

NBC-TV gets the National Football League playoff game for $926,000 in open bidding against CBS-TV. This is $311,000 over last year's price and amounts to the largest sum for a single network sports attraction. See . . .

NEW HIGH FOR FOOTBALL . . . 60

"The Du Pont Show of the Week" and Carol Burnett win Peabody Awards in entertainment sector. Eighteen presentations are made. Special Broadcast Pioneers' award voted to Representative Oren Harris. See . . .

PEABODY AWARDS ARE MADE . . . 62

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses plus address label from front cover of magazine.

It's hard to believe
but... they're actually turning

JACK LORD

Starring in

STONEY BURKE

loose, for sale in the local & regional markets...!

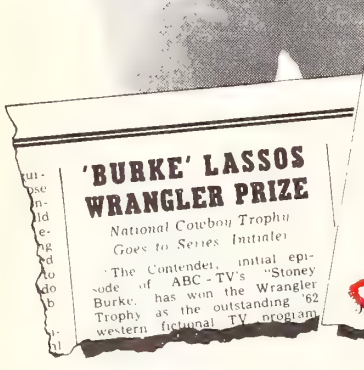


STONEY pulls such a very large share of the audience, everywhere:

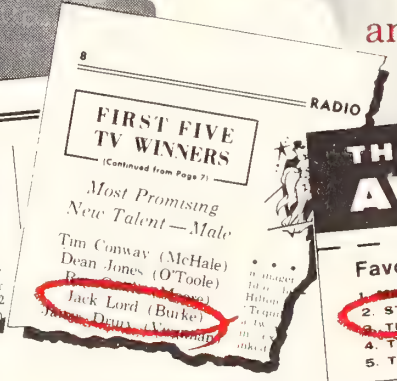
Los Angeles	25%	Spokane	38%
Philadelphia	37%	Pittsburgh	29%
Detroit	34%	Washington, D. C.	29%
Cleveland	37%	New Orleans	34%
San Francisco	27%	Sacramento-Stockton	41%
Dallas-Fort Worth	44%	Dayton	43%
Seattle-Tacoma	38%	Birmingham	67%
Cincinnati	38%	Charlotte, N. C.	65%
Kansas City	45%	Omaha	35%
Houston	42%	San Diego	31%
Memphis	36%	Rochester, N. Y.	30%
Portland, Ore.	34%	Shreveport	38%
Charleston-Huntington	38%	Richmond	34%
Denver	31%	Duluth-Superior	52%
San Antonio	43%	Albuquerque	48%
Salt Lake City	48%	Greenville-Washington, NC	58%
Saginaw-Bay City-Flint	42%	Hawaii	39%
Phoenix	39%		
Wichita	47%		

ARB—Dec '62/Jan '63

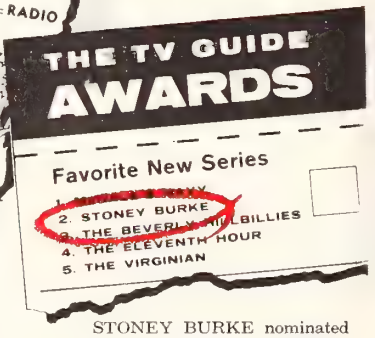
...and wins so many awards and such important special acclaim:



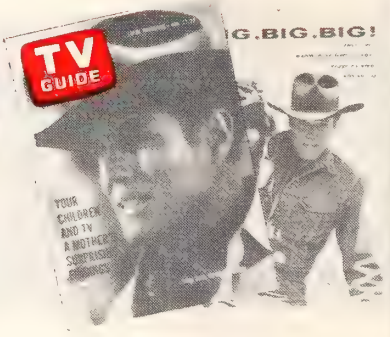
STONEY BURKE wins
1963 "WRANGLERS AWARD"
bestowed by
National Cowboy Hall of Fame
and Western Heritage Center



JACK LORD nominated
"MOST PROMISING
NEW TALENT—MALE"
Radio-TV Daily All-American
Awards Poll



STONEY BURKE nominated
"FAVORITE NEW SERIES"
TV Guide 1963 Awards



COVER and COVER STORY
TV Guide, Nov. 17-23

JUST ANNOUNCED AND ALREADY SOLD IN 14 MARKETS, INCLUDING CHICAGO, DALLAS, DETROIT AND LOS ANGELES

Economee
TELEVISION

A DIVISION OF UNITED ARTISTS TELEVISION, IN
555 Madison Avenue, New York 22, New York, MUrray Hill 8

TvB wants 'moratorium' on ratings changes

SEEKS THREE-STEP APPROACH TO SOLVING PROBLEMS

Three-step approach to broadcast ratings controversy proposed Friday (April 26) in surprise announcement by Television Bureau of Advertising.

TvB asked that ratings services hold off any planned changes until such time as changes can be "properly evaluated." Moratorium would include such "piecemeal" changes as that proposed by American Research Bureau to double its sample, TvB said.

Bureau also suggested that broadcast auditing bureau be set up to audit practices of rating services, and that office of research be created to look toward improvement of standards and research techniques.

TvB's statement was issued on Friday after two-day board of directors meeting held at White Sulphur Springs, W. Va., site also of meeting of American Association of Advertising Agencies. At close of its meeting Thursday, TvB executives had told reporters no statement would be issued.

Board said its three-part recommendation was made in "full recognition of the urgent need for accuracy in broadcast audience research and measurement."

Committee Of Five ▪ To get its suggestion rolling, bureau asks that presidents of National Association of Broadcasters, TvB, AAAA, Association of National Advertisers and Radio Advertising Bureau constitute themselves as "implementation committee." Presidents of AAAA and ANA had not been consulted in advance of Friday's announcement, TvB executives said.

TvB board said it reviewed report of bureau's special practices committee which has been meeting with advertising agencies and ratings services, and also report of its research advisory committee that's been meeting to study ways of improving audience measurement.

Also mentioned was "consultation" with NAB, board indicating that from study by both groups "an aggressive program" was emerging to lead efforts in improving audience measurement throughout industry.

Board includes Gordon Gray, WKTV (TV) Utica, N. Y. (TvB chairman); Norman E. Cash, TvB president; Jack Tipton, KLZ-TV Denver; C. George Henderson, WSOC-TV Charlotte, N. C.; A. Louis Read, WDSU-TV New Orleans; Richard A. Borel, WBNS-TV Columbus, Ohio; Lawrence M. Carino, WJBK-TV Detroit; Don L. Chapin, Taft Broadcasting Co.; Don Durgin, NBC; A. James Ebel, KOLN-TV Lincoln, Neb.; Frank M. Headley of H-R Television; Don L. Kearney, Corinthian Broadcasting Corp.; Craig Lawrence, CBS; Clair R. McCollough, WGAL-TV Lancaster, Pa.; John T. Murphy, Crosley Broadcasting Corp.; Martin L. Nierman, Edward Petry & Co.; Theodore F. Shaker, ABC; John R. Vrba, KTTV (TV) Los Angeles, and George Whitney, KFMB-TV San Diego.

Networks convert to daylight time schedule

Daylight saving time made its appearance in most parts of the country Sunday (April 28), and for TV networks it meant annual costly undertaking of supplying regular-time broadcasts via video tape for areas remaining on standard time.

One network—ABC-TV—estimated that equipment alone for project runs over $1 million, and CBS-TV and NBC-TV estimated that line charges in setting up service cost between $300,000 and $650,000 per network.

NBC is operating dual "network" schedule through most of U. S., providing a repeat feed to most standard time cities on a one-hour delay basis. These two hookups operate in addition to NBC's year-round three-hour delayed feed to Pacific Coast.

CBS is operating on three-hookup basis: one running at regular time for daylight time zones, second is one hour later for eastern and central standard zones, and third with two-hour delay for Pacific daylight time.

ABC's plans involve four hookups during daylight hours—one for eastern daylight time, another for central daylight and eastern standard, another for central standard and mountain standard, and fourth for Pacific daylight and Pacific standard. At night, ABC cuts back to three hookups—one covering eastern daylight and central daylight, another covering eastern standard and central standard, and third covering Pacific daylight and Pacific standard.

Y&R gets Frito-Lay account

Young & Rubicam, New York, has been named by Frito-Lay Inc. as advertising agency in Northeast for potato chip brands. Budget estimated at $1 million. Media plans not set, but firm invested $4 million for food in 1962.

KGOL gets reprieve

John Poole Broadcasting Corp. was granted FCC approval Friday to continue using new call letters KGOL for its Avalon, Calif., station until Wednesday (May 1).

Commission had ordered station to revert to KBIG call on ground new identification might be confused with KPOL Los Angeles, and KGIL San Fernando (see story page 52).

Poole corporation hopes to use additional time to obtain yet another set of call letters which could be employed by station beginning Thursday.

Commission officials authorized five-day delay in abandoning KGOL call after consulting representatives of KPOL and KGIL.

Wants satellite TV direct to home sets

National Aeronautics and Space Administration should be allowed to continue communications satellite research because, among other things, it wants to see whether direct radio and TV broadcasts from satellite to home receivers are feasible.

This was mentioned by Leonard Jaffe, director of NASA's communications systems, in testimony before Senate Space Committee Friday.

In first definitive statement by NASA official in answer to questions raised in Congress about role of NASA in communications satellites, now that Communications Satellite Corp. has been organized (see page 56), Mr. Jaffe stressed that NASA must remain in communications field "to continue preeminence of U.S. in peaceful uses of space . . ."

He said NASA would do nothing for Communications Satellite Corp. except on reimbursable basis.

CBS-TV plans drama shows

CBS-TV will air several hour specials next season on historical development of drama. Programs, under direction of CBS News, are planned for prime time. First of group will be *Athens, Where the Theater Began,* with Alfred Lunt and Lynn Fontanne narrating and playing feature roles. Program has already been taped in Athens. Later productions will trace development of theater to modern times.

more AT DEADLINE page 10

WEEK'S HEADLINERS



Mr. Hylan



Mr. Dawson

William H. Hylan, senior VP in charge of sales for CBS-TV network, named VP-director of radio-TV for J. Walter Thompson, New York, effective June 1. **Thomas H. Dawson,** VP-network sales at CBS-TV since February 1957, succeeds Mr. Hylan with title of CBS-TV VP-sales, effective immediately. Mr. Hylan became CBS-TV senior VP in March 1962 after having served as VP of sales administration and (from 1952-57) VP in charge of network sales. He joined CBS in 1937 as account executive for CBS Radio Sales (until 1941). Mr. Dawson joined CBS in 1938 as salesman with WCCO, CBS Radio affiliate in Minneapolis, rose through sales ranks (CBS Radio Spot Sales and CBS Television Spot Sales, and for one year with Edward Petry & Co., station rep) becoming network sales manager for CBS-TV in December 1952, and VP-network sales in 1957.



Mr. Woodard

Charles C. Woodard Jr., VP and assistant to president of Westinghouse Broadcasting Co., New York, appointed associate director of Peace Corps for public affairs. Mr. Woodard assumes post in June and replaces **Bill Moyers,** recently confirmed by Congress as Corps' deputy director. **Richard Graham,** who has been serving as acting associate director in office of public affairs, named Peace Corps representative in Tunisia. Mr. Woodard, former mayor of Hastings-on-Hudson, New York, joined WBC in 1957. Previously, he served as senior attorney and assistant general attorney for CBS-TV in Los Angeles and New York. He is graduate of University of California, and of Stanford University Law School.

For other personnel changes of the week see FATES & FORTUNES

Grayson sells interest in Texas stations

Control of KLBK-AM-TV Lubbock and of KWAB (TV) Big Spring, both Texas, is being relinquished by Sidney Grayson and group to Lee Optical Co., Dallas. Mr. Grayson, Nathan Levine and Murray and Irving Gold are selling their 55% interest for price in excess of $1 million, it was reported Friday.

Lee Optical, already 45% owner of Grayson Enterprises Inc., licensee of both stations, is principally owned by Ted Shanbaum and Ellis Carp.

Last month, Grayson Enterprises sold KSYD-TV Wichita Falls, Tex., to Paul Harron and associates for $2.35 million. Grayson group bought KSYD-TV in 1956 for over $750,000. It bought Lubbock and Big Spring outlets in 1961 for $3.8 million.

With sale of Lubbock and Big Spring properties, Mr. Grayson divests himself of broadcast ownership. He is expected to remain, however, in management capacity. Sale is subject to FCC approval.

KLBK is fulltime 250 w on 1340 kc. KLBK-TV, founded in 1952, operates on channel 13. KWAB, started in 1956, is on channel 4. Both TV stations have CBS and ABC affiliations.

Purolator buys TV

Purolator Products Inc., Rahway, N.J., in its first regular use of television, is reported to be launching 10-week spot campaign in 36 major markets on East and West Coasts in mid-May on behalf of its oil, gas and air filters. Purolator started to test TV last fall in selected markets, and results were considered "so sensational" that company decided to initiate full-fledged campaign, backed by promotional-merchandising aids to service stations. Agency: J. Walter Thompson Co., New York.

Newspaper ads down 2.6%

National advertisers' expenditures in newspapers, as compiled by Media Records Inc. and released by Bureau of Advertising of American Newspaper Publishers Association, declined 2.6% in 1962. Total for year: $731,179,000. Auto advertisers continue as newspapers' biggest spenders: General Motors Corp., Ford Motor Co. and Chrysler Corp. in that order led bureau's list.

Racing rule protested by Nebraska commission

Nebraska State Racing Commission told FCC last Friday that they wished ". . . to vehemently voice their unanimous disapproval" of proposed rules limiting broadcasts of horse races.

NSRC said that there are no races held in Nebraska offering $25,000 purse meaning none could be broadcast under proposed rules. NSRC said local stations carry racing events as public service because most are held at such events as county fairs and profits are donated to charity. Racing commission also said such affairs rely on broadcast coverage to break-even financially.

NSRC charged that FCC's proposal is "grossly unfair" to horse racing and can "only create chaos and inequity." Florida Turf Writer Association expressed similar views earlier last week (see story page 56).

Equal-time decision taken to appeals court

FCC decision denying equal-time complaint filed against WWCA Gary, Ind., has been appealed to U. S. Circuit Court of Appeals in Chicago.

Commission on Friday filed brief in support of position that there was no basis for equal-time claim of Thomas R. Faddell, candidate for Democratic nomination for mayor in Gary.

Mr. Faddell had said he was entitled to time equal to that given his opponent, Judge A. Martin Katz, who appears four times weekly on station's regularly scheduled program, *Gary County Court of the Air* (BROADCASTING, April 15).

Meanwhile, commission staff has turned down second complaint filed against station by Mr. Faddell, it was learned Friday. Mr. Faddell based latest complaint on commission's "fairness doctrine."

Staff said that, based on Mr. Faddell's letter and station's response, there was no reason to conclude WWCA had not met commission's standards of fairness.

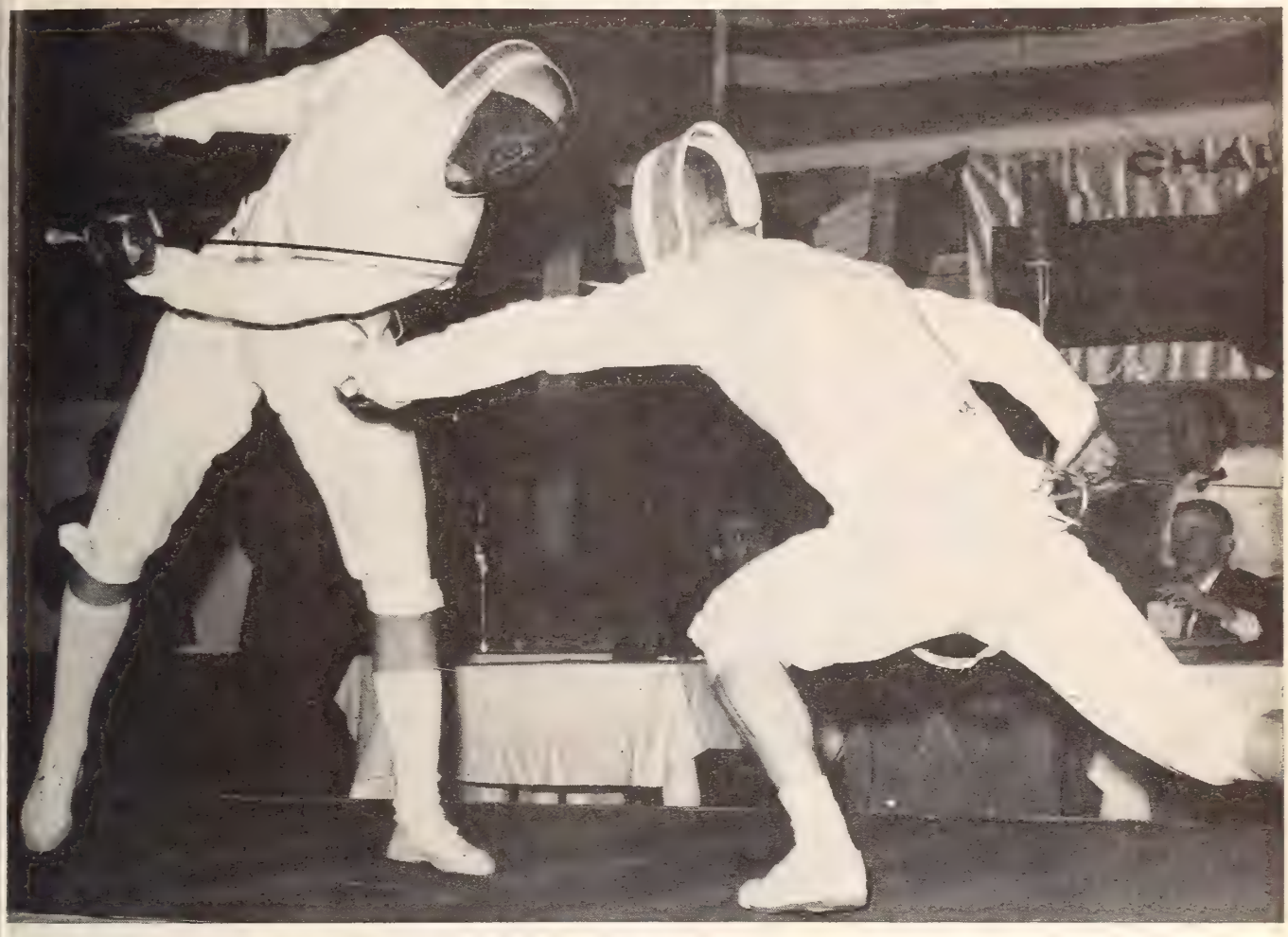
Fire hits WGR-TV studios

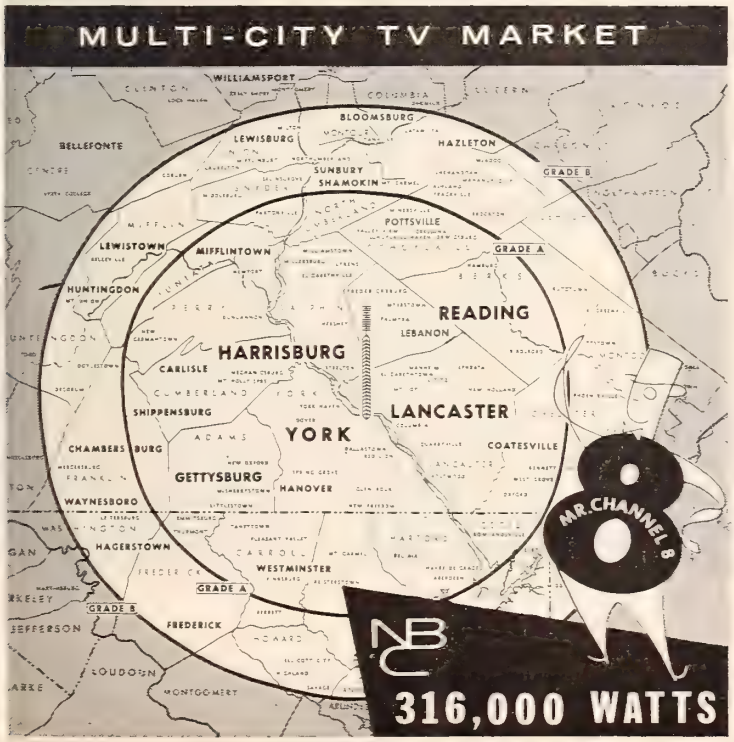
WGR-TV Buffalo was off air two hours last Thursday (April 25) when three-alarm fire caused over $200,000 damage to studios. Station returned to air using mobile unit of WBEN-TV, that city, and WGR-FM studio facilities.

Fire began in air conditioning unit in room housing props, films and records. It spread to film processing room, lounge, artist's shop and studio control room. Damage was fully covered by insurance.

WGR-AM-FM-TV, owned by Transcontinent Television Corp., are among TTC stations in pending sale to Taft Broadcasting (BROADCASTING, April 22).

you always WIN when you use WGAL-TV





Only single medium assuring full sales power in the entire region . . . a multi-city market including the metropolitan areas of Lancaster, Harrisburg, York, and many other communities. And, area-wide, the Channel 8 viewing audience is unequaled by all other stations combined. This is full sales power. Use it to build sales and increase profits.

WGAL-TV
Channel 8
Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

1.
DUPONT SHOW OF THE WEEK— for Television Entertainment. Produced by NBC News Creative Projects, Irving Gitlin, executive producer; by The Directors Company in association with NBC Television, Franklin Schaffner and Fielder Cook, producers and directors; and by NBC Television, Lewis Freedman, executive producer.

2.
WALT DISNEY— for Television Youth and Children's Programs. Produced by Walt Disney Productions in association with NBC Television.

3.
CARNIVAL OF BOOKS, broadcast on NBC Owned Station, WMAQ Chicago— for Radio Youth and Children's Programs. Produced by WMAQ in cooperation with the American Library Association.

4.
THE ETERNAL LIGHT— for Radio Entertainment. Produced by NBC News under the auspices of The Jewish Theological Seminary of America.

5.
EXPLORING— for Television Youth and Children's Programs. Produced by NBC News, Craig Fisher, producer.

6.
WILLIAM R. McANDREW and **NBC NEWS—** a Special Award for News and Informational Programming. NBC News Division, William R. McAndrew, Executive Vice President.











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THE BEST IS YET TO BE

Winning six of the distinguished George Foster Peabody Awards for 1963—just after a public vote honored us with six of the season's eight TV Guide Awards—makes NBC feel extremely proud. We'd say it was pretty fair substantiation that a network's programming—if sufficiently versatile and creative—can be honored for excellence by a specialized panel of judges and also be prized by the mass of the nation's viewers. A mere glance at NBC's Peabody Award recipients pictured here will show how well the winners span the full range of broadcasting's news, information and entertainment. Our warmest thanks to all those talented men and women who had a part in preparing these prize-winning programs. And our very deep appreciation to the Peabody Awards Committee*, whose valued accolades —in both radio and television—have contributed so much through the years to broadcasting's excellence.

Now, our attention is turned to next season's programs, for at NBC we always feel that... "the best is yet to be."

Look to NBC for the best combination of news, information and entertainment.

(Representing Listening Posts) ☐ Terrence O'Flaherty, Radio-TV Editor, San Francisco Chronicle. ☐ Paul Porter, Radio-TV Attorney; Formerly Chairman, Federal Communications Commission. ☐ Dr. I. Keith Tyler, Director of Radio-TV Education, Ohio State University. ☐ Miss Harriet Van Horne, Radio-TV Editor, New York World Telegram and Sun. ☐ Edward Weeks, Editor, Atlantic Monthly. ☐ Larry Wolters, TV Editor, Chicago Tribune. ☐ Ex-Officio Members: Harmon W. Caldwell, Chancellor, University System of Georgia, Atlanta. John E. Drewry, Dean, Henry W. Grady School of Journalism, University of Georgia.

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DATEBOOK

A calendar of important meetings and events in the field of communications

***Indicates first or revised listing**

APRIL

April 28-May 5—Meeting of **Canadian radio and television station executives,** Royal York hotel, Toronto, in conjunction with the annual convention of the **Canadian Association of Broadcasters,** May 1-3. Luncheon on May 2 will be addressed by NAB President LeRoy Collins.

*April 29-30—Second quarterly meeting of officers and directors of **Country Music Association,** Hollywood Roosevelt hotel. Gene Autry, CMA president, will host the group.

April 29-30—**AWRT** board of directors meeting, Sheraton hotel, Philadelphia.

April 29-May 1—**Association of Canadian Advertisers,** Royal York hotel, Toronto.

April 29-May 4—"Rose d'Or" contest; May 20-25, 1963—Television Symposium and TV Equipment Exhibition. The two events are part of the **Third International Television Festival** announced by The City of Montreux, Switzerland. For further information write to Box 97, Montreux.

April 30—**AWRT Educational Foundation** board of trustees meeting, Sheraton hotel, Philadelphia.

April 30-May 1—Spring conference of **Missouri Broadcasters Association,** Columbia, Mo. April 30 session will be held at MFA Insurance Co's auditorium and May 1 session in connection with University of Missouri Radio-TV Day of Journalism Week.

MAY

*May 1—Annual stockholders meeting, **Tele-Broadcasters Inc.,** New York.

May 1—Comments are due on **FCC** proposal to serve for 600-mile radius operation of ch. 37 at University of Illinois radio astronomy observatory, Danville, Ill.

May 1—Stockholders meeting, **Goodwill Stations Inc.,** 2800 Fisher Building, Detroit.

May 1—New deadline for comments on **FCC** proposed rulemaking to allow daytime stations to go on the air at 6 a.m. or sunrise, whichever is earlier.

May 1—**AWRT** advisory council meeting, Sheraton hotel, Philadelphia.

May 1-3—**Canadian Association of Broadcasters** annual convention, Royal York hotel, Toronto. CAB convention was formerly scheduled for April 1-5. Speakers include NAB President LeRoy Collins.

May 1-3—**Illinois Broadcasters Association** spring convention, Springfield.

May 2—**Seminar on radio broadcasting and community leadership** under joint auspices of Southern California Broadcasters Association and University of Southern California Department of Telecommunications, USC campus, Los Angeles. Rosel Hyde, FCC commissioner, is speaker.

May 2—**Publicity Club of Los Angeles** clinic-seminar to answer the question: "But will it sell?" Tyler McDonald, of Hixson & Jorgensen, will be the keynote speaker, and Richard Aszling, executive vice president of Interpublic-Infoplan, will deliver the luncheon address.

*May 2—Stockholders meeting, **Cowles Magazines & Broadcasting Inc.,** New York.

May 2—**Marketing Workshop** of New York chapter of American Marketing Association, Chemist's Club, 52 East 41st Street.

May 2-3—**Illinois Institute of Technology** conference on present and future communications satellites. Sponsored jointly by the Committee for Economic and Cultural Development of Chicago, the National Aeronautics and Space Administration, IIT and its Armour Research Institute, the meeting is part of the 3d National Conference on the Peaceful Uses of Space to be held in Chicago May 1-9. Grover M. Herman Hall, 33d and Dearborn Streets. Keynote address by Dr. Leonard Jaffe, NASA.

TVB SALES CLINICS

April 29—Des Moines; Charleston, S. C.; Norfolk, Va.; Asheville, N. C. April 30—Waterloo, Iowa; Columbia, S. C.; Richmond, Va.; Greenville, S. C. May 1—Cedar Rapids, Iowa; Bristol, Va. May 2—Raleigh, N. C.; Washington. May 3 — Davenport, Iowa; Durham, N. C.; Baltimore; Huntington, W. Va.

May 6—Texarkana, Tex.; Wichita. May 7—Shreveport, La. May 8—Dallas-Ft. Worth; Topeka, Kan. May 10—Oklahoma City; Kansas City, Mo.

May 2-4—**Spring convention of Alabama Broadcasters' Association,** Holiday Inn, Florence. Principal speakers include Alabama Governor George Wallace and NAB President LeRoy Collins.

May 2-5—Twelfth annual convention of **American Women in Radio and Television,** Sheraton hotel, Philadelphia. Speakers include Mrs. Lyndon B. Johnson, wife of the Vice President of the United States, James T. Quirk, publisher of *TV Guide,* and Marvin Kalb, diplomatic correspondent for CBS News. Guest panelists discussing radio-TV will be Robert Banner, president of Bob Banner Associates; Louis Hausman, VP of NBC; Clair R. McCollough, president-general of Steinman Stations; John Box, managing director of Balaban Stations; Mark Evans, VP of Metromedia Inc.; and James Duffy, VP or ABC.

May 3—**Indiana** University Radio and Television Department banquet, Bloomington, Ind. Julian Goodman, vice president for news, NBC, will be guest speaker.

May 3—**Commonwealth Club of California** meeting to be addressed by Stephen B. Labunski, vice president, Straus Broadcasting, on freedom and competition in communications. Sheraton, San Francisco.

May 3—Annual dinner for President Kennedy, **Radio-TV Correspondents Association,** International Inn, Washington.

*May 3—**Alpha Epsilon Rho,** radio-TV fraternity, annual awards banquet, 7 p.m., Los Angeles Press Club. Presentation of awards for both in-class and extra curricular activities of the University of Southern California Telecommunications Department.

May 3-4—Annual spring meeting of **West Virginia Broadcasters Association,** Charleston Press Club, Charleston. Max Paglin, FCC general counsel, will speak.

May 5-7—**Television Programming Conference** annual meeting (formerly SWAPDT), Royal Orleans hotel, New Orleans. Speakers include: FCC Commissioner Kenneth Cox, Washington; Lynwood King, NBC, New York; Pamela Ilott, CBS, New York; Walker Spangenberg, Spangenberg Scenic Studios, New Orleans; Robert Buchanan, Soundac Films, Miami. For further information contact Jerry Romig, WDSU-TV New Orleans.

May 6—**Food Industry Associates of Allentown, Pa.,** meeting, The Lehigh Valley Club. Theme: "Radio: Checks Out Best At the Checkout Counter." Winfield R. Levi, vice president-sales, BROADCASTING Magazine, will speak.

*May 6—**Los Angeles Ad Women;** presentation of Lulus to winners of the LAAW's 17th achievement awards competition at champagne reception at 7:30 p.m. at Los Angeles Building Center, 7933 W. 3rd Street. $5 a ticket.



"YOU RANG?"



NOW AVAILABLE!

For local sale—147 half-hours-Dobie Gillis, Very hot—Give us a ring. 20th Century Fox TV, Inc. CO 5-3322

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OPEN MIKE ®

A radio man's contribution

EDITOR: As a part of the opening [April 29] of the U. S. Chamber of Commerce annual meeting in Constitution Hall, Washington, the Army band and chorus from Fort Myers, Va., will be featured in a dramatic musical setting of General MacArthur's famous speech, "Duty, Honor, Country."

Morris (Moe) Billington, KVOO staff pianist-organist, is, together with Ralph Blane and Leo Arnaud, composer of the musical setting. Moe will be present at Constitution Hall at the time of the presentation.

Because radio has so long suffered at the hands of those who claim the industry is concerned only with dollars, we thought your publication might be interested in [telling] of this. . . .—*Gustav K. Brandborg,* KVOO *Tulsa, Okla.*

The man who wasn't there

EDITOR: In your April 15 reporting on the ratings hearing, statements on page 47 are not in agreement with Advertising Research Foundation records.

Edgar Kobak was not elected president of the foundation until April 10, 1952 and was not employed by ARF in any capacity prior to that date. Therefore, Mr. Kobak could not have been representing ARF or serving as an observer for it at the Feb. 7 NBC Radio Network affiliates committee meeting.

We recognize that your article quotes [Albert] Sindlinger on these points and does not purport to describe the facts independently.—*A. W. Lehman, president, Advertising Research Foundation, New York City.*

Radio drama's resurgence

EDITOR: In taking issue with Mr. Bichl's remarks about the dearth of radio drama and the abundance of stereotyped radio programming (OPEN MIKE, March 18), may we state that the WHAM *Playhouse* is a one-hour, transcribed, dramatic program each Sunday for a number of years. Based on mail response from a large area of the U. S., this is a popular feature.—*W. F. Rust, president,* WHAM-WHFM (FM) *Rochester, N. Y.*

EDITOR: . . . It might interest you to know that in addition to those stations mentioned in your past few issues, *The Shadow* and other famous mystery series, as marketed by this company, are currently carried by WGN Chicago, KMOX St. Louis, WJAR Providence, WISN and WTMJ Milwaukee, WMAL Washington, WERE Cleveland and a number of other top markets.—*Warren Muchnick, radio program sales, Charles Michelson Inc., New York City.*



can't mistake his hat...

The WLW salesman's. Because he wears only one. That of WLW Radio or Television.

The Crosley Broadcasting Corporation has its own sales force. So when you call a WLW Radio or TV salesman, you get a WLW Radio or TV salesman. A man who is a vital member of Crosley Broadcasting . . . who knows his station . . . knows his market . . . knows his facts and figures. In short, knows his stuff.

When Crosley started its own national sales organization over 20 years ago, it was a revolutionary move now widely acclaimed. Just another example of the unique leadership and spirit of the WLW Radio and TV Stations!

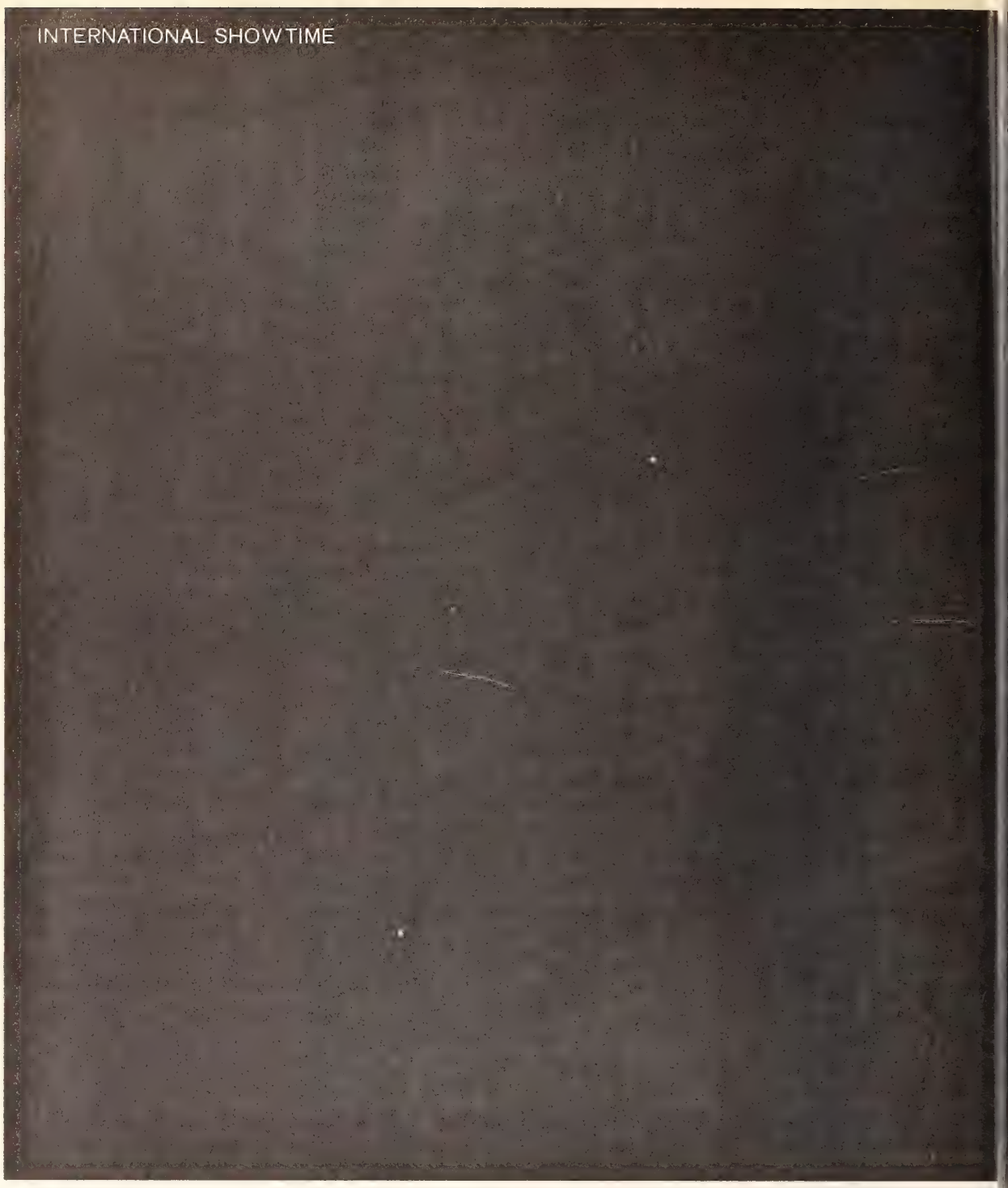
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WLW-C Television Columbus
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CROSLEY BROADCASTING CORPORATION
a subsidiary of Avco



Man, That's Flavor

"International Showtime" does more than present the best foreign circuses, ice-shows and concerts-in-magic. It presents them in their native locales. And man, that's flavor.

It's also one of the big reasons the continuing "International Showtime" is so important a part of NBC-TV's flavor-packed Fall lineup.

For never in television history has a program regularly whisked viewers overseas to watch the world's finest high-wire walkers, figure-skaters and escape-artists work before home crowds.

Over the past two seasons, the program's followers have themselves "escaped" to such places as Osaka, Japan, for the Circus Kinoshita; Lyons, France, for the Parisian Ice Revue; and Austria's capital for the Vienna Magic Show.

The show's atmosphere is always completely authentic. In no case is it "staged" for television.



What the viewer sees is a regular performance before a regular audience. And the program's cameras are forever on the prowl for new attractions in new cities.

In the coming season (with Don Ameche continuing as ringside host) it will be taking its first look at such entertainments as Budapest's Hungarian State Circus and the Belgian Circus Festival, in Antwerp.

As we've been hinting, "International Showtime" prides itself on presenting the attraction that's "different." Thus, it should be right at home on an NBC-TV Fall agenda that will add such distinctive newcomers as "The Bill Dana Show" and "Harry's Girls" to established favorites like "Sing Along with Mitch" and "Walt Disney's Wonderful World of Color." There's never been a schedule so dedicated to bringing the television viewer what he can't get anywhere else on his screen.

NBC

Look to NBC for the best combination of news, information and entertainment.

MONDAY MEMO

from DIXON L. HARPER, Aubrey, Finlay, Marley & Hodgson, Chicago

The 'numbers' game: Only a spectator sport for farm radio

The broadcast rating hearing during recent weeks has prompted mixed emotions among those of us in the agency field who specialize in the preparation and purchase of radio advertising for farm product manufacturers.

The station representatives have often told us that "buying by the numbers" is the rule for our fellow agency timebuyers who practice their profession chiefly in the consumer product field. So for them, as well as for our friends in the rating business, we feel a great deal of compassion. Trial by fire is never fun for anyone.

Farm Radio Unique ▪ But all the while those of us in farm advertising have known you can't buy farm radio by the "numbers." With few exceptions, it simply has been impossible because the "numbers" do not always mean that we are reaching our prospects. "Audience" and "prospects" are not necessarily the same here.

Those who have been successful in the purchase of efficient and effective farm radio advertising campaigns long ago learned—sometimes the hard way—that you can't operate exclusively by the seat of your pants from a desk in Chicago or some other farm advertising location. You often have to go into the field, talk to the broadcasters, check with the client's dealer or sales organization and spend a lot of time making air checks so you personally know what you are buying (and what your competition may be buying too).

Perhaps our consumer product timebuying friends could take a practical tip here. Audition or off-the-air tapes may not always convey the same thing to the ear when listened to within the smart surroundings of an agency office on Madison Avenue or Michigan Avenue as when in the natural environment of Farmland U.S.A.

Typical Example ▪ We have done a lot of research in the field of farm radio. We know that despite claims of broad coverage based on ratings, too many stations don't reach the farm audience and our prospects. Let me illustrate with but one typical area.

There are about 285 radio stations in Texas. When our private studies of the listening habits, the station preferences and program likes of the farmers and ranchers in that state are combined, we find that the vast majority of these farmers and ranchers listen to only eight or 10 of those 285 stations regularly. We also find that it is possible to reach almost 50% of Texas farmers with only two stations.

Now I would be the first to admit it takes more than that to do the kind of job we want. We must buy enough stations to get us the localized approach. Selling messages slanted to the Houston area rice farmer, the cotton and sorghum economy of the coastal bend, the rich Rio Grande valley with its vegetables, citrus and cotton, the high plains' wheat and sorghum, the irrigation farmers around Lubbock, the blackland area northeast of Dallas or even those broiler growers in Gonzales county and the East Texas pines.

For one of our clients we use eight stations in Texas. Our research shows that more than 80% of that client's potential customers listen regularly to at least one of those eight stations. The research discloses one thing in common about those eight stations: they know and serve the entire community, a part of which is the airing of specialized programs for the farm portion of the community.

Role Of The RFD ▪ We learn that this farm programing features one or more personalities who are specialists in the agriculture of the area. These radio farm directors are part of their community and, like their station, their goal is to be of service to the farmer. We find that the fact that the station employs such a man is your first clue in selecting stations for a farm schedule.

It tells us that station management really believes in servicing all audience segments which is something quite apart from lip service. Management has spent money and effort to acquire talent and programs that serve before expecting to get return.

That the radio farm director knows and serves his community is essential because it is the key to his sales ability as well. We consider him a salesman and a part of our client's sales force. Traditionally we employ him in behalf of our clients 52 weeks a year whenever possible. For various other needs, of course, radio's flexibility in shorter spot campaigns is valuable, too.

The farm radio field is a growing market, but program efforts at this level are, with some notable exceptions, rather poor. A weekly program by the county extension agent is not farm radio. I can't buy 14 spots a week, say, in that kind of schedule.

The farm advertiser is awake to this market potential. He is spending more now in farm radio than ever before to reach the $49 billion market which is well outlined in a new brochure by the National Association of Television and Radio Farm Directors.

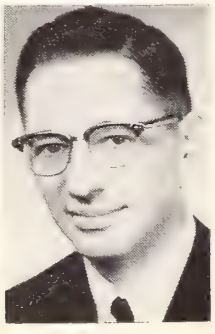
This spring, for example, it was tough to find good availabilities, and stations with top farm personalities now have four or five farm equipment manufacturers on their list where you used to find but one or two.

It is hard now, too, to find even 15 minute product separation on the program you want. I guess there wasn't a fertilizer marketed this spring that didn't use lots of radio. So the pressure is on for exposure.

Strategy Shift ▪ Another trend, indicating maturing of marketing concepts, is the use of radio by farm advertisers more widely to solve specific local problems such as dealer relations or a lower-than-normal sales level in a given area.

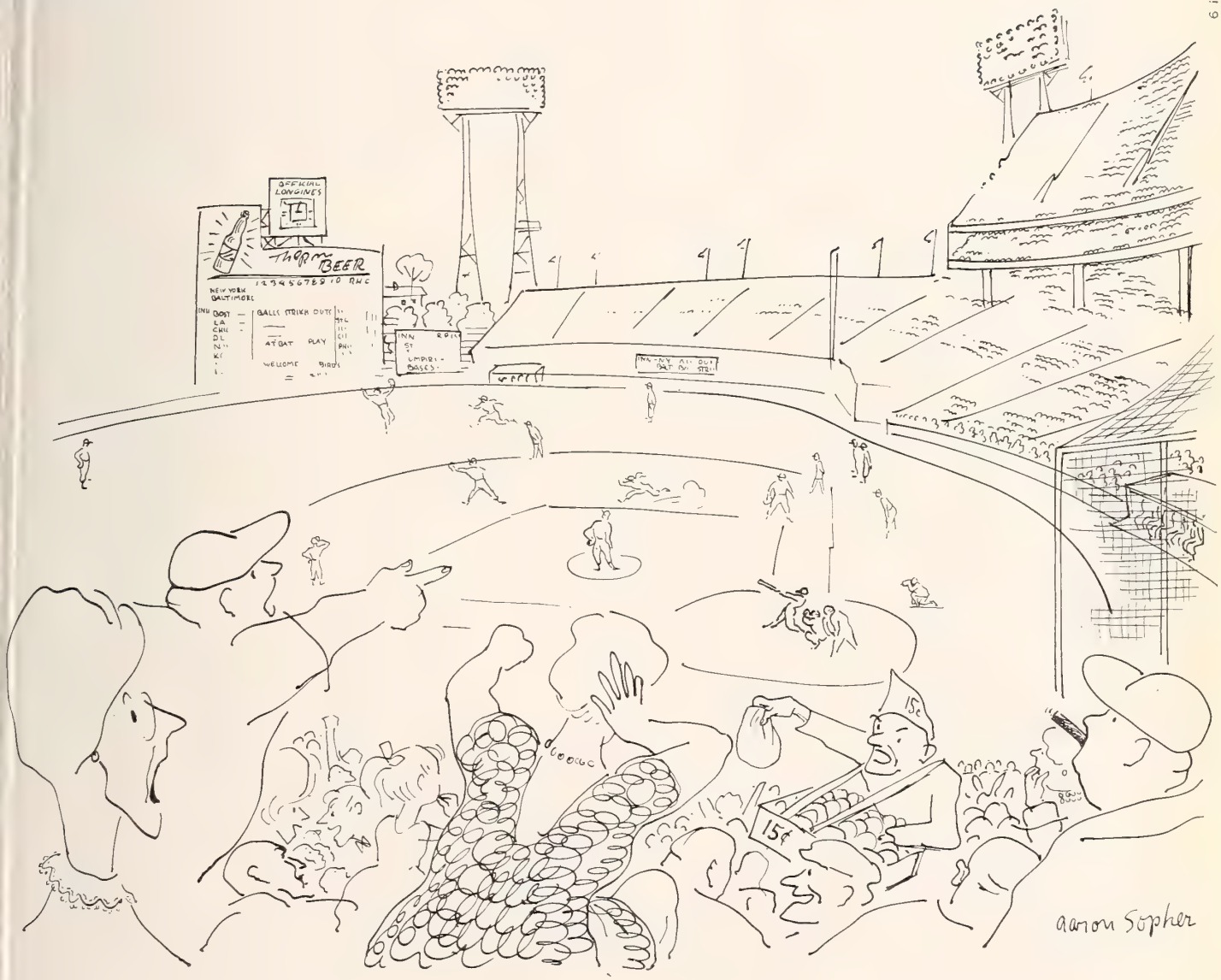
Right here, I feel, is where the alert broadcaster could boost his billings, for right here is where we've discovered some awful weak spots in farm radio. Too often the local station has wanted to "get" from us before "giving" to his audience the service that produces the prospects our clients wish to reach.

Farm radio is quality, not quantity. And that's hard to measure by the "numbers."



Dixon L. (Dix) Harper has been radio-TV vice president of Chicago-based Aubrey, Finlay, Marley & Hodgson since 1961; earlier he was radio-TV farm director. Previously he was farm broadcaster with WLS Chicago, WIBC Indianapolis, WIOU Kokomo, Ind., and WOC Davenport, Iowa. Agency's farm radio accounts include Pfister Associated, Dr. Salisbury's Labs., Murphy Products, FS Services and Butler Manufacturing Co. Graduate of Iowa State University, he was former farmer.

6 in a series of original drawings by Baltimore artist Aaron Sopher



FAVORITE THROUGHOUT MARYLAND *MEMORIAL STADIUM, HOME OF THE BALTIMORE ORIOLES*

WBAL-RADIO 1090 NBC **BALTIMORE** *MARYLAND'S ONLY 50,000 WATT STATION*

NATIONALLY REPRESENTED BY McGAVREN-GUILD COMPANY, INC.

Doughty Miles Standish, brave captain of men, but no wooer of women, sent young John Alden to Priscilla to propose marriage for him. Priscil as you know, ignored the message and fell for the messenger. Which just goes to show . . . even a message can backfire when you don't u the right messenger. In St. Louis or Dallas, when there's a job to be done, let the Balaban Stations do it. Balaban gets your message throug aiming it straight to the consumer with lively, modern programming, interesting well-liked personalities and superior selling. With Balaba the word about your products or service gets through and sells . . . consistently. No wonder Balaban Stations are — couriers par excellenc



THE BALABAN STATIONS in tempo with the times • **John F. Box, Jr., Managing Director**

WIL-ST. LOUIS / KBOX-DALLAS

Sold Nationally by Robert E. Eastman

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
April 29, 1963, Vol. 64, No. 17

HARPER POOH-POOH'S RATING CRISIS

- AAAA speech might slow agency participation in any cure
- TvB decides to wait before reporting result of board meeting
- McGannon to urge tripartite arrangement using existing services

The nation's number one agency official cast grave doubts last week on the likelihood of effective agency participation in any of the numerous projects currently being developed to settle the ratings crisis.

Marion Harper Jr., chairman of the American Association of Advertising Agencies and chief executive of Interpublic Inc., probably the biggest agency complex of all, said the solution should be worked out by research firms themselves in free and open competition. He appeared to doubt that any real crisis exists.

His observations, made in a major address at the opening of the AAAA's annual meeting last Thursday (other stories pages 24, 26, 28, 30), shocked many of the broadcasters and surprised at least some of the agency executives in his audience.

"Disastrous" was the reaction of some of the broadcasters closest to current efforts to solve problems turned up in the recent congressional investigation of the ratings services.

Changes Concept ▪ Others used somewhat milder adjectives but acknowledged that Mr. Harper's views would require them to give thought to questions they had not anticipated—notably that of agency participation in the operation, if not the financing, of safeguard measures.

Some of the broadcasters most deeply disturbed by his remarks contended that, apart from the questions raised about agency participation, his speech amounted to "a whitewash" of the ratings services.

Mr. Harper spoke as retiring chairman of the AAAA, but it was clear that his views did not represent AAAA policy on this question. The AAAA has taken no position on it. Its leaders have explored the whole audience measurement question at length, but according to the best sources, they have failed to find any substantial agreement on what ought to be done.

This lack of unanimity was evident in agency samplings taken by BROADCASTING a few weeks ago (BROADCASTING, April 1) and again last week at the AAAA convention. Although many views were expressed, the closest thing to a consensus last week seemed to support Mr. Harper's suggestion that the fuss over ratings is bigger than it has any right to be.

The tendency toward this attitude, coupled with Mr. Harper's personal stature and his company's magnitude, seemed to reinforce the belief that agencies as a group may be slow to join broadcasters in any cooperative research project—unless the AAAA should choose to defy the only man who has ever served two consecutive years as its chairman.

Without agency participation, all of the major ratings-improvement projects currently known to be under development would have to be rethought and redesigned—if not discarded.

TvB Plan ▪ This includes specifically a suggestion developed at the Television Bureau of Advertising management and committee level that anticipates an overall organization controlled by agencies, advertisers and broadcasters, but financed primarily by broadcasters, to (1) audit the ratings services and (2) explore the possibilities of new methods, techniques and even systems (CLOSED CIRCUIT, April 22).

Presumably it would also affect the plans currently being considered by the National Association of Broadcasters research committee, since most of the ideas thus far advanced, so far as they are known, anticipate some sort of "tripartite" approach involving agencies and advertisers as well as broadcasters.

Clearly it would affect the plan suggested by Needham, Louis & Brorby—and in varying versions by others—for a tripartite auditing group similar to the newspapers' Audit Bureau of Circulations (BROADCASTING, April 1).

The TvB board discussed a wide range of possibilities in a two-day meeting last week at the Greenbrier in White Sulphur Springs, W. Va.—scene also of the AAAA meeting. Reports of what happened were divergent.

Some sources said no specific "plan"



C. Wrede Petersmeyer, president of Corinthian Broadcasting Corp. said: "We broadcasters want you as a group to be clearer and franker as to what you really need, why you need it and what your marketing problems are."



Marion Harper Jr., retiring chairman of the AAAA and chairman of Interpublic Inc., asked: "What is it we want to be precise about? How much precision do we need to make decisions? How much are we willing to pay?"

It's fun to complain about advertising

Despite the abuse it's had to take from its critics, advertising isn't really agitating consumers very much one way or the other.

People give it a pretty high ranking among things they "enjoy" complaining about, and they do have some serious feelings pro and con about it — specifically including broadcast advertising messages.

But on the whole they find little in it that is annoying, and less that is offensive, and their most telling "criticism"—though not necessarily derogatory—may be that the bulk of it doesn't impress them as noteworthy in either direction, good or bad.

That is the substance of three pilot studies conducted for the American Association of Advertising Agencies and made public last Friday at that annual meeting at the Greenbrier, White Sulphur Springs, W. Va. (also see other stories). Some highlights:

▪ The consumer, whether housewife or so-called community leader and intellectual, is aware of being exposed to about 50 different TV, radio, newspaper and magazine ads in a normal evening.

▪ He (or she) rates 20% of these as sufficiently offensive, annoying, informative or entertaining to be "noteworthy." Less than one percent (0.6%) of the 50 are rated offensive, 4% to 5% annoying and 15% to 16% entertaining or informative. Statistically, housewives and leaders think alike in these judgments.

▪ To the viewer, looking at the average television commercial is less "distressing" than waiting for a red light to change—and only slightly more distressing than turning the lights off at bedtime. A TV set breakdown during an exciting program is most distressing of all.

▪ Complaining about advertising is rated higher as a source of enjoyment than as a seriously intended exercise. Of 12 national "institutions," advertising ranks third among housewives and fourth among leaders as a subject they "enjoy" complaining about even though their complaints are not really serious. Among the same institutions, housewives place advertising fifth and leaders rank it fourth in the order in which they think the most immediate attention and change are needed.

▪ Housewives get more fun out of complaining about advertising than about college education, religion, medical doctors, labor unions, big business, motion pictures in general, life in the suburbs, Wall Street or heavyweight boxing—but not as much fun as complaining about women's fashions and the federal government. Intellectuals rank only women's fashions, motion pictures and life in the suburbs ahead of advertising as an enjoyable subject for complaint.

▪ Housewives say they have stronger opinions about eight of the 12 institutions than about advertising—all but Wall Street, big business and heavyweight boxing. Leaders have stronger opinions about all but women's fashions, life in the suburbs, Wall Street and heavyweight boxing.

▪ Housewives think motion pictures, labor unions, college education and the federal government need more immediate attention and change than advertising does. Leaders put advertising fourth in this list, after federal government, labor unions and college education.

▪ Even an "untruthful" ad ranks at the lower end of the scale of things that, out of five specified in the questionnaire, would make people angriest. Housewives say they would be made more angry by an unethical doctor, an immoral clergyman or a vulgar movie, but that an untruthful ad would provoke them more than an unethical banker. Community leaders elevated the untruthful ad one notch, saying it would enrage them more than either a vulgar movie or an unethical banker.

▪ Repetition, both of the brand name within a commercial and of the commercial itself, and misleading information are two main reasons for calling advertisements offensive or annoying. Other major criticisms concern phony demonstrations, messages that "talk down" to the consumer (who incidentally tends to feel that advertising people consider him "stupid" and "gullible"), and excesses like triple-spotting or too frequent interruptions of programing.

▪ Few housewives (one in seven), but about half of the intellectuals say they have written a letter, boycotted a product or otherwise "done something" about advertising they disliked.

▪ No product category has a monopoly on good or bad reactions. Messages for some products create a favorable impression while those for other products in the same class get unfavorable ratings.

The three studies were done in Syracuse, N. Y., late last year, and the findings were presented and analyzed at the AAAA meeting by Donald L. Kanter of Tatham-Laird, Chicago, and William M. Weilbacher of C. J. LaRoche & Co., New York, who are chairman and vice chairman of the AAAA Research Committee, and Alfred J. Seaman of Sullivan, Stauffer, Colwell & Bayles, New York, vice chairman of the AAAA board's committee on improving advertising.

Mr. Weilbacher cautioned that "they

was considered and that a great deal more thought and conference would be necessary before one evolved that is acceptable to all elements. Others said the idea of a tripartite auditing and methodology research organization was virtually approved, perhaps with some modifications to be made, and that an announcement could be expected soon.

One Report ▪ The most nearly unanimous report out of the meeting was that the TvB board had agreed to make no announcement until after it sees what the NAB research committee, under Donald H. McGannon of Westinghouse Broadcasting Co., comes up with in its meeting scheduled for today (April 29). One implication was that there may be some effort to make the TvB and NAB projects conform as much as possible.

It was understood that Mr. McGannon, after explorations with key officials of both AAAA and the Association of National Advertisers, was prepared to recommend at Monday's meeting a tripartite arrangement anticipating retention of existing services provided they conform to new standards and criteria to be evolved. Special consideration would be given to radio to take into account the large out-of-home audience.

Edmund C. Bunker, president of Radio Advertising Bureau was still plumping at the AAAA convention for separate radio research on the grounds that it is used as a sales rather than a programing tool.

Although Mr. Harper left no doubt about his opposition to the creation of a joint or tripartite research system, there was some question at first as to whether this applied equally to organi-

are pilot results from small samples and in only one city," but also reported that they are "successful pilot studies" that suggest the kind of results full-scale studies would be apt to produce.

The study on exposure and reaction to ads was conducted by Opinion Research Corp. of Princeton, N. J., among a group of 56 housewives and a group of 50 community and intellectual leaders in Syracuse. The second study, comparing advertising with other institutions, used two other groups of Syracuse housewives and leaders.

The third, on consumer attitudes, was done by Oxtoby-Smith, New York, in-depth interviews with 205 Syracuse respondents. In this the interviewees, asked to rank eight specific everyday irritants according to the amount of distress they cause, put them in this order from "most distressing" to "least distressing":

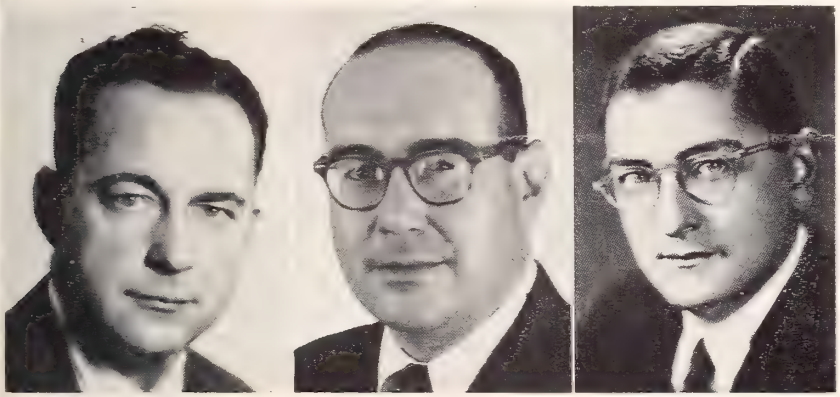
Having TV set break down during exciting program; missing a train by seconds; dropping the doorkey in the dark; waiting for a red light to change; looking at the average TV commercial; shutting off lights before bedtime; glancing at average magazine ads, and discussing advertising with an interviewer.

Mr. Seaman said the findings of the three studies were so favorable, overall, that "we could almost be complacent"—but shouldn't dare to be. He urged agencies and advertisers to root out the small percentage of offensive and annoying ads and increase the percentage that are entertaining and informative.

Although the fact that 80% of the ads didn't seem "noteworthy" isn't necessarily a bad sign, it was stressed, it could mean that "perhaps people are tuning out," and in any event these ads should be re-examined and if possible improved.

Mr. Seaman thought it not necessary or even desirable to change everything that produced a complaint. For example: "out of 96 total objections reported by housewives, 85% were perceived on television (but) this doesn't mean that advertising can or should reduce the use of television." Or: repetition is frequently complained about, but it's inescapable that "to reach a large group often enough, you are going to reach some people too often."

He urged, however, that agencies re-examine the causes of complaints and distinguish between the "necessary" and the "unnecessary" elements. Thus, for example, "unnecessary repetition" might be eliminated, and the sound level of commercials reduced in answer to complaints that they are often too loud.



Mr. Seaman Mr. Kanter Mr. Weilbacher

zations for auditing the research services or establishing research standards. It was learned on highest authority, however, that his private views go even further.

He is known to feel, for example, that individual research companies should be free to reject the results of "audits" or even to refuse to be audited, and that while the development of the set of standards might be acceptable, the services should be free to adopt or reject such portions as they wished.

He feels—as he said in his speech—that progress in research is traceable directly to the individual "entrepreneurs." He fears that tying them to a set of standards would shackle initiative and impede progress, and that the organizations doing the tying would resist change and fail to keep pace with the times.

No Trade Groups ▪ He is inclined to believe, too, that this is no place for any trade association, or groups of associations, to be operating—if only because decisions reached by such groups would necessarily, in his view, represent compromises.

He feels that the main test for research services should be success or failure in open competition in the market place, and that agencies' main contribution should be to say exactly what they want measured, with what precision they want it measured, and how much they are willing to pay for it.

Even his critics on this issue acknowledge that Mr. Harper speaks from a research background. He got into the agency business through the research department and not only kept an eye on this field but has encouraged and financed new developments.

In addition, his company this month acquired McDonald Research Ltd., a measurement firm with headquarters in Toronto (BROADCASTING, April 22).

Collaterally it was learned last week that expansion of McDonald's measurement services into the United States is being seriously considered.

Mr. Harper's speech was one of three dealing directly with the ratings situation at the AAAA meeting. C. Wrede Petersmeyer, president of Corinthian Broadcasting, dealt with it in an appearance on a panel at which a newspaper representative sought to capitalize on developments in the Washington ratings hearing.

Appearing at a Thursday luncheon session, Mr. Harper told the agency executives and their media and client guests that the initiative of individual researchers has lifted research to its present levels and that "any shackling of research entrepreneurs will turn back the clock."

He continued: "It's in part for this reason that I'm opposed to joint research activities—involving, for example, advertisers, agencies and media. In my opinion they're doomed to failure. They produce techniques that are compromises. They are focused far more on the participating interests than on the knowledge that is to be uncovered. They freeze old methods.

Remembers CAB ▪ "Perhaps the most notable research disaster, in my recollection, was the Cooperative Analysis of Broadcasting. One of its consequences was that we retained the recall method when the coincidental telephone survey had long since established itself as superior, and in turn it delayed the adoption of a further improvement—the Audimeter."

Creation of a government research system, Mr. Harper said, would be "one of the most dangerous developments." He said it would resist change, could be used "to support a policy after it was no longer a reflection of people's preferences," and "could be the ultimate dictator to control what people see and hear and buy."

He said creative advances in research

will be achieved by individual practitioners who will contribute most when they're free to develop their own techniques and to succeed or fail in the business market place.

"The market should decide what services are appropriate to uncover specific information. The present stage of research progress can be credited to individual research leaders—Poffenberger, Hooper, Starch, Gallup, Nielsen and others—each of whom has developed and refined techniques of measurement."

Mr. Harper thought that "much of the present hue and cry" over research stems from "basic confusion," and that "unwarranted skepticism" is developing as "an excessive reaction and a misunderstanding of the nature of good research practice."

"Every research project," he said, "poses the question: How big should the sample be? Do we wish to know what proportion of an audience looks at a particular program—to the last decimal point—or with sufficient accuracy to indicate a trend? Or, do we wish to know how many people who visited Europe twice, and have studied anthropology, are watching the program? These questions should be answered in advance of making a survey."

Mr. Harper's references to audience measurement were in the context of research—all types—being essential in proving advertising's "accountability." Within 10 or 20 years, he suggested, it should be possible to develop "virtually unanswerable" briefs in support of advertising's "franchise."

Level of Advertising ▪ The time may even come, he said, when government and economic leaders—who today include some of advertising's most vocal critics—will urge "a stated level of advertising expenditure for the sake of national growth, along with certain actions to encourage the desired expenditure."

Eventually, he thought, measurement methods will also "succeed in spotlighting violations of current standards of taste and ethics on the basis of public opinion," so that there will be "a clearer separation of the acceptable from the unacceptable," and "offensive advertising will have less influence in downgrading the reputation of advertising at large."

Newspaper View ▪ The ratings issue was injected again into the AAAA's annual proceedings by print media spokesmen—and developed and answered by Mr. Petersmeyer—in a panel session on agency-media relationships Thursday afternoon.

J. Warren McClure, publisher of the *Burlington* (Vt.) *Free Press* and past president of the Newspaper Advertising Executives Association, contended that the congressional investigation of ratings, coupled with "the almost unbelievable effects of the absence of newspapers" during the New York newspaper strike, might "help take the blue sky out of much advertising today."

Calling upon agencies to review "the whole subject" of cost-per-thousand comparisons among media, Mr. McClure said:

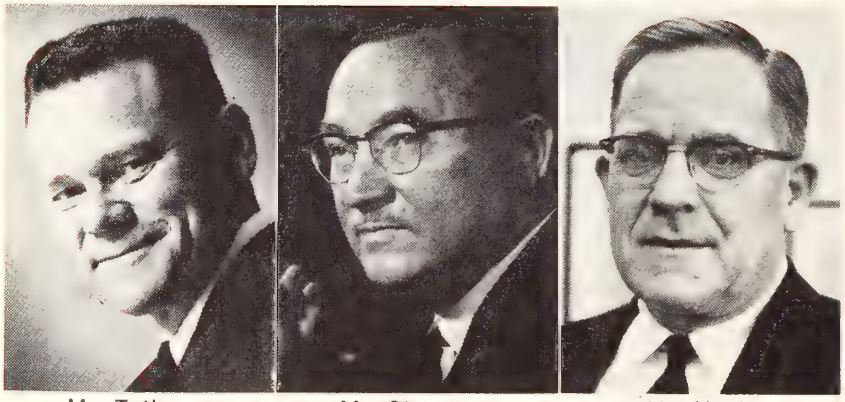
"My purpose is not to rub salt in wounds. But it seems there is a real challenge on the part of all of us in this advertising business to quickly and efficiently capitalize upon the lessons of these two historic experiences (newspaper strike and Washington hearings on ratings).

"Radio and television will undoubtedly have to get around to some form of voluntary, cooperative, nonprofit organizations to attempt some form of audience measurement that won't be thin air. This, like the Audit Bureau of Circulations, must be guided by advertisers and advertising agents, the buyers of time. This will be expensive and difficult. But the challenge of creating greater advertising effectiveness, with what might well be a resultant improvement in the business economy, should make it worth the sacrifice."

Mr. McClure said that through the ABC newspapers have invested close to $8 million in the past five years to verify their circulation figures.

Defense ▪ Mr. Petersmeyer took up the cudgels for the broadcasting media in answering Mr. McClure's demand that agencies "throw more light on what should be compared with what" in choosing among media.

Mr. Petersmeyer called for an end to the practice of trying to equate a program rating—"that is, audience to a



Mr. Tatham Mr. Strouse Mr. Neal

Tatham, Strouse named to top AAAA offices

Arthur E. Tatham, board chairman of Tatham-Laird, Chicago, was elected chairman of the American Association of Advertising Agencies at its annual meeting last Thursday (see story, page 23).

Norman H. Strouse, president of J. Walter Thompson Co., New York, was named vice chairman. William W. Neal, president of Liller, Neal, Battle & Lindsey, Atlanta, was elected secretary-treasurer.

Mr. Tatham, vice chairman of the association since 1961, succeeds Marion Harper Jr., chairman and president of Interpublic Inc., New York, as the AAAA's elected head. John Crichton's present term as president continues into 1964.

Edward L. Bond Jr. of Young & Rubicam, William A. Marsteller of Marsteller Inc., and Alfred J. Seaman of Sullivan, Stauffer, Colwell & Bayles, all of New York, were named directors-at-large.

The following regional directors were chosen:

Eastern—Arthur C. Fatt, Grey Advertising, New York; Herbert D. Fried, W. B. Doner and Co., Baltimore, and Hillard W. Welch, Chirurg & Cairns, Boston.

East central—Herbert W. Cooper, Meldrum and Fewsmith, Cleveland.

Central—Buckingham W. Gunn, Clinton E. Frank Inc., and Charles S. Winston Jr., Foote, Cone & Belding, both Chicago.

Western—Donald B. Kraft, Kraft, Smith & Ehrig, Seattle.

The following were named Thursday to serve as the board's operations committee: Messrs. Tatham, Strouse and Neal, and Thomas B. Adams, Campbell-Ewald, Detroit; Philip H. Schaff Jr., Leo Burnett Co., Chicago and David B. Williams, Erwin Wasey, Ruthrauff & Ryan, New York.

"Charlotte's WSOC-TV . . . draws food customers for us from as far as 70 miles away"— Reid, Park 'N Shop



"Our use of WSOC-TV over 5 years has drawn a tremendous number of our customers from as far as 70 miles away. This big plus volume is the "extra" that has helped our two stores capture nearly 12% of Charlotte's $81 million retail grocery business."

CHAS. N. REID, Pres.
Park 'N Shop,
Charlotte, N. C.

According to Chas. N. Reid, Park 'N Shop president, this 24,000-pint arch probably is the largest mayonnaise display ever built.

Among metro areas of the Southeast, Charlotte is first in retail sales per family. Its 75-mile radius population is the largest in the Southeast. This density of free-spending consumers within the friendly persuasion of WSOC-TV keeps a lot of our advertisers wonderfully happy. See Mr. Reid. Let the plus volume WSOC-TV will produce for your schedule make you happy, too. One of the great area stations of the nation.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton

particular program in television or radio"—with total circulation in print media.

"Program ratings and print circulation measures are not comparable," he said, "and no amount of competitive salesmanship changes this hard fact. Cost efficiency calculations comparing the two are misleading and wrong. Media decisions which fail to take this obvious fact into account are clearly not in the best interest of your advertisers."

Mr. Petersmeyer called upon all elements of broadcast advertising to work together to "clear up the broken china" resulting from the Washington hearings. "Let us not be too hasty in tossing another regulatory hot potato into the lap of the government," he admonished.

He doubted that there are more villains in the ratings business than in most walks of life, "government service included." Sampling is a complicated business not easy to appraise or criticize accurately, he said, and added:

"If there be deficiencies, let them be exposed so that corrective steps can be taken. But equally important, let the method of exposure be discriminating and protective of the essential rights of those whose reputations are at stake."

If the ratings firms have been employing questionable methodology, he asserted, agencies and broadcasters must share the blame because they have been using and paying for these services.

Whatever changes may be made, he said, "ratings are here to stay. Where the customer does not buy the product directly, there is no other way to find out what his choice may be."

Mr. Petersmeyer also called upon agencies to be more specific about the kinds of audience data they need, and to support the NAB commercial codes —and also so-called limited-appeal programming—with their actions as well as their words (see separate story).

Among other developments on the ratings front the NAB research committee, which had planned a meeting in New York last Thursday, postponed the session until 11 a.m. today (April 29) at NAB offices in Washington. LeRoy Collins, NAB's president, had indicated on April 18 that the association in 30 days would decide on a course of action to insure reliability in ratings.

The special research unit is expected to come up with a final decision on a plan of action that would look toward corrective measures in the ratings field. Among proposals: a "seal of good practice" for radio-tv rating services and in connection with this, submission of the services to flash audits of field work, sample, methodology and other aspects of their work (BROADCASTING, April 22).

The New York meeting was postponed because of a conflict with the AAAA convention.

The Radio Advertising Bureau has already begun talks with the Advertising Research Foundation on its plan to study radio ratings methodology. RAB expects to finance the project, it was reported administrative president Miles David in a talk before the Washington State Association of Broadcasters in Seattle (see story page 30).

In Washington Representative Oren Harris (D-Ark.), chairman of the Special Subcommittee on Investigations which bought the ratings controversy to a head, said that the committee would meet today (Monday, April 29) in executive session to discuss its next move in the investigations.

Several subcommittee members have said they are interested in hearing the testimony of advertising agency and advertiser executives. At least two members of the committee said they wanted to hear from A. C. Nielsen Jr., president of the A. C. Nielsen Co. He has been quoted in the press as critical of the procedures of the subcommittee.

As expected, the A. C. Nielsen Co. held three days of conferences in New York with advertising agency subscribers and advertiser and network research executives. It was similar to conferences held earlier in Chicago. (see story page 30).

WHAT FOOD FOR COMPUTERS?

Petersmeyer asks help in determining diet; urges agencies use more consistency in buying

The country's leading advertising agencies were urged last week to join a "task force" that would determine what research data media ought to furnish for their increasingly hungry computers.

They also were urged to make their buying practices more consistent with their speeches about the importance of commercial time restrictions and about the need for limited-appeal programming.

Both calls were issued by C. Wrede Petersmeyer, president of Corinthian Broadcasting Corp., in a media-agency relations panel Thursday afternoon during the annual meeting of the American Association of Adverising Agencies (see story, page 23).

The panel was one of the highlights of the three-day meeting, held Thursday through Saturday at the Greenbrier, White Sulphur Springs, W.Va. Others included panels on creativity; a look at the management philosophy of Leo Burnett Co., which last year put 69% of its $152.2 million billings into television and radio; a report on consumer attitudes toward advertising (see page 24), and an examination of the climate of the agency business.

In calling for a "task force" to decide what media research data ought to be supplied to agencies, Mr. Petersmeyer said:

Too Much Research ▪ "No medium has provided its agencies and advertiser customers with as much 'buying' information as broadcasters. We have researched ourselves almost to death, and your new electronic pets, the computers, threaten to finish us off.

"Data on size and make-up of audience obviously must be a factor in a buying decision. But let's not carry it to ridiculous extremes. Further, let's be equitable as among media.

"We broadcasters want you as a group to be clearer and franker as to what your really need, why you need it and what your marketing problems are. We also want to be sure that those who make the buying decisions don't always take the easy way out—the 'numbers' way out—and that they know and take into account qualitative factors relating to programing, station stature and market make-up, which can be so important.

Specialists Needed ▪ "One way you might be able to do this effectively is to have specialists for regional areas who have at their fingertips this kind of qualitative information on a continuing basis." The "task force" he proposed would be composed of representatives of the AAAA, the Association of National Advertisers and the Television Bureau of Advertising. In this way, he said, "those who pay for and use the information will make the decision on standards."

Mr. Petersmeyer said even the controversial commercial sections of the NAB code have been successful—and could become even more so "if two or three major advertisers simply let it be known that they would [do business with] only those stations that scrupulously observe industry standards."

"Who among you has the courage to start the ball rolling?" he asked.

"Less talking about the codes and more buying by them would solve a lot of otherwise difficult problems and would keep the government out of this area where it has no legitimate place," he said.

"While decrying overly commercial content in general, some agency people

United States of America

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Russian Ambitions in Latin America

EXTENSION OF REMARKS
OF
HON. SAMUEL N. FRIEDEL
OF MARYLAND
IN THE HOUSE OF REPRESENTATIVES
Thursday, February 7, 1963

Mr. FRIEDEL. Mr. Speaker, one of Baltimore's outstanding radio stations, WFBR, conducts a program entitled "Issues in the Air," designed to keep the citizens of Maryland informed about current affairs and their possible effect on the United States and its people.

Last month, WFBR's very able news director, Mr. Lou Corbin, devoted the program to an interview with a prominent citizen of Haiti, who is now in exile in the United States. This individual, Dr. Roger Rigaud, is a lawyer, a soldier, a public administrator, an expert on military intelligence, and an executive with the Haitian National Party. He is well qualified to give us a firsthand report on the situation in Haiti and to evaluate the danger signals which indicate Castro's plans to take over this island republic and bring it into the Communist fold.

Under unanimous consent, I insert this interview in the Appendix of the RECORD and recommend that all Members of the House give serious consideration to Dr. Rigaud's warnings:

WFBR—"ISSUES IN THE AIR," JANUARY 13, 1962

Mr. CORBIN. ...

Mr. CORBIN. He's presently in ...

Dr. RIGAUD. Yes, he's presently in ...

Mr. CORBIN. Before we get into some of the political aspects of what we will be studying, your name is French, is it not?

Dr. RIGAUD. My name is French.

Mr. CORBIN. But your native tongue is Creole?

Dr. RIGAUD. Creole, yes.

Mr. CORBIN. Is that a form of French at all?

Dr. RIGAUD. Not very much. But many words, many Creole words, are derived from French.

Mr. CORBIN. Well, now as you see, the present chief executive of Haiti is President Francois Duvalier. Last October our U.S. Ambassador to Haiti, Raymond Thurston, made this statement: "President Duvalier has Reds or pro-Reds in high Government positions. We also know that the Communists have maintained links with Castro's Cuba and the international base of communism in Mexico; and the longer it goes on the better is the chance the commies will get control." Dr. Rigaud, is this an accurate assessment by our U.S. Ambassador, and will you tell us a bit about this situation?

Dr. RIGAUD. It is very, very accurate, and the opposition members in exile and within my country have been really surprised and happy that the American Ambassador realizes the danger represented by the continuation of Duvalier in power.

Mr. CORBIN. Where did he make this statement, do you know?

Dr. RIGAUD. He made it in Haiti, in Port-au-Prince.

Mr. CORBIN. What effect did this statement by the U.S. envoy have upon Duvalier?

Dr. RIGAUD. As far as Duvalier is concerned we really do not know. Of course, we are very sure he did not like it, but that statement came at the proper time, really, as an encouragement for the opposition.

Mr. CORBIN. Who are these Communists who have been placed in high positions?

Dr. RIGAUD. Since he came to power in September 1957, Duvalier has appointed and kept two well-known, card-carrying Communists in key positions in his administration. One of them is Jules Blanchet, an economist who ... him from his Cabinet after Blanchet ... trip to this country, bitterly criticized the ... Chief of Budget, which is one of the key positions in the Haitian administration.

Mr. CORBIN. Is this man a Moscow-disciplined person?

Dr. RIGAUD. He is a Moscow-disciplined person. The second one is Herve Boyer who was then appointed Deputy Minister of Foreign Affairs, and 2 years ago appointed as Minister of Finance. He is still ... position in the Cabinet.

An added recognition to WFBR News upon which so many Baltimoreans depend. Bring added recognition to your advertising message and let Baltimore depend on you and your message on WFBR.

NOT PRINTED AT GOVERNMENT EXPENSE

NAB RADIO CODE

WFBR
BALTIMORE
RADIO WITH REASON

BLAIR GROUP PLAN MEMBER



Poolside meeting

William D. McKinstry, manager of the St. Louis office of Avery-Knodel Inc. (l), and J. W. (Bill) Knodel, president of the firm (c), listen as Raymond Krings, advertising manager of Anheuser-Busch-Budweiser, makes a point at the Budweiser 'Pick-a-Pair' poolside reception at the Diplomat Hotel, Hollywood-by-the-Sea, Fla. The four-day meeting featured presentations by the Television Bureau of Advertising and the Radio Advertising Bureau.

are always trying to squeeze in an extra few seconds of product mention."

He contended that most if not all products could be sold better in 20 seconds than in 60, but that some buyers still regard 60 seconds as the only suitable vehicle. On top of this, he said, "billboards, cross-plugs, piggybacks, the increase in participating programs and related developments have complicated further an already complicated problem."

Of limited-appeal programing, he said that "everybody talks about this, but nobody does anything about it except broadcasters and a painfully small band of courageous sponsors. The speeches of some agency executives have been filled with felicitous phrases exhorting broadcasters to greater effort in providing minority-appeal programing, (but) if they similarly exhort their clients to sponsor such programs, they don't do so in public."

Nielsen continues its agency meets in New York

A. C. Nielsen Co. last week held its three-day conference in New York with advertising agency subscribers and advertiser and network research executives. The first two days (Wednesday and Thursday) brought some 250 people in attendance at the Summit hotel.

The Nielsen sessions, similar to one held in Chicago a week earlier, were closed. The procedure, however, closely followed the Chicago conference during which the firm's president, A. C. Nielsen Jr., confided his reactions to the Harris subcommittee probe (AT DEADLINE, April 22).

Interest was high at the meeting. Various questions were asked on technical matters developed during the course of the subcommittee investigation. But, it was reported, there also were several comments made by agency and network representatives in attendance.

One network executive was said to have commented that the problem in ratings research is the existence of three different techniques. An agency media official thought the problem was one simply of public relations—the services not getting their case across.

The meetings were divided generally into two parts. Nielsen representatives took up major allegations or disclosures made during the Harris probe, first on the national and then on the local sample.

Such charges or problems as bringing samples up to date, clustering, addition of the mountain time zone, improper influence over the sample, administrative control over field detection, salaries of field men and Audimeter calibration were discussed point by point. Similarly from the local measurement aspect, topics discussed included allegations such as only abnormal homes accept Recordimeter installation, and problems of NSI sample sizes, editing procedures, alleged adjustments, of hypoed ratings leged adjustments, of hypoed ratings and the charge of improper influence of local homes.

AAAA BOARD BANS MEDIA OWNERSHIP

Individual investments will be permitted under rule

A rule prohibiting ownership of any advertising medium by members of the American Association of Advertising Agencies was adopted by the AAAA board last Thursday.

The board also amended its membership requirements to admit agencies that are publicly owned, so long as employes are in effective control. New procedures for annulment of AAAA membership also were adopted.

Campbell-Mithun, Minneapolis, is the only AAAA agency mentioned at an AAAA news conference as being a media owner. It has been widely reported as having acquired an outdoor advertising company.

Basic Communications Stations owns WAKE Atlanta, WYDE Birmingham, WWVA-AM-FM-TV Wheeling. Emil Mogul of Mogul, Williams & Saylor, New York, has 16.2% and the agency owns 11.2%. The agency is an AAAA member. The new rule distinguishes between media ownership by an agency and ownership by agency people personally.

Media investments by agency people are permitted, but AAAA said such investments "could lead to bias" and therefore should be reported to the AAAA, to the agency's clients and to other media. Small holdings of publicly traded shares are exempt from the reporting requirement.

Agency ownership of "any interest" in media was banned on the ground that it "can jeopardize the agency's obligation to be unbiased and objective." Present AAAA members were given to April 25, 1966, to divest any media holdings. On a showing of undue hardship this may be extended to April 25, 1968.

The old rules permitted AAAA members to own interests in media so long as the owership was not substantial enough to risk preventing those agencies from giving unbiased advice and service to advertisers. This rule remains in effect as to agency ownership of interests in printing and engraving firms and other suppliers.

Opening the membership doors to publicly owned agencies was described as "recognition that growth of the agency business may require financing of some agencies by outside capital, including public sale." Previously the rules held that owners should be active and that "any considerable proportion of inactive owners" might be prejudicial.

Papert, Koenig, Lois, New York, is the agency best known as a publicly owned firm. It is neither an AAAA member nor an applicant for membership, AAAA officials said. There has been speculation for some time that Interpublic Inc.—whose chief executive officer, Marion Harper Jr., has been AAAA chairman for the past two years—has considered going public.

There was no change in the AAAA's 46-year old rule against admission of "house" agencies.

RAB to continue its own ratings study

The Radio Advertising Bureau reported it has begun exploratory talks with the Advertising Research Foundation on the bureau's plan for a study of radio ratings methodology.

RAB's proposed study, outlined in a presentation to the National Association of Broadcasters during the latter's annual convention earlier this month, would be in search of a "better" ratings system for radio (CLOSED CIRCUIT, April 1; BROADCASTING, April 8 et seq.)

NEW MILLION DOLLAR MOVIES *rivet audience attention to high-caliber stars in swift-moving stories. Norman Mailer's THE NAKED AND THE DEAD illustrates the color and action lavished on these late releases from six major companies. Jules Verne's FROM THE EARTH TO THE MOON, Bret Harte's TENNESSEE'S PARTNER James M. Cain's SLIGHTLY SCARLET and Zoe Akins' STAGE STRUCK add their luster to the list.*



do you have these NEW MILLION DOLLAR MOVIES?

CBS has them scheduled in New York, Chicago, Philadelphia and St. Louis. Time-Life's buy covers Minneapolis, Denver, San Diego and Grand Rapids. Westinghouse (Pittsburgh), Corinthian (Indianapolis), Trans-Continent (Buffalo), Meredith (Syracuse), Scripps-Howard (West Palm Beach) and Crown (Portland) are other families in the fold. Surely, the same facts that persuaded these group owners and dozens of independent buyers are also pertinent to your programming.

SHOWCORPORATION

INTERNATIONAL BUILDING • 45 ROCKEFELLER PLAZA, NEW YORK 20 N. Y. PHONE: PLAZA 7-9820

RAB has offered to underwrite the project. RAB President Edmund Bunker has estimated the project will cost between $100,000 and $200,000.

According to the proposal, the project would be carried forward with the cooperation of ARF. Mr. Bunker and Miles David, the bureau's administrative vice president, met early last week with Alcuin W. Lehman, ARF's president, and Dr. Charles K. Raymond, the foundation's technical director.

Discussed were timetables for consultations and review of RAB's plans by ARF and by other leaders in research among the major agencies and advertisers.

These and other details were provided in a status report made April 25 by Mr. David in an address to the annual spring meeting of the Washington State Association of Broadcasters in Seattle.

Warns of Inertia ▪ In that talk, Mr. David asked for support of the project, warning that despite current rating revelations, and attention to radio audience measurement, the "movement for reform could evaporate over the next few months."

These were obvious references critical of a proposal that NAB could institute a "seal of good practice" for radio-TV rating services. To gain the seal, rating firms would be required to accept flash audits of field work, sample, methodology and other aspects.

Mr. David appeared not to rule out TV from an on-site inspection, seal approval plan, noting they might be "sufficient" for television but "totally unacceptable for radio measurement [because] how can we issue a seal of approval for a vacuum?"

Mr. David also revealed that RAB now believes it can go ahead with the study alone through its own resources if this is necessary. He said that the bureau has not yet heard from NAB on RAB's suggestion that the association join with it both in financing and administering a pilot study of radio research methodology.

He said that several major research firms, which he identified only as not now associated with "syndicated audience research," have already submitted testing proposals.

Burnett drops Nielsen radio

Leo Burnett Co., Chicago, has decided to drop A. C. Nielsen Co.'s radio rating service effective June 1, it was learned last Thursday. The agency said it did not consider as adequate Nielsen's interim radio service which begins June 1. The decision was made on the basis of talks with Nielsen held before the recent Washington probe of ratings and had no connection with that hearing, a Burnett spokesman emphasized. Burnett continues as a Pulse radio ratings subscriber. Burnett witnesses were the only ad people called by the congressional subcommittee.



Revere buys schedule on NBC-TV

Revere Copper and Brass Inc., New York, has placed the major portion of its cookware advertising in network television this year, with a 10-week schedule of participations in six daytime and nighttime NBC-TV programs.

Programs being used are *Truth or Consequences, The Price is Right, Match Game, Make Room for Daddy, Today* and *Tonight.*

The 26 commercials prepared for the drive have as their theme, "The Marriage of Metals," and show homemakers using Revere Ware's Copper-Clad and Copper Core stainless steel kitchen pots, pans and utensils.

The commercials were produced by Gerald Productions Inc. Agency for Revere Ware is Maxon Inc., New York.

The film sequence above is from a commercial for Revere Ware cookware, prepared for use in a campaign of participations on NBC-TV. It shows the final step in the manufacture of Revere Ware Copper-Clad and Copper Core stainless steel utensils: the Revere seal being stamped on the bottom of the company's product.

Spot radio increase estimated at 2.1%

National spot radio volume in 1962 is estimated at $201,575,000, or a 2.1% increase over the $197,350,000 the FCC reported for 1961.

This optimistic estimate for national advertiser expenditures in spot radio was released in New York today (April 29) by Lawrence Webb, managing director of Station Representatives Association.

Mr. Webb noted that this was the seventh straight year SRA has released spot radio dollar volume estimates under a plan of reporting by member companies to the accounting firm of Price Waterhouse Co.

New Plan ▪ He also emphasized that the Radio Advertising Bureau and SRA jointly plan to estimate dollar volume figures for spot radio on a market-by-market basis (BROADCASTING, April 8; CLOSED CIRCUIT, April 1). These figures will be reported by stations confidentially to a central clearing house.

Mr. Webb said the goal is to develop more specific information on radio advertising expenditures by market, by product category and by advertisers and brands. The plan was presented at the convention of the National Association of Broadcasters in Chicago in early April.

Y&R loses $8 million Beech-Nut account

Beech-Nut has four other agencies a 27-year relationship with Young & Rubicam covering the company's Beech-Nut chewing gum and Life Savers, which bill an estimated $8 million annually. Approximately $7 million of the billing is in TV, largely in network.

The announcement of Y&R's dismissal by Beech-Nut last Monday (April 22) followed by ten days the appointment of Ward F. Parker, formerly a vice president of J. Walter Thompson, as vice president in charge of marketing at Beech-Nut. It was reported that Beech-Nut has invited a small group of agencies to solicit the account.

Beech-Nut has four other agencies which are not affected by the move. They are Ogilvy, Benson & Mather (Tetley tea), Grey Advertising (Martinson's coffee), Charles W. Hoyt Co. (Beech-Nut coffee) and Furman-Roth & Co. (Bustelo coffee).

DENVER... BUSINESS GIANT IN THE SPACE AGE

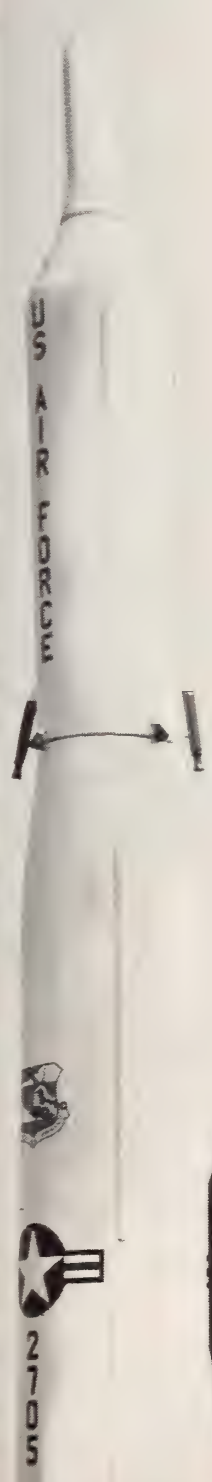
Martin Company's Denver Division, builder of the Titan family of ICBMs, is now developing Titan III, the Nation's first standardized space launch system — capable of boosting a wide variety of space vehicles. Martin-Denver's multi-million dollar payroll and purchase of Colorado supplies and services form a powerful booster to Denver's economy.

The First National Bank of Denver is a pioneer in financial electronic data processing in Colorado. Now in its 103rd year, it is the largest banking institution in Colorado.

Men such as J. Donald Rauth of the Martin Company and Eugene H. Adams of The First National Bank are movers and shapers of Denver's leadership in the electronic age — a progressive climate served in the field of electronic communications by KLZ Radio and Television.



MR. EUGENE H. ADAMS,
President, The First National Bank of Denver





MR. J. DONALD RAUTH,
Vice President, Martin Company

KLZ-AM-FM-TV

CBS ◉ DENVER

TIME-LIFE BROADCAST, INC.

1962 SPOT TELEVISION BILLINGS

Procter & Gamble again leads the list with $60.2 million; Colgate-Palmolive, up $8 million, shows largest increase

Spot television gross time billings totaled $721,211,000 in 1962, an increase of 16.8% over the 1961 figure of $617,398,000. The spot TV totals, spending by classification and the top 100 advertisers in national-regional spot are reported today (April 29) by the Television Bureau of Advertising.

Highlights of the report:

▪ Including network TV, total national gross time billing comes to more than $1.52 billion in 1962, confirming earlier reports (BROADCASTING, March 4).

▪ Procter & Gamble is the No. 1 spot TV advertiser. P&G spent more than $60.2 million.

▪ Colgate-Palmolive showed the largest dollar increase: $22.7 million in 1962, an increase of nearly $8 million over the previous year.

▪ Food and grocery products led the product classifications: $188.2 million-plus, an increase of 10.1% over the year before. Other leaders were cosmetics-toiletries, household laundry products, ale, beer and wine and confections and soft drinks.

TvB said that in 1962 there were 152 advertisers in the million dollars or over group compared to 123 in 1961.

The bureau publishes spot television compilations in cooperation with the N. C. Rorabaugh Co.

The top 100 spot advertisers in 1962 follow:

1.	Procter & Gamble	$60,245,860
2.	Colgate Palmolive	22,777,820
3.	General Foods	21,920,550
4.	Lever Bros.	19,630,440
5.	William Wrigley Jr.	15,033,020
6.	Bristol-Myers	14,643,980
7.	Coca-Cola (bottlers)	12,375,470
8.	American Home Products	11,428,750
9.	Alberto-Culver	11,154,990
10.	P. Lorillard	9,836,670
11.	General Mills	9,670,400
12.	Standard Brands	9,315,410
13.	Warner-Lambert	8,155,470
14.	Corn Products	7,503,480
15.	Miles Laboratories	7,373,040
16.	Kellogg	7,061,620
17.	Philip Morris	6,955,590
18.	Jos. Schlitz Brewing	6,602,750
19.	Continental Baking	6,320,030
20.	Campbell Soup	5,971,460
21.	Pepsi-Cola (bottlers)	5,741,400
22.	Food Manufacturers	5,367,450

The breed of 1962's TV spot advertisers

Estimated expenditures of national and regional spot television advertisers by product classification

AGRICULTURE	$ 959,000
Feeds, meals	505,000
Miscellaneous	454,000
ALE, BEER & WINE	57,836,000
Beer & Ale	50,006,000
Wine	7,830,000
AMUSEMENTS, ENTERTAINMENT	2,140,000
AUTOMOTIVE	23,433,000
Anti-freeze	856,000
Batteries	63,000
Cars	19,334,000
Tires & tubes	1,951,000
Trucks & trailers	112,000
Misc. accessories & supplies	1,117,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINTS	2,568,000
Fixtures, plumbing, supplies	125,000
Materials	831,000
Paints	839,000
Power tools	325,000
Miscellaneous	448,000
CLOTHING, FURNISHINGS, ACCESSORIES	10,436,000
Clothing	5,880,000
Footwear	2,251,000
Hosiery	2,159,000
Miscellaneous	146,000
CONFECTIONS & SOFT DRINKS	53,378,000
Confections	29,468,000
Soft drinks	23,910,000
CONSUMER SERVICES	23,583,000
Dry cleaner & laundries	8,000
Financial	4,363,000
Insurance	5,118,000
Medical & dental	331,000
Moving, hauling & storage	600,000
Public utilities	10,258,000
Religious, political, unions	2,110,000
Schools & Colleges	212,000
Miscellaneous services	583,000
COSMETICS & TOILETRIES	74,565,000
Cosmetics	12,435,000
Deodorants	6,093,000
Depilatories	289,000
Hair tonics & shampoos	18,645,000
Hand & face creams, lotions	4,272,000
Home permanents & coloring	7,163,000
Perfumes, toilet waters, etc.	2,591,000
Razors, blades	3,405,000
Shaving creams, lotions, etc.	2,531,000
Toilet soaps	10,723,000
Miscellaneous	6,418,000
DENTAL PRODUCTS	17,314,000
Dentifrices	13,007,000
Mouthwashes	3,975,000
Miscellaneous	332,000
DRUG PRODUCTS	52,545,000
Cold remedies	15,010,000
Headache remedies	21,087,000
Indigestion remedies	3,335,000
Laxatives	3,431,000
Vitamins	2,524,000
Weight aids	2,057,000
Miscellaneous drug products	4,437,000
Drug stores	664,000
FOOD & GROCERY PRODUCTS	188,224,000
Baked goods	26,267,000
Cereals	22,196,000
Coffee, tea & food drinks	39,355,000
Condiments, sauces, appetizers	12,834,000
Dairy products	11,674,000
Desserts	2,483,000
Dry foods (flour, mixes, rice, etc.)	9,180,000
Fruits, vegetables, juices	9,210,000
Macaroni, noodles, chili, etc.	4,082,000
Margarine, shortenings	9,977,(
Meat, poultry & fish	11,031,(
Soups	4,866,(
Miscellaneous foods	13,405,(
Miscellaneous frozen foods	2,623,(
Food stores	9,041,(
GARDEN SUPPLIES & EQUIPMENT	992,(
GASOLINE & LUBRICANTS	26,118,(
Gasoline & oil	25,442,(
Oil additives	553,(
Miscellaneous	123,(
HOTELS, RESORTS, RESTAURANTS	721,(
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES	26,511,(
Cleaners, cleansers	17,755,(
Floor & furniture polishes, waxes	6,662,(
Glass cleaners	287,(
Home dry cleaners	252,(
Shoe polish	654,(
Miscellaneous cleaners	901,(
HOUSEHOLD EQUIPMENT—APPLIANCES	5,426,(
HOUSEHOLD FURNISHINGS	2,164,(
Beds, mattresses, springs	1,113,(
Furniture & other furnishings	1,051,(
HOUSEHOLD LAUNDRY PRODUCTS	57,883,(
Bleaches, starches	7,988,(
Packaged soaps, detergents	42,711,(
Miscellaneous	7,184,(
HOUSEHOLD PAPER PRODUCTS	10,862,(
Cleansing tissues	2,326,(
Food wraps	1,541,(
Napkins	185,(
Toilet tissue	2,081,(
Miscellaneous	4,729,(
HOUSEHOLD GENERAL	6,946,(
Brooms, brushes, mops	93,(

23. Gillette	5,320,680
24. Ford Dealers	5,055,030
25. Liggett & Myers	5,044,200
26. Avon Products	5,020,560
27. Anheuser-Busch	4,921,150
28. J. A. Folger	4,749,270
29. International Latex	4,587,520
30. General Motors Dealers	4,531,740
31. Pabst Brewing	4,387,330
32. Carter Products	4,264,700
33. Ralston Purina	4,089,570
34. Richardson-Merrell	4,005,740
35. Simoniz	3,940,670
36. Pet Milk	3,867,050
37. Canadian Breweries	3,735,240
38. Chesebrough-Pond's	3,604,030
39. Shell Oil	3,556,560
40. United Vintners	3,267,330
41. Helene Curtis Industries	3,091,020
42. U. S. Borax & Chemical	2,989,580
43. Welch Grape Juice	2,909,630
44. R. J. Reynolds	2,877,880
45. Nestle	2,828,420
46. Menley & James	2,785,330
47. Chrysler Dealers	2,692,020
48. Humble Oil & Refining	2,630,740
49. Falstaff Brewing	2,600,560
50. Hills Bros. Coffee	2,559,810
51. Scott Paper	2,472,520
52. American Motors Dealers	2,407,210
53. American Tobacco	2,353,940
54. Armour	2,332,350

China, glassware, crockery, containers	1,659,000
Disinfectants, deodorizers	1,323,000
Fuels (heating, etc.)	757,000
Insecticides, rodenticides	1,929,000
Kitchen utensils	236,000
Miscellaneous	949,000
OTIONS	274,000
ET PRODUCTS	11,069,000
UBLICATIONS	2,418,000
PORTING GOODS, BICYCLES, TOYS	12,541,000
Bicycles & supplies	71,000
Toys & games	12,317,000
Miscellaneous	153,000
TATIONERY, OFFICE EQUIPMENT	426,000
ELEVISION, RADIO, PHONOGRAPH MUSICAL INSTRUMENTS	675,000
Radio & television sets	267,000
Records	279,000
Miscellaneous	129,000
OBACCO PRODUCTS & SUPPLIES	29,696,000
Cigarettes	27,449,000
Cigars, pipe tobacco	1,945,000
Miscellaneous	302,000
RANSPORTATION & TRAVEL	6,828,000
Air	2,982,000
Bus	2,063,000
Rail	835,000
Miscellaneous	948,000
VATCHES, JEWELRY, CAMERAS	3,534,000
Cameras, accessories, supplies	1,086,000
Clocks & watches	37,000
Jewelry	35,000
Pens & pencils	2,219,000
Miscellaneous	157,000
ISCELLANEOUS	9,146,000
Trading stamps	3,278,000
Miscellaneous products	2,259,000
Miscellaneous stores	3,609,000
TOTAL	$721,211,000

55. DeLuxe Reading	2,294,250
56. American Oil	2,282,290
57. Phillips Petroleum	2,228,800
58. Sears Roebuck	2,096,330
59. Helena Rubinstein	2,078,220
60. Frito-Lay	2,071,670
61. E. F. MacDonald Stamp	2,034,240
62. Johnson & Johnson	2,028,980
63. Carnation	2,014,070
64. Sinclair Refining	1,987,360
65. Pacific Tel. & Tel.	1,987,040
66. E. & J. Gallo Winery	1,970,740
67. Andrew Jergens	1,961,710
68. Mattel	1,961,100
69. Pillsbury	1,914,370
70. General Electric	1,851,990
71. C. Schmidt & Sons	1,837,620
72. Foremost Dairies	1,834,700
73. Gulf Oil	1,824,470
74. Theo. Hamm Brewing	1,810,900
75. Kimberly-Clark	1,810,600
76. F. & M. Schaefer Brewing	1,806,490
77. Greyhound	1,803,410
78. Maybelline	1,788,010
79. National Dairy Products	1,784,120
80. M. J. B.	1,740,010
81. National Biscuit	1,712,510
82. Beech-Nut Life Savers	1,703,650
83. Chrysler Corp.	1,694,500
84. Stroh Brewery	1,690,300
85. American Bakeries	1,673,540
86. Associated Products	1,667,180
87. Sterling Drug	1,664,980
88. National Federation of Coffee Growers of Colombia	1,662,750
89. Armstrong Cork	1,653,020
90. Ward Baking	1,652,790
91. Peter Paul	1,640,830
92. Quaker Oats	1,592,430
93. Laddie Boy Dog Foods	1,550,400
94. J. Nelson Prewitt	1,548,950
95. Remco Industries	1,448,920
96. North American Phillips	1,430,560
97. Great Atlantic & Pacific Tea	1,428,100
98. Brillo Manufacturing	1,417,640
99. Fels	1,408,710
100. Texaco	1,400,760

Vic Piano rep group adds several stations

Vic Piano Associates, New York, a station representative, which in its seven-week existence has signed 37 stations, last week announced signing of the Northeast Radio Network and six radio stations.

The Northeast network covers 22 AM and 12 FM stations in upstate New York. Piano represents the network only, not the individual stations making it up.

Also signed were WAVA Arlington, Va.; WSHO New Orleans; KLIQ Portland, Ore.; KSOP Salt Lake City; KKJO St. Joseph, Mo., and WECL Eau Clare, Wis.

Of the 37 stations, 15 are radio stations in the top 100 markets; another 17 in top regional markets and five are television stations, all UHF.

Rep appointments . . .

▪ WRVA-TV Richmond, Va.: The Katz Agency Inc., New York, as national representative, effective May 1.

▪ KADY St. Charles, KADI (FM) St. Louis, both Missouri; WQSR Syracuse, WCMF (FM) Rochester, both New York; KITT (FM) San Diego; KEEZ (FM) San Antonio; WYFM (FM) Charlotte, N. C., and WFOL (FM) Cincinnati: Robert Richer Representatives Inc., New York, as national representative.

▪ WAME Miami, Fla.: Broadcast Time Sales Inc., New York, as national representative.

▪ KVOA-TV Tucson, Ariz., and KOAT-TV Albuquerque, N. M.: Meeker & Co. as national representative.

▪ All-Canada Radio and Television Ltd.: Pearson National Representatives Inc., Chicago, as representative in Middle West. All-Canada will continue to be represented by its own office in the New York area.

▪ KCIN Victorville, Calif.: James A. Lucas & Co., Los Angeles, as national representative.

▪ KTHO Bijou, Calif.: The Sandberg Co., San Francisco, as national representative.

▪ WAUG Augusta, Ga.: Dora-Clayton Agency, Atlanta, as regional representative.

▪ KDAB Denver: Mid-West Time Sales, Kansas City, Mo., as regional representative.

Agency appointments...

▪ Cantrell & Cochrane Division of Great American Industries, New York, has appointed North Advertising Inc., that city. Major advertising emphasis will be placed on new C&C Cola, canned soft drink. Test campaigns in local newspapers and spot radio will precede national introduction of the product.

▪ Cortland Industries, manufacturer of fishing lines, has appointed Redmond & Marcus Inc., New York, as its advertising agency, succeeding McCann-Marschalk Inc.

▪ Purex Corp., Lakewood, Calif., will transfer two products between the two agencies servicing its Grocery Products Division. Dutch Cleanser will be assigned to Foote, Cone & Belding, Los Angeles, from Edward H. Weiss & Co., Chicago. Bo-Peep Ammonia will be assigned to Weiss from FC&B.

Soft drink expenditures

Soft drink companies will spend about $150 million in advertising and promotional expenditures in 1963, according to William C. Durkee, senior vice president in charge of marketing division, Pepsi-Cola Co. Mr. Durkee spoke at the 42d annual convention of the Western Association of Food Chains in Honolulu last Tuesday (April 23).





A Capital Idea

...That, we confess, is a fairly obvious thing to say about a dramatic series based on the activities of a Washington agency.

But it's a *truly* capital idea when the agency is one as dynamic as the Department of Health, Education and Welfare.

For HEW's work covers such diverse matters as narcotics, adoption hoaxes and cancer quackery.

It's this many-faceted bureau whose files will suggest the story lines for "The Robert Taylor Show," one of the most important newcomers on NBC-TV's diversified Fall schedule.

Out of the department's records will come the tracking-down of a malaria-transmitting blood donor; the pursuit of an illegal drug syndicate; or an inquiry into a case of mass food poisoning.

The star of the new, hour-long series has, of course, long been one of the motion picture world's capital attractions. And in television he's won millions of new fans through his starring role in



the three-year run of "The Detectives."

On his new series, Taylor will be playing a Special Assistant in HEW. In actuality, the department has some 60,000 on its staff, but it won't surprise us if Taylor and Robert Loggia, his associate, quickly become its most familiar "employes." Never underestimate the power of television.

In Loggia, we should hurriedly interject, the series has one of the most gifted young actors around. His performances in Broadway's "Toys in the Attic" and Hollywood's "Somebody Up There Likes Me"—as well as his work in TV's first-rank dramatic shows—have already won him an enthusiastic following among critics and public.

The combination of Taylor and Loggia—together with special guest stars and top-calibre, creative writing and production—will give the viewer a new appreciation of the services performed by Washington's largest department.

It will also help make NBC-TV's forthcoming season one of the most exciting in this network's history.

NBC

Look to NBC for the best combination of news, information and entertainment.

SMOKING CONTROVERSY STILL BURNS

Moss urges 'glamour' be taken out of cigarette ads

The smoking and health controversy, which now includes a question whether television tobacco commercials should be aimed at youth, remained a much-discussed issue in Washington last week as lawmakers showed renewed interest in the contention that there is a causal link between smoking and lung cancer.

Senator Frank E. Moss (D-Utah) released the texts of letters he had written to the presidents of the television networks and tobacco companies urging them "to take the glamour out of cigarette advertising." None of the networks had commented by Thursday (April 25).

Senator Maurine B. Neuberger (D-Ore.) was seeking the backing of the Federal Trade Commission and Food and Drug Administration in requiring tobacco firms to identify their products as injurious to health.

Senator Joseph S. Clark (D-Pa.) and Representative Morris K. Udall (D-Ariz.) were preparing legislation which would bring smoking products under the jurisdiction of the FDA and require package labels to include nicotine and tar contents.

Representative Udall said last week he would delay introduction of his bill while the National Association of Broadcasters considered whether to revise its code and place restrictions on tobacco advertising. He has discussed the NAB code with association representatives (CLOSED CIRCUIT, March 4).

Take A Look ▪ Noting measures taken by other countries in recognition of smoking hazards, Senator Moss asked the networks to "take a hard look at the type of cigarette advertising you are allowing sponsors to present." Youngsters who take up smoking "are greatly increasing their chances for dreaded diseases and early deaths," he said. "How can it be ethical for our mass media to continue using sports heroes and glamorous models in an effort to associate smoking with all that is exciting, pleasant and desirable in life?" he asked.

New estimates on when a Public Health Service study of smoking would be released indicated it could be as late as next April and certainly not before this fall.

Senator Neuberger was known to be disappointed by the health service's delay, but satisfied that the holdup is due to the extensive and complicated research involved. She is holding up a complete legislative program she had intended to introduce this spring, the time previously expected for the report's publication. This program includes nationwide education on smoking risks, advertising controls, labeling requirements and sales restrictions.

NAB president LeRoy Collins, critical of cigarette advertising which appeals to young people, had said the government's delay in compiling an extensive study of smoking and health would "not necessarily remove the problem" [changing commercials] from discussions at an NAB board meeting to be held in June (BROADCASTING, April 22).

Two weeks ago the American Cancer Society released a new pamphlet citing smoking as "the major cause" of lung cancer and a factor in other diseases. Tobacco Institute spokesmen said the society's publications "omitted or oversimplified" opposing views of reputable scientists.

The Federal Trade Commission told Senator Neuberger almost a year ago that if evidence proves a causal relationship between smoking and lung cancer that "it is likely that an order of the commission . . . would be upheld in the appellate courts."

Lord & Taylor stays

A major New York department store, has continued its use of radio advertising since the end of the newspaper strike. Lord & Taylor has signed a 13-week contract with WQXR-AM-FM New York, effective April 22. It calls for full sponsorship of a half-hour women's show three times a week and 11 one-minute spots each week.

The department store began advertising on WQXR on Dec. 8, 1962, the first day of the newspaper strike. The company was described as being "pleased with WQXR as a public relations factor and as an advertising medium of unusual flexibility and immediacy."

Lord & Taylor's agency is James R. Flanagan Co., New York.

'Panic' users got little from radio, TV

RETAILERS APPRAISE AIR USE IN NEWSPAPER STRIKE

Retail merchants in New York who used radio and television for the first time during the newspaper strike "on a panic basis" experienced "little in the way of positive results," according to a survey of New York department and specialty stores by the National Retail Merchants Association.

Effective radio and television advertising, according to Edward F. Engle, NRMA sales promotion manager, was conducted primarily by those already familiar with the broadcast media. "Macy's and Alexander's used television in their fashion launching, as they had in the past, and the results were deemed highly satisfactory to both," Mr. Engle said at an NRMA Sales Promotion Division convention in Hollywood, Fla. "Those stores which developed techniques for using these media prior to the strike were able to continue using them effectively during the strike."

The NRMA survey, however, showed radio and TV were not the best substitute media for retail advertising, Mr. Engle continued. "There is no substitute for the daily newspaper as the major medium for retail advertising. . . The best substitute medium in an emergency is direct mail. This can produce excellent results over a short time, but its effectiveness tends to diminish when used too often and by too many competitors."

Mr. Engle added that TV and radio "can be used successfully as supplementary media." Their "effectiveness" was confirmed by those who had used the broadcast media "properly" before the strike and who "continued with them during the strike."

Business briefly . . .

General Time Corp., New York, has begun a special advertising campaign for its Big Ben and Baby Ben clocks, with an increase in its regular spot radio schedule. The drive, which runs through mid-May, is scheduled in 125 markets (the regular schedule covers 100), with 20 one-minute spots a week per station for five weeks. Agency: Hicks & Greist, New York.

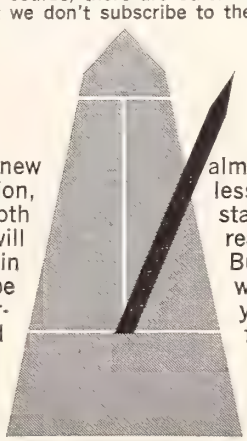
Melnor Industries, Moonachie, N. J. (lawn sprinkler manufacturer) will repeat co-sponsorship of CBS-TV "Triple Crown of Racing" telecasts; Kentucky Derby, May 4; Preakness, May 18 and Belmont Stakes, June 8. Agency for Melnor is Smith/Greenland Co., New York.

Purex Corp., through Edward H. Weiss and Co., Chicago, and **U. S. Time Corp.,** for Timex watches, through Warwick & Legler, New York, are signed as sponsors of a series of documentary type special programs about motion pictures and movie personalities to be produced by Wolper Productions



there's a Wright way to run a radio station

(Of course, there are other ways, but we don't subscribe to them.)



Who are we? The Wright Broadcasting Company. Our new station, and the San Francisco market's newest station, is called KPAT. KPAT will begin broadcasting on both AM and FM in the Bay Area at 12:00 noon today, will cover all of the principal population centers within the nine Bay Area counties and, naturally, will be run the Wright way. That, of course, means wonderfully entertaining music, intelligently programmed in truly uninterrupted segments twenty-four hours each day, commercials only on the quarter-hour break daytimes and on the half-hour from 7:00 PM until dawn, excellent news, informative service and almost no other talk at all. Certainly none that's aimless or inane. In short, KPAT will be a reticent radio station, responsibly aware of the needs of its audience, realistically aware of the needs of its advertisers. But why go on? You undoubtedly know the Wright way of doing things. And in the unlikely event that you don't, by all means write us in Berkeley, California, for a copy of "Prospectus: A Preliminary Statement Concerning KPAT." Or ask your Robert E. Eastman representative. He'll be happy to tell you how right you are to place an order today on the Wright station in America's sixth market.

RADIO STATION KPAT • FOR THE AIRUDITE BAY AREA AUDIENCE • 1400 AM/102.9 FM

and broadcast on NBC-TV Monday, 9:30-10 p.m., starting in the fall. Purex and Timex will each sponsor 20 individual programs, with no cross-plugs, but not necessarily on alternate weeks, to fit in with the sales and distribution pattern of each advertiser. Timex, for instance, may want to have its advertising bunched before Christmas and graduation time, periods when most watch sales are made.

Cal-Cienega Corp., Los Angeles, has added a Tele-Cake Division which has signed more than a score of retail bakery firms to its cake-by-wire plan, whereby bakers can take orders for cakes to be delivered any place in the country, with messages transmitted by wire from the order-taking bakery to the delivering one. An advertising campaign is being planned, to use radio and television along with bakery trade magazines placed through Juanita Sayer Public Relations & Advertising, Los Angeles.

Union Oil Co. of California, through Smock, Debnam & Waddell, Los Angeles, will sponsor 11 broadcasts of the Saturday feature races from Hollywood Park on CBS Television Pacific Network stations in California, Oregon, Washington, Arizona and Utah at 5:15-5:45 p.m., Saturday, starting May 11.

Buick Motor Division of General Motors Corp., which will sponsor the sixth annual Buick Open Golf Championship on NBC-TV, Sunday, June 9 (4:30-6 p.m.) (AT DEADLINE, April 22), will also sponsor the June 8, 5-6 p.m. segment for the Buick Hole-in-One Sweepstakes. Agency: McCann-Erickson, Detroit.

Hotpoint returns to network TV

WILL USE SEVEN-MONTH CAMPAIGN ON 'TONIGHT' SHOW

Hotpoint Co., Chicago, has purchased an $800,000 advertising campaign on NBC-TV's *Tonight,* marking its first use of network television since 1955.

The seven-month sponsorship begins May 15 and extends through Dec. 13 on 80 NBC-TV affiliates. It will include 75 one-minute participations, most of which will be served up as 30-second announcements paired back to back. All the commercials will be in color.

A $10,000 merchandising program tieing in with the show and its host Johnny Carson represents the heaviest order of merchandising aids in the history of the show.

The aids being distributed to Hotpoint dealers throughout the country include life-size displays of Mr. Carson holding an easel carrying the company message, "over the wire" hangers, salesmen's lapel stickers, product string tags, counter cards, product stickers and bumper tags. The *Tonight* tie-in will also be featured in full-page advertisements scheduled for trade and consumer magazines.

Hotpoint will introduce, on the *Tonight* commercials, a new line of products including ranges, freezers, air conditioners and washers. A live lead-in by Mr. Carson will precede each of the commercials.

Hotpoint's last use of network television was from 1952-1955 as sponsor of ABC's *Ozzie & Harriet.*



Hotpoint merchandising program is featured in kinescope recording which was shown at meeting of distributors in Chicago. 'Tonight' host Johnny Carson and announcer Ed McMahon described advertising plans of company. Mr. McMahon (r), discusses program with E. G. Reichert, manager, merchandising and promotion, Hotpoint (c), and Bill Storke, director, participating program sales for NBC, New York.

Gulf will sponsor conventions on NBC

The Gulf Oil Corp. has signed for full sponsorship of NBC's television and radio coverage of the 1964 national conventions and elections. It also has renewed for a fourth year its sponsorship of the "instant specials."

The contracts covering both the specials and the conventions and election coverage were said to involve more than $5 million.

The signing of Gulf more than a year before the opening of the conventions was believed to be the earliest conclusion of arrangements for sponsorship of the national political package. Neither ABC nor CBS has announced its sponsorship plans for these events.

It was estimated that the "instant specials" cost about $1.5 million a year and the convention-election coverage in excess of $3.5 million.

Robert E. Kintner, NBC president, said the entire domestic news staff of NBC, supplemented by selected foreign correspondents, will be used for the convention and election coverage. The staff will be under the direction of William R. McAndrew, executive vice president in charge of NBC News.

The sponsorship of this political package by one advertiser is considered a coup. In 1960, network coverage of the conventions and election was sold to groups of advertisers by NBC-TV and ABC-TV but CBS-TV sold its package to the Westinghouse Electric Corp.

Self-policing is must, Collins warns AFA

The only way broadcasters are going to escape government regulation is by stringent policing of themselves.

This is what LeRoy Collins, president of the National Association of Broadcasters, told advertising men in a scheduled address Friday at the meeting of the Fourth District, Advertising Federation of America in Orlando, Fla.

"Let us face it," Governor Collins said, "to avoid the problems of government intervention, good business as well as good citizenship requires that we see to it that individually and collectively we are meeting all of our clear responsibilities for serving essential public interest."

Calling on broadcasters and advertisers to operate in the public interest (which is "nothing more nor less than



...and Susie might win with that argument. Nobody's happier than Dad that she's passed through her rock 'n' roll phase and enjoys, with him, the programs of the Grownup Station—WCBS. It won't be long before Susie's in control of her own set of purse strings and she'll be great friends with WCBS Radio's Jack Sterling, Kenneth Banghart, Lee Jordan, Bill Randle, Ed Joyce, Ted Steele and Bob Maxwell. She likes a change, too. Another reason to dial WCBS—for the Philharmonic, for good conversation and Yankee baseball!

WCBS RADIO 880
101.1 FM

A CBS OWNED RADIO STATION





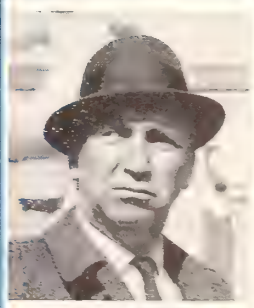
THE BIG ONE YOU'VE BEEN WAITING FOR!

'NAKED CITY'

99 HOURS AND 39 HALF-HOURS NOW AVAILABLE FOR FALL TELECASTING



STARRING
PAUL BURKE



CO-STARRING
HORACE McMAHON

"NAKED CITY" is one of the most talked-about, most acclaimed action series ever made—consistently delivers top audiences for leading advertisers. It's the series that Newsweek Magazine, in its March 4, 1963 issue, described as "the best and most stylish show on American television . . ." It's the series that won three "Emmy" awards as well as two nominations.

"NAKED CITY" is the action series so unique in concept it can be played any hour of the broadcast day. And now its superb production . . . its first-rate dramatic writing . . . its big-name guest stars can be yours in your market on your station! Just offered . . . it's just sold to WPIX New York, WGN-TV Chicago, KMSP-TV Minneapolis-St. Paul, WBAY-TV Green Bay and WNEP-TV Scranton—Wilkes-Barre.

For full details, contact

SCREEN GEMS, INC.

a genuine and honest-to-God concern for man himself"), Mr. Collins added:

"It is not the mission of the broadcaster, under such a concept, merely to provide escape from the realities of life. Nor is it the appropriate role of the advertising practitioner simply to sell a product someone else has produced. If we should adopt these efforts as our dominant goals, then we would resign ourselves to the soul-deadening drudgery of drones in the hive. We would mistake productivity for creativity, and confuse activity with accomplishment."

Bringing this philosophy to broadcasting, Governor Collins declared: "As broadcasters, we are determined that the government shall not exercise control over the content of what we broadcast." But, he added:

"This means that we accept four square, and on our own, the responsibility for broadcasting in the public interest. The freedom to exercise this responsibility must remain the bedrock of American broadcasting."

Heavy radio-TV campaign for new cigarette brand

A heavy spot television and radio campaign will be used to begin national distribution of Paxton, Philip Morris Inc.'s new menthol filter cigarette.

The brand, test-marketed in Fresno, Calif., and Tulsa, Okla. (BROADCASTING, Feb. 11), will be introduced May 6 in New England, middle Atlantic states, Ohio and Hawaii. National distribution will expand as production of the new brand permits.

Introduction of the new brand, which will sell at popular retail prices, will be backed by a "very heavy" television and radio drive, according to a spokesman for Philip Morris. Print advertising will also be used although the greater part of the budget is slated for broadcasting.

Benton and Bowles, New York, is agency for Paxton.

Ad tax sought in Florida

A bill introduced in the Florida Senate would subject all radio, television and newspaper advertising to the state sales tax of 3%.

Senator Tom Whitaker (Tampa) introduced the bill, which would amend the current sales tax measure. The proceeds would be used exclusively for capital outlay projects for higher education.

THE MEDIA

CBS RADIO NETWORK SALES BOOM

Moving at greatest rate in years, Hayes reports

The CBS Radio network's sales are booming at a rate unmatched in recent years, with more business already booked for 1963 than the network carried in all of last year, Arthur Hull Hayes, president of the CBS Radio division, said last week.

He has notified CBS Radio affiliates that their payments from the network for the first quarter of 1963 will be 26% higher than was anticipated when the current compensation plan was adopted last fall. He also reported that sales to date indicate station payments in the second quarter will exceed the originally anticipated level by 46.3%.

Mr. Hayes said the sales resurgence gives every indication that the CBS Radio network will turn a profit this year. The CBS Radio division, which includes CBS-owned radio stations and CBS Radio Spot Sales as well as the network, has always been profitable. The network itself has shown a profit in a number of months and even quarters but not for a full calendar year since TV first put network radio into the red—although in some recent years it has come close.

Network sales figures were not disclosed, but it was understood that in the first quarter they ran about 20% higher than in the same period of 1962.

"The CBS Radio network has more business on its books for 1963, right now, than it had for the entire year of 1962," Mr. Hayes said. "Our sales volume has surpassed all forecasts. It looks like we will almost certainly top our dollar volume for any one of the four preceding years."

News 90% Sold ▪ He said that more than 90% of the availabilities in news-on-the-hour broadcasts and in the *Dimension* features have been sold, and that the following programs are completely sold out: Allan Jackson's morning news reports, the *Garry Moore Show*, Lowell Thomas newscasts, the five-a-week Phil Rizzuto and Chris Schenkel sports shows, Robert Trout's seven newscasts on Sundays and Allan Jackson's five on Saturdays, and Jack Drees's 10 weekend sports reports.

Mr. Hayes attributed the improved sales picture to "enthusiastic advertiser acceptance" of the expansion from five-minute to ten-minute newscasts on the hour, which started in November 1960; popularity of *Dimension*, which has been expanded from 43 features a week in November 1960 to 63 a week now, and CBS Radio's national advertising campaign to attract both audiences and sponsors, in which he said CBS Radio scheduled more than a million dollars worth of space during the past year.

Much of the network's billings gain, he said, has come from advertisers that did not use CBS Radio in 1962. Among these he listed Allied Van Lines, American Express, Campbell Soup, Champion Spark Plug, Chemical Compounds division of Studebaker-Packard, Chemway Corp., Chrysler, Church & Dwight, Florists Telegraph Delivery Association, General Electric's lamp division, General Mills, Buick, Hires beverages, Kellogg, Miller Brewing, Millers Falls, Minnesota Mining & Manufacturing, Morton House Kitchens, Norwich Pharmacal, Pro-Phy-Lac-Tic Brush Co., Standard Oil of Ohio, Salada Foods, Sardeau Inc., J. M. Smucker Co. and Texaco.

Atop a needle

New KING Seattle studio on top level (550 feet above ground) of the Space Needle, symbol of last year's Seattle World's Fair and a permanent part of the city's skyline, will go into use June 1, opening day of the new Seattle Civic Center. Frosty Fowler, whose Monday-Friday, 6-10 a.m. show will originate from the spire-top studio, believes this makes KING "the highest above-ground radio station anywhere" and offers a Space Needle model to the first person to prove him wrong.

Rabbi issues call for better radio and TV

Rabbi Maurice N. Eisendrath, president of the Union of American Hebrew Congregations, called on religious leaders to speak out "in our own voice with our own concern for better radio and television."

Speaking at the spring board meeting of the National Federation of Temple Brotherhoods in Cincinnati, Rabbi Eisendrath praised the work of FCC Chairman Newton Minow, but said, "religion has hidden too long behind [his] moral cloak."

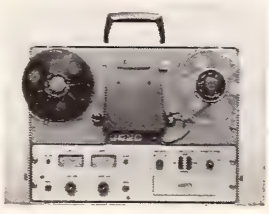
He urged that "religious leaders should particularly speak out on matters such as the rating scandal in the broadcast industry. . . ."

Rabbi Eisendrath, who said that he "despises censorship," contended that "we already have censorship in television—harsh, rigorous, and destructive. It is the censorship of the dollar, unchecked by public interest."



What compact can do everything a console recorder can? **AMPEX PR-10**

The Ampex PR-10 gives you all the performance of a console recorder. Even remote control. And it's all wrapped up in a suitcase-sized package. It's versatile enough to be used on any broadcast assignment: news, sports, spots, delayed broadcast, special events, client playback, political, auditions, dance band remotes, dubbing, tape editing, stereo tape playback (2 and 4-track), and those many special jobs. The PR-10 features positive pushbutton controls; record-safe switch; and separate erase, record and playback heads. And there's room for an optional 4-track stereo or additional playback head. There's also a new eddy current clutch system to give you fast, gentle starts and lower braking tension. What's more, electrical alignment controls are accessible through the front panel. And above all, the PR-10 will give you a long life of reliable performance. It carries Ampex "Four Star" one-year warranty. For data write the only company with recorders, tapes, memory devices for every application: Ampex Corp., 934 Charter St., Redwood City, Calif. Term financing, leasing. Worldwide sales, service. AMPEX



How is goodwill counted in dollars?

COURT MUST MEASURE WSJS-TV AS OF APRIL '56

What is the cash value of a television station's goodwill? What is the correct procedure for calculating that value? Answers to those questions as they apply specifically to WSJS-TV Winston-Salem, N. C., as of April 30, 1956, are currently being sought in a Los Angeles Superior Court, presided over by Judge Bayard Rhone.

April 30, 1956, marked the end of the fiscal year of Triangle Broadcasting Corp., licensee of WSJS-TV. It was also the date on which Piedmont Publishing Corp., publisher of the *Winston-Salem Journal* and *Twin City Sentinel* and owner of WSJS-AM-FM, was authorized to exercise its option to purchase the one-third interest in Triangle held by Mary Pickford and her husband, Charles (Buddy) Rogers. Miss Pickford and Piedmont, who had been competing applicants for a TV grant in Winston-Salem, dropped their competition in 1953 to join in a single application under an agreement that gave Miss Pickford a one-third interest in Triangle (part of which she subsequently assigned to Mr. Rogers) for an investment of $50,000. The agreement also contained the option for Piedmont to purchase the Pickford-Rogers' interests.

Piedmont's endeavor to exercise its option was resisted by Miss Pickford and Mr. Rogers and the parties went to Los Angeles Superior Court to argue the issue. After 50 court days of testimony, the then Superior Judge John Ford on May 25, 1959, upheld Piedmont's right to purchase the Pickford-Rogers interest in WSJS-TV, on which he set a value of $133,243.95 This decision was appealed on the ground that this sum represented only the book value of the one-third interest in WSJS-TV and ignored the good will inherent in the station as a going business. The appeals court agreed with this argument and sent the case back to the superior court for a re-evaluation.

Hearings started Monday (April 22) before Judge Rhone. Harned Pettus Hoose, who with Ronald L. Hartman and Ronald K. Perry represent the Pickford-Rogers interests, maintained that a fair market price for WSJS-TV in 1956 would have been approximately $3 million, so that his clients are entitled to roughly $867,000 in addition to the sum already awarded them, to bring them $1 million for their share in the station.

Mr. Hoose plans to have his witnesses include Dana Latham, who headed the Internal Revenue Service under President Eisenhower; Paul O'Bryan, Washington attorney specializing in broadcast matters; Alvin G. Flanagan, general manager of KBTV (TV) Denver; Ben F. Waple, acting secretary of the Federal Communications Commission; Howard S. Frazier, broadcast management consultant; Jules Stein, head of MCA; movie mogul San Goldwyn and Miss Pickford herself.

Sherman Welpton Jr., Los Angeles counsel for Piedmont (also represented by W. P. Sandridge of Winston-Salem) protested that the presence of those individuals in the courtroom would turn the proceedings into "a Hollywood extravaganza" and asked the court to restrict each side to two witnesses. Judge Rhone denied this motion, but held in abeyance his decision on whether to set a limit of two appraisers for each.

Piedmont's first appraiser, John Alden Grimes of Arlington, Va., taking the stand Wednesday, placed a $1.1 million evaluation on WSJS-TV, as a going business on April 30, 1956. Subtracting a long-term debt of $660,000 from that sum, he valued all other tangible and intangible assets of the station at $440,000, of which the Pickford-Rogers share would amount to $146,667 or about $13,000 more than the sum already awarded them. His direct testimony took most of the day and his cross-examination was expected to occupy the balance of the week.

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You've probably seen this phrase countless times in trade journals if you follow the news regarding media transactions. Ours is a reliable reputation for providing the facts both buyer and seller need before "getting down to business." Plus the insight that comes from many years of experience in a highly specialized field. Before you do business—do as so many other satisfied clients have done. Consult Blackburn.

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JAckson 5-1576

BEVERLY HILLS
Colin M. Selph
G. Bennett Larson
Bank of America Bldg.
9465 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-8151

Paley will filed

The will of Samuel Paley, retired manufacturer and philanthropist, was filed for probate in Philadelphia last Wednesday (April 24). He left an estate estimated at $27 million. Mr. Paley who died on March 31 at the age of 87 (BROADCASTING, April 8), served from 1930 until 1960 as a member of the board of directors of CBS, of which his son, William S. Paley, is board chairman.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ WBIC Islip, N. Y.: Sold by Maurice Weiss and associates to Meridian Media Inc. for $250,000. Meridian Media stockholders are Gerald Arthur, W. B. Stringer, both with 37.5%; Irving Maidman, 25%. WBIC is a 250 w day-

timer on 540 kc. Broker was Edwin Tornberg & Co.

▪ WBRY Waterbury, Conn.: Sold by Gustave Nathan and associates to a group headed by Kenneth A. Wood Jr. for $141,750. WBRY is a 5 kw fulltimer on 1590 kc. Broker was Edwin Tornberg & Co.

APPROVED ▪ *The following transfer of station interests was among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 72).

▪ WREC-AM-TV Memphis, Tenn.—Sold by Hoyt B. Wooten to Cowles Magazines & Broadcasting Inc. for $8 million (see page 53).

TV VS. NEWSPAPERS

Excitement of television is over, ANPA admen told

Members of the Bureau of Advertising of the American Newspaper Publishers Association (ANPA) were told last week that ". . . newspapers represent a stable, steadily growing consumer experience, an integral part of daily life. In contrast, TV represents a consumer commodity of rapidly changing value to the viewer."

Speaking at the annual meeting of the bureau during the ANPA convention in New York, bureau executive vice president Jack Kaufman said that whereas 10 years ago, "TV was king of the living room," now "the excitement is over. Today, nine out of 10 households have television and about one out of every seven have two or more sets, and as this number grows the captive living room audience declines."

Mr. Kaufman said that commercial saturation has developed, that there are more people viewing, but they are spending less time and becoming more selective, that ratings, even in prime time, are dropping; also that costs are rising sharply, and that a negative attitude to commercials is increasingly evident.

"TV does reach nine out of 10 homes, but half of the TV homes do three times more viewing than the other half," he said.

Mr. Kaufman presented the newspaper side saying, "Newspaper circulation has grown faster than the adult population—nine out of 10 homes get a newspaper. Readership increases with income, and education, and is high in all metropolitan areas. To the consumer the newspaper represents a special value; he looks at newspaper advertising as a service."

Mr. Kaufman and bureau president Charles T. Lipscomb told the membership of the bureau's stepped up "target presentation" campaigns aimed at industry's biggest advertisers. He pointed out that presentations had increased from 22 in 1960 to 38 in 1961 to 80 in 1962 and had produced $31 million of advertising—32% of the presentations producing advertising.

Referring to a specific market (Atlanta), Mr. Kaufman said that "although 92% of adults live in TV households, 51% of TV homes do not have sets in use during prime time, 63% of all adults do not view during prime evening time, during daytime 81% of TV homes do not have a set in use, and 92% of all adults are not reached by daytime TV."

Texans throw weight behind NAB

PLEDGE 'COOPERATION' IN GOVERNMENT EFFORTS

The Texas Association of Broadcasters board of directors, at its meeting last Tuesday (April 23), passed a resolution which urged the "National Association of Broadcasters to redouble its efforts to protect broadcasters from unreasonable federal control and pledges the cooperation of the Texas association to that end."

The resolution came during a three-hour regular board session, which considered a letter written by TAB President Jack Roth to the 49 other state associations (BROADCASTING, April 15). In his letter Mr. Roth proposed a federation of state associations for the "explicit purpose of creating leadership and direction to deal with the myriad problems of government."

Mr. Roth said last Wednesday he had received favorable replies to his letter from over 10 state associations and feels "the board [of TAB] is behind me fully."

The board in its resolution also urged "that all state associations join together in the common cause of free broadcasting."

Disspelling ideas of dissatisfaction with the NAB, the board said, "There is no misunderstanding between us and the National Association of Broadcasters." Mr. Roth has maintained that his proposed federation would be complementary to the NAB and was "not designed to detract" from the NAB's functions.

He said the "primary and sole function" of the federation would be in matters concerned with the FCC and

EXCLUSIVE BROADCAST PROPERTIES!

WEST—Profitable fulltime radio station in beautiful, growing Northwest market. Sale includes $50,000.00 in real estate. Priced at $125,000.00 with $35,000.00 down and balance over thirteen years. ***Contact—John F. Hardesty in our San Francisco Office.***

EAST—Fulltime AM-FM combination with excellent power and dial frequencies. Sales running 15% ahead of 1962 gross of over $180,000.00. Total price is $315,000.00 with down payment of $135,000.00 required. ***Contact—Richard A. Shaheen in our Chicago Office.***

Write for your FREE copy of
"STATION BUYER'S CHECK LIST"

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Capitol Hill. The federation is needed, he said, "to bring the state associations together."

Mr. Roth's letter proposed a Washington office of the federation headed by an "outstanding" broadcaster who would be responsible to a committee of state presidents.

He said he would outline details of the federation in a speech before the Arizona Association of Broadcasters next month.

Attending the board meeting was John J. Coyle, KVIL Dallas, District 13 representative of the NAB. Arrangements were made for closer cooperation between the TAB and NAB, with Mr. Coyle to meet with the TAB board on a regular basis.

N.M. meeting endorses stands taken by NAB

Support of the National Association of Broadcasters's handling of the FCC on the proposed compulsory limit to commercial time, was given by the New Mexico Association of Broadcasters at its annual meeting in Albuquerque (BROADCASTING, April 22).

The NMAB also passed a resolution endorsing the letter sent last February by the conference of state association presidents to President Kennedy, urging him to consider a person with broadcast background as his next FCC appointee.

The state association also supported NAB President LeRoy Collins's criticism of a proposed federation of state associations. A resolution passed by the NMAB said it felt it was much more effective to let the NAB present a single strong front in Washington than to have many individuals filing complaints with the FCC.

Gov. Collins's reference was to a proposed federation, urged by Jack Roth, president of the Texas Association of Broadcasters (story, page 47).

Illinois to hear Springer

Illinois broadcasters will get a fill-in on highlights of the congressional investigation of broadcast ratings during their spring convention in Springfield Wednesday through Friday (May 1 through 3). Representative William L. Springer (R-Ill.), second-ranking Republican on the Special Subcommittee on Investigations, which has been conducting the investigation, will speak on the subject Friday.

Intermountain adds 74th

The Intermountain Network has added its 74th affiliate with signing of KEYZ Willison, N. D. KEYZ operates with 5 kw fulltime on 1360 kc.

Also signed by Intermountain was KIUP as replacement for KDGO, both Durango, Colo. KIUP operates with 5 kw day and 1 kw night on 960 kc.



New Mexico Governor Jack Campbell (left) and Odis Echols Jr. (center), president of the New Mexico Broadcasters Association, greet National Association of Broadcasters President LeRoy Collins at the airport.

Wyo. broadcaster replies to McGee

A Wyoming broadcaster charged last week that whether Senator Gale W. McGee (D-Wyo.) thinks so or not, there's a lot of political programing in his state "of a moderate, liberal or left wing character."

The senator's contention that many Wyoming radio stations carry programs representing extreme right wing political views "and in many cases . . . receive substantial sums of money for doing so," does not reflect the true nature of Wyoming political broadcasting, said Jack Rosenthal, general manager of KBBS Buffalo and vice president of the Wyoming Broadcasters Association.

The senator spoke on a state-wide network April 18 in an effort to explain a syndicated newspaper columnist's report that the Wyoming senator knew half the state's radio stations were on "monthly retainers" paid by groups connected with the John Birch Society (BROADCASTING, April 22). Senator McGee said the term "retainer" was incorrect, but he contended that many programs favoring the Birch Society viewpoint were being broadcast by 15 Wyoming stations.

He also urged listeners to demand balanced programing from their stations and to take these demands to the FCC if necessary.

"I feel the senator's remarks will have a tendency to lessen the amount of information available to the public since some stations may be reluctant now to air program of a controversial nature," Mr. Rosenthal said Tuesday (April 23).

Mr. Rosenthal said that the senator's radio address did not satisfactorily answer questions about the newspaper column which the association board had wired to him.

Larry Birleffi, station and commercial manager of KFBC Cheyenne and president of the association, had said after the broadcast, that the senator's remarks "cleared the air."

Mr. Rosenthal said last week that Mr. Birleffi's statement did not represent the opinions of all members of the association.

Group named to study program unit for NAB

A six-man committee to study the feasibility of establishing a program department in the National Association of Broadcasters was appointed last week by NAB President LeRoy Collins.

Governor Collins suggested the new NAB activity in his address at the NAB convention earlier this month.

The committee's first meeting will be in Washington May 2.

Named co-chairmen are Joseph E.



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Baudino, Westinghouse Broadcasting Co., and Allan Page, KGWA Enid, Okla. Serving with them are John F. Dille Jr., Truth Publishing Co. stations; Harold Essex, WSJS Winston-Salem, N.C.; Eugene S. Thomas, KETV (TV) Omaha and Cecil Woodland, WEJL Scranton, Pa.

Messrs. Baudino, Dille and Thomas are members of the association's television board; Messrs. Page, Essex and Woodland, of the radio board.

WCFL, Chicago 50 kw, affiliates with MBS

The signing of 50-kw WCFL Chicago as a Mutual affiliate was announced jointly last week by William A. Lee, president of WCFL, and Robert F. Hurleigh, president of MBS. The agreement became effective today (April 29).

Thomas E. Haviland, WCFL general manager, said that exact time schedules of various Mutual programs to be carried would be announced shortly as clearances are worked out. MBS previously had an affiliation with WEBN (FM) Chicago. The announcement stressed the availability to the station's schedule of network news programing to supplement existing local and regional news coverage. The station, owned by the Chicago Federation of Labor, operates on 1000 kc.

Harris against mandatory NAB membership

SAYS THERE'S SOME MERIT TO FEES FOR LICENSES

The chairman of the House Commerce Committee has gone on record against FCC Chairman Newton N. Minow's proposal that all broadcasters be required to belong to the National Association of Broadcasters.

Asked his opinion on the Minow proposal, Representative Oren Harris (D-Ark.) told the Mississippi Association of Broadcasters in Biloxi April 20, "I do not think that trade associations are set up . . . for the purpose of the Congress telling an individual that you should belong to it. I think trade associations are voluntary organizations set up for the purpose of carrying out your own business under the private enterprise system . . . and I would be opposed to that kind of proceeding."

Chairman Minow told the NAB convention early this month, "I would urge the law require that every broadcaster belong to the NAB, just as most brokers belong to the National Association of Securities Dealers" (BROADCASTING, April 8). The suggestion received little endorsement from conventioneers.

Representative Harris's remarks in Mississippi followed a strong speech in which he cautioned broadcasters that they must continue to walk a tightrope between private and public interest to avoid stronger government regulation (BROADCASTING, April 22). A tape of the question period became available last week. Some of the highlights:

1. On license fees: "I thing there's some merit to it, very frankly. I have never advocated it and I've been importuned to introduce legislation on it by members of the Appropriations Committee." The committee "is taking steps toward charging fees" for services industries receive from appropriate regulatory government agencies, and some of the fees "are going to be tried out very soon."

2. Testing FCC rulings: "I do not believe that any station jeopardizes its license by doing what is right and trying to in a legitimate way protect its own interests, and if that means going to the courts, then it should go to the courts."

He was "intentionally critical" of WLBT-TV Jackson for its failure to test in court a controversial FCC ruling on political broadcasting (BROADCASTING, March 11), Representative Harris said, because "you don't know, it might have

INTERNATIONAL

OVERHAUL OF CBC RECOMMENDED

Commissioners critical of inefficient management

Immediate overhaul of the Canadian Broadcasting Corp.'s management structure, need for a single executive officer with clear authority over the broadcasting function, upward revision of senior level salaries, and an aggressive sales policy were among the recommendations of the Royal Commission on Government Organization, released at Ottawa on April 18.

The commission blamed the numerous investigating commissions in recent years on the inefficient establishment of the government-owned CBC, which had endeavored each time to follow the recommendations of the latest investigating body.

The commissioners were critical of decisions to increase broadcasting based on the desire to provide a greater service. They could find no evidence to suggest that cost considerations played any part in establishing acceptable standards. Consequently, no consistent commercial policy has been developed, they said.

The commissioners criticized the CBC for not fully exploring the potential sale of cultural programs to prestige advertisers and proposed that the CBC should reconsider its policy on minimum program recovery. It noted that CHCH-TV Hamilton, Ont., (an independent station without network affiliations), had a larger sales staff in Toronto than the CBC for its national and local sales in the Toronto area. The commission recommended divorcing sales from regional and network management, and the appointment of a general sales manager.

Canadian radio-TV show '61 operating loss

While advertising revenues of Canadian radio and television station operators increased in 1961, the industry had a loss on operations of $227,528 against a profit of $6.1 million in 1960, according to figures released on April 10 by the Dominion Bureau of Statistics at Ottawa.

The DBS report for 1961 stated that radio and television advertising revenues of both the Canadian Broadcasting Corp. and the privately owned stations increased by 4%, from $100.2 million in 1960 to $103.9 million. Independent broadcasters received $44.5 million in national advertising, up 9.3%, and $38.5 million in local advertising, up 8.9% over 1960. The CBC had a loss in advertising revenue in 1961 of 13.5% from 1960, with total advertising revenue in 1961 of $20.9 million.

Wages and salaries for the industry rose 14.5% to $74.8 million and amounts paid for artists and other talent fees to $18.6 million, up 14%. Operating expenses increased in 1961 to $181.1 million from $157.6 million the previous year.

The independent stations had a net loss of $2.7 million in 1961, compared with a profit the year before of $5 million.

Canadian broadcasters convene this week

Program exchanges, copyright problems, sales and audience survey organizations, inroads of cable television and private network developments will feature the annual meeting of the Canadian Association of Broadcasters at the

done a tremendous something for the broadcasting industry." The agency said WLBT-TV was required to sell time to a congressional candidate in 1962 when it desired to sell no time in the race.

3. On limiting commercials: "I have made no decision about that. . . . If any station in any community goes beyond the acceptability of that community, that community is going to let him know about it, and when they do, he's going to change its policy."

4. On ratings: It is not that the "fine, honorable people" in the business are "intentionally deceptive," he said. ". . . it's the method that they have developed . . . that permits certain things to happen that they cannot help"

Triangle joins NAFMB

The five FM stations of Triangle Stations last week joined the National Association of FM Broadcasters. The decision to join, according to David J. Bennett, director of FM operations for Triangle, came after the NAFMB retained James Schulke as its president.

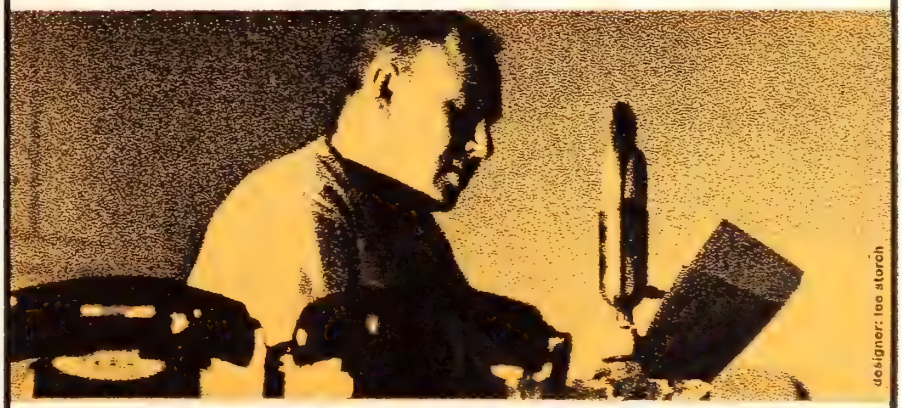
The Triangle group has separately-programed FM and AM stations in five markets and TV outlets in six. Joining the NAFMB are: WFIL-FM Philadelphia; WFBG-FM Altoona, Pa.; WNBF-FM Binghamton, N.Y.; WNHC-FM New Haven-Hartford, Conn., and KRFM (FM) Fresno, Calif.

Royal York hotel in Toronto, May 1-3. The convention was postponed one month due to the Canadian federal election on April 8. The opening day coincides with the final day of the annual meeting of the Association of Canadian Advertisers at the same hotel. About 500 broadcasting industry executives are expected to attend.

Directors meetings started April 28, while sessions of affiliates of the Canadian Broadcasting Corp. and CTV Television Network are being held during convention week. Most CAB meetings are closed sessions with numerous internal problems to be discussed. An open meeting on Friday morning will be addressed by Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, and Don Jamieson, CJON-AM-TV St. Johns, Nfld., CAB president. The Radio Sales Bureau will have both closed and open sessions Thursday morning. The Bureau of Broadcast Measurement will hold its annual meeting Thursday afternoon, followed by separate closed meetings of radio and television station members on sales policies.

Governor LeRoy Collins will address Thursday's luncheon session. CAB's Quarter Century Club will have its annual luncheon meeting on Friday. The CAB dinner and presentation of major awards will be on opening day.



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JUDGE ALLOWS LICENSE AMORTIZATION

WDEF wins case to have IRS ruling reversed

A federal judge in Chattanooga has ruled that broadcasters may amortize the cost of securing a license—and it's the first ray of sunshine broadcasters have seen in the clouded tax scene in a long time.

Ruling in favor of WDEF Broadcasting Co., U.S. District Judge Frank W. Wilson found that construction permits and licenses do have determinable lives and therefore may be amortized.

He ruled that WDEF could depreciate over the life of its CP and initial license for WDEF-TV (ch. 12) Chattanooga the sum of $21,787.17 expended by the licensee in acquiring the TV grant. The amortization period adds up to 44 months—20 months for the CP and 24 months for the first license.

In his opinion reversing an Internal Revenue Service ruling, Judge Wilson said:

"It is a matter of common knowledge, and may be judicially noticed, that the power periodically to grant or refuse renewal of television licenses is the principal weapon in the regulatory arsenal of the Federal Communications Commission. It ill-behooves the government to serve its regulatory ends by granting licenses of a definite, limited duration, reserving the power to grant or refuse renewal, and at the same time to contend for tax purposes that the specified definite duration of such licenses should be disregarded."

The IRS has 60 days from April 24, the date the order was issued, to appeal. It is expected to do so.

WDEF and two other applicants applied for channel 12 and were set for hearing before an FCC examiner. Before the hearing commenced, however, an agreement was reached among the three applicants which resulted in the withdrawal of the other two applications, and the grant in 1954 to the unopposed WDEF. Principals of the withdrawn applications received stock interests in WDEF-TV.

When WDEF attempted to amortize the funds it had expended in its TV application, the revenue service disallowed this claim. WDEF paid taxes on this sum under protest and appealed for a refund to the federal court.

Reverses Trend ▪ It has been the position of the IRS that the expense of obtaining a license from the FCC may not be amortized but must be carried as an asset like goodwill.

The U. S. Tax Court sustained this contention twice in 1959; against WBIR Knoxville, Tenn., and against KWTX Waco, Tex. The Texas station took this ruling to the U. S. Court of Appeals, but lost.

Although the WDEF case deals principally with amortization of the costs of obtaining a license, the philosophy enunciated by Judge Wilson is considered significant in the litigation already underway whereby TV stations are attempting to win recognition of the principle of amortization for network contracts. In these multi-million dollar cases, the IRS has contended that network affiliation contracts do not have a determinable life and therefore may not be depreciated.

This contention has been upheld most recently against Westinghouse Broadcasting Co. When Westinghouse bought the then WPTZ (TV) Philadelphia from Philco for $8.5 million in 1953, it allocated $5 million of the purchase price to the NBC affiliation contract, and attempted to amortize it. This was denied by the IRS. Westinghouse fought this ruling in the tax court and in the U. S. Court of Appeals in Washington,

Tune in and hear the call letters change—and change—and...

The John Poole Broadcasting Corp. station in Avalon, Calif., was scheduled to be identifying itself as KBIG again this week, after a brief fling as KGOL—or K-Gold, "the new gold station programing golden music for the Golden State."

The FCC, unimpressed with all the glitter, ordered the abandonment of the new call on the ground it might be confused with those of two other Southern California stations, KPOL Los Angeles and KGIL San Fernando.

But the Poole corporation, of which former RAB president Kevin Sweeney is president and 40% owner, didn't give up its "gold" without a struggle. Before it was over, the U. S. Court of Appeals in Washington had convened in a special Saturday night session in a justice's apartment, and the commission had held an oral argument on the matter.

The story began on April 12, when the FCC staff authorized Poole to change the call letters of its AM station from KBIG to KGOL and of its FM affiliate from KBIQ to KBIG.

Then, late Friday, April 19, the commission staff, acting on complaints from KPOL and KGIL, rescinded the authorization.

But by this time—only two days before the new call was to be used—Poole had committed $100,000, most of it in prizes, to a promotional campaign based on the use of KGOL and the new music format to be associated with it.

Poole's attorneys, unable to get a second reversal from the commission staff Saturday morning, asked the court of appeals to stay the staff's action.

Since the appeal was filed after the close of business at noon Saturday, a special court session was convened that night in the apartment of Justice Walter M. Bastian. Sitting with him were Justices John A. Danaher and George T. Washington.

The court heard arguments of Vernon Wilkinson, Poole's attorney, and Max Paglin, FCC general counsel. Then it handed down a decision, drafted in longhand by Justice Bastian, granting the stay pending a hearing by the commission.

The commission considered the matter at a meeting Monday, then directed counsel for the three stations involved to present oral arguments at a hearing Tuesday afternoon.

Back At The Ranch ▪ Meanwhile, back in Avalon, the KGOL promotional campaign announcing the new call letters was on in full force. But the commission could hear only the similarity between KGOL and KPOL (the confusion wasn't as great with KGIL, it said). It affirmed the staff's decision rescinding the new call letters and directed the station to revert to KBIG by Friday (April 26).

Although it may not be much comfort to the Poole organization, its difficulties have prompted the commission to reconsider its rules regarding the assignment of call letters. The commission said it's aware of the "defects" in the present system and will, "as soon as possible, institute new procedures" requiring a period of public notice of any request for call letters. The commission said interested parties should have an opportunity to object before call letters are assigned.

but was unsuccessful. Last month, the U. S. Supreme Court denied Westinghouse's petition for review.

The next big network affiliation amortization case starts June 19 in the U. S. Tax Court in Washington.

Petitioner is Corinthian Broadcasting Corp., and at stake is over $2 million related to the 1956 purchase by Corinthian of WISH-AM-TV Indianapolis and WANE-AM-TV Fort Wayne, Ind., for a total price of $10 million.

There are believed to be over a dozen broadcasters with similar tax cases.

June 3 set for findings in FTC-Sterling case

Federal Trade Commission Hearing Examiner Eldon P. Schrup has set Monday, June 3, as the deadline for filing proposed findings and orders in the FTC-Sterling Drug case.

Mr. Schrup last week heard the case in which the FTC has charged Sterling Drug with false advertising of Bayer Aspirin. The commission contends that Bayer's ad copy has misrepresented the findings of an FTC-sponsored medical study which compared five analgesic products, and has implied that the government and the American Medical Association, which printed the results of the study in its *AMA Journal*, support the findings of the study.

The U. S. Court of Appeals in New York still has not handed down a decision on the commission's request for an injunction against the contested advertising (BROADCASTING, March 18).

In predecessor's footsteps

James B. Sheridan, the new chief of the FCC's Broadcast Bureau, supported the contention of his predecessor, Kenneth F. Cox, that TV stations should broadcast local, live programs in the 6-11 p.m. hours. Mr. Sheridan made his comment at a Federal Communications Bar Association luncheon in Washington April 25 at which top staff officials of the FCC were speakers.

Mr. Cox expressed his position on the 6-11 p.m. controversy the day he was sworn in as an FCC commissioner, also at an FCBA luncheon meeting (BROADCASTING, April 1).

Application returned again

The FCC last week returned the second application tendered by Hub Broadcasting Co. for channel 5 in Boston, now occupied by WHDH-TV. Three other applicants are contesting WHDH-TV for the frequency (BROADCASTING, April 1). Hub's application was once again returned because it lacked "financial, programing, technical and equipment proposals," the same information that was judged to be absent from its original application.

Former employe says Estes was victimized

Lester Foster, former employe of WMOZ Mobile, Ala., stating that he wishes to clear his conscience, said in an affidavit filed with the FCC last week that Edward H. Estes, licensee of WMOZ, has been the victim of conspiracy and false statements.

Mr. Foster's affidavit shed new light on the commission's proceeding which has looked toward the revocation of the license of WPFA Pensacola, Fla., and non-renewal of the license of WMOZ, both owned by Mr. Estes. FCC Hearing Examiner Herbert Sharfman recommended last summer that such action be taken because Mr. Estes had submitted false program logs to the commission (BROADCASTING, June 4, 1962).

According to Mr. Foster's latest statement he and two other employes of WMOZ, Willie Martin and A. J. Crawford, were approached by a person representing the OK Group, competitors of Mr. Estes. Mr. Foster said the OK man told the three that WMOZ was a "rotten radio station" and that Mr. Estes was using them. The unidentified

WQXR, America's No. 1 fine Music station, now wins Peabody Award for News coverage



Twice before WQXR has won George Foster Peabody Awards, broadcasting's highest honor, for the excellence of its *musical* programs. Now WQXR has been awarded a coveted Peabody "for outstanding *news* coverage during 1962."

This year's award also commends WQXR for its news service during the New York newspaper strike:

"Consistently excellent in its news coverage at all times, WQXR merits special praise for lighting a candle in the darkness every night during the New York newspaper strike with its concise, authoritative digest of the day's news."

WQXR's format of fine music and New York Times news not only wins awards — but attracts the largest quality radio audience in America . . . 1,214,000 families so loyal to WQXR they are not effectively reached by other broadcast media.

We're proud of our Peabody awards . . . our loyal audience . . . and our record of success for our advertisers.

If there's anything we can do for you, we'd like to hear from you.

Radio station of The New York Times

WQXR

1560 AM 96.3 FM

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FCC approves $8 million sale of WREC-AM-TV to Cowles

Approval of the $8 million sale of WREC-AM-TV Memphis to Cowles Magazines & Broadcasting Inc. and a ruling by the Internal Revenue Service that proceeds from the sale may be considered a capital gain were received by veteran broadcaster Hoyt B. Wooten within the space of five days.

On April 18, IRS informed Mr. Wooten it had approved as a capital gain the sale of his stock to Cowles. IRS also made what is considered a significant finding relating to the license and network affiliation contracts of the stations:

"It appears," the IRS letter states, "that substantially all of the gain is attributable to the intangible assets consisting of its Federal Communications Commission license and network affiliation contracts."

On April 23 the FCC approved the transfer of ownership.

This is the second deal Mr. Wooten has had with Cowles. In 1958, Cowles agreed to buy the WREC stations for $6 million (CLOSED CIRCUIT, Nov. 3, 1958). At that time, Mr. Wooten individually owned the stations. When he learned, however, that IRS might construe this figure as regular income taxable at personal rates, he cancelled the agreement. Subsequently, Mr. Wooten incorporated under the name WREC Broadcasting Service Inc.

Although the present price is $2 million over the 1958 offer, it's understood there is over $1 million in assets which Cowles acquires. The increment between the two figures, it's believed, is nearer $400,000.

Cowles Magazines & Broadcasting owns KRNT-AM-FM-TV Des Moines and publishes *Look* and *Family Circle* magazines, the *Insider's Newsletter*, the *San Juan* (P.R.) *Star*, the *Gainesville* (Fla.) *Daily Sun* and encyclopedias.

WREC, founded in 1922, operates on 600 kc with 5 kw. WREC-TV (ch. 3) went on the air in 1956. Both stations are affiliated with CBS.

man from the OK Group then told them that it was time they woke up. Mr. Foster said the man suggested that they use the WMOZ license renewal period to get back at Mr. Estes, and that the OK Group would hire all three at better salaries if they would see to it that WMOZ lost its license.

Lesson In Sabotage ▪ According to Mr. Foster the OK Group contact described the following steps to undermine the WMOZ renewal application: use suggestive language on the air; run spot announcements without a work order and then log them, and arrange false program logs for submission to the FCC. Mr. Foster said that for doing all that the OK Group would protect them all the way and give them a bonus plus the job.

Mr. Foster said that the three of them changed "the logs without [Mr. Estes'] knowledge to suit our purpose." Mr. Foster then said he went to WBOK New Orleans where Stanley Ray Jr., half owner of the OK Group, gave him a job. On Mr. Stanley's suggestion Mr. Foster said he changed his name to Dale Cole so that he could not be easily traced by Mr. Estes. Messrs. Martin and Crawford were also given jobs by the OK Group.

Mr. Ray later asked Mr. Foster, the latter said, to go to Mobile and talk to other employes of WMOZ and try to turn them against Mr. Estes. At this time Mr. Foster said he spoke to Jordan Ray Jr. and Ike Dorby, both of whom refused to testify against their employer.

Jordan Ray Jr. later made an affidavit on behalf of Mr. Estes, testifying to the fact that Mr. Foster had offered him $1,000 and a $125 weekly job if he would testify falsely against Mr. Estes (BROADCASTING, Nov. 26, 1962).

Mr. Foster then said that he made a false affidavit against Mr. Estes concerning the renewal difficulties. Mr. Foster said he also contacted Grover Rivers, a former employe of WMOZ, and got him to make a supporting statement, for which Mr. Rivers was paid $35. Mr. Foster was paid $500 for the two affidavits by Stanley Ray Jr. and Jules Paglin, the other half-owner of the OK Group, he said.

Mr. Foster concluded, "I am aware this affidavit will probably be used at a federal hearing. I am also aware that it could bring serious problems for me but I am making it because it is the truth and I want to clear things up."

FTC, Justice differ on co-op advertising

A Federal Trade Commission advisory opinion that merchants who agree on prices for cooperative advertising purposes are guilty of price fixing *per se* got quite a different interpretation from the Department of Justice last week.

And before that week ended the commission was asked to comment on the department's statement. It was thought in some quarters that the letters may obviate the need for legislation intended to immunize cooperative advertising, whether broadcast or print, from the antitrust laws.

The issue was raised March 29 when the commission advised an advertising consulting firm, Marketing Programs Inc. of New York, that a cooperative advertising plan it proposed for a group of Iowa druggists would be a violation of antitrust statutes.

Senator Hubert H. Humphrey (D-Minn.), a former pharmacist who is now chairman of the Senate Retailing Distribution and Marketing Practices Subcommittee of the Select Committee on Small Business, quickly introduced a bill to carve out a section of antitrust provisions of the Federal Trade Commission Act and allow small retail firms to quote prices in cooperative advertising.

The senator sought opinions on his legislation from the FTC and the Justice Department. Justice's reply, unlike the commission's, said that the department had for some time purposely overlooked cooperative advertising containing prices and saw "no reason at this time to change our practice." The FTC was asked Thursday (April 25) to comment on the Justice Department position.

Druggists, food retailers and hardware merchants were among groups which had protested the FTC's initial advisory opinion.

Subcommittee kills last year's ETV funds

A Senate appropriations subcommittee voted last week to eliminate funds for a federal grant program authorized last year to assist states in building new educational television stations.

The bill was approved by the full committee and a Senate vote is expected tomorrow (Tuesday).

On Wednesday (April 24) the Supplementals and Deficiencies Subcommittee, headed by Senator John O. Pastore (D-R.I.), cut out a $1.5 million ETV item for the Department of Health, Education and Welfare which had been approved by the House (BROADCASTING, April 15).

"The committee action is based on the very limited time the funds would be available in the current fiscal year [until June 30]," the committee reported.

Another appropriation bill, this one for fiscal 1964, contains $7 million to set up an office to administer and begin

giving away the grants, but that bill has not been approved by the House.

Congress last year approved $32 million to be granted to the states over a five-year period, but failed to appropriate any money before adjourning in October. The supplemental bill was supposed to help the program get off the ground.

If the Senate approves the bill with the ETV cut, a slim hope remains that the House may try to put the money back in during a House-Senate conference.

Court hears appeal in KRLA renewal case

The future of KRLA Pasasdena and its ownership by Donald Cooke were up to three federal judges, after the court heard arguments last week.

The FCC last year refused to renew KRLA's license on the grounds that Mr. Cooke, its owner, had not made programing promises in good faith when he purchased the station in 1959, that the station had conducted fraudulent contests and that program logs were altered in an attempt to deceive the commission (BROADCASTING, March 19, 1962).

Mr. Cooke's attorney argued that the record made in the hearing does not lead to the conclusion reached by the FCC. He noted that the hearing examiner in his initial decision recommended a one-year extension.

The FCC counsel contended that the record shows a pattern of "deceit," "misrepresentation," and, with respect to the "Perry Allen" and "Golden Key" contests, "fraud" and "chicanary," and that this was sufficient for the FCC to make its judgment not to renew.

The case was heard by Chief Circuit Judge David L. Bazelon and Judges George T. Washington and Warren E. Burger.

NLRB decision against IATSE upheld by court

A federal court in Philadelphia has ruled that a $500 union initiation fee for technical studio employes of WFIL-TV, that city, is excessive and an attempt by the union to restrict employment to fulltime employes.

Judge Austin L. Staley, of the U. S. Appeals Court in Philadelphia, in his opinion upheld a 1962 National Labor Relations Board decision.

The union involved is Local 804, TV & Radio Broadcasting Studio Employes, International Alliance of Theatrical Stage Employes.

From 1953 to 1957, the initiation fee for this union was $50. In the latter year, this was increased to $500. WFIL-TV, which has a union shop agreement with Local 804 (requiring new employes to join the union after 30 days), protested this action as a move to restrict its hiring of part-time employes, particularly during baseball and football seasons and for other special events. After a hearing, the NLRB ruled in favor of WFIL-TV. The IATSE union appealed this decision to the court.

The judge also said:

". . . The fact that the fee was raised tenfold is obviously important when this is coupled with the union's vigorous objections to the practice of hiring part-time employes. The board's inference that the purpose of the fee was to end this practice, thereby restricting the employment to fulltime union members was certainly permissible, if, indeed, not ineluctable."

He found that comparable fees by other unions ranged from $10 to $200. Employe units of new TV stations, the judge found, charged about $25 for initiation fees.

Affected by the ruling are 55-60 fulltime employes of the Philadelphia TV station and less than 10 part-time workers.

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NCTA, COMMISSION NEAR IMPASSE

FCC protection for multiple-station markets is crux

Negotiators for the FCC and the National Community Television Association have hit what appears to be a major roadblock in their efforts to agree on draft legislation giving the commission regulatory authority over CATV systems.

At issue is the question of whether the commission should be authorized to protect single-station or multiple-station markets. The FCC wants the power to require CATV systems to carry a TV station's signal and to refrain from duplicating its programing with offerings from an outside station, regardless of the number of stations in the affected market. The NCTA says commission authority should be limited to single-station markets.

These conflicting positions, which emerged after weeks of negotiations, hardened last week. The commission, in a special meeting on April 22, instructed its representatives — Deputy General Counsel Henry Geller and Broadcast Bureau Chief James B. Sheridan—to continue to press for an agreement providing for multiple-station protection. The NCTA board, following a two-day meeting, told its negotiators —Robert L'Heureux and E. S. Smith— to continue to oppose this position.

The commission feels the NCTA proposal would serve only to perpetuate and strengthen the monopoly of outlets in single-station markets. The NCTA view is that many CATV systems could not survive economically if required to protect multiple-station markets.

Some NCTA officials were incensed over the commission's position. One asked, "Why should the FCC tell [CATV] subscribers how they should use their systems?" "We're adamant about this." He accused the FCC of "grasping for additional power" in its effort to secure regulatory authority over CATV systems in markets with more than one station.

But the NCTA board last week indicated it would like to elevate the conferences, if not negotiations, to a higher level. NCTA Chairman Glenn Flinn and President William Dalton issued a statement saying "further conferences with the commission and its staff appear desirable." The statement added that a special committee of community antenna operators has been appointed for this purpose.

No Negotiations ▪ One official said the committee would not "negotiate" but would be available to discuss with the commission possible methods of resolving the impasse. The commission is expected to decide this week whether to appoint a panel to meet with the NCTA committee. The names of the committee members were not announced, but some broadcasters are understood to be among them.

The FCC has made regulation of CATV systems its primary legislative goal in the current Congress. But chances of achieving it are slim without NCTA cooperation. CATV systems were able to muster enough support in Congress three years ago to defeat a bill that would have given the FCC regulatory authority over them.

NCTA's willingness to agree to even minimum legislation is based on its desire to have the federal government preempt this field from state and local governments which have shown an increasing interest in passing their own laws governing CATV systems.

Meanwhile, the commission last week demonstrated it doesn't automatically rule against the interests of CATV systems in deciding on microwave grants. In an order granting an application for a microwave service in Texas, the commission said TV stations can hope to block such grants only if they could show they would be so adversely affected economically that their service to the public would be diminished or destroyed.

The grant was made to Mesa Microwave Inc., which plans to construct facilities at Paris, Tex., to relay the signals of KRLD-TV and WFAA-TV, both Dallas, and WBAP-TV and KTVT (TV) both Fort Worth, to a new independent CATV subscriber in Clarksville, Tex.

KTAL-TV Texarkana, Tex., had opposed the application on the ground that Clarksville is within its service area. The station said it would be adversely affected by the grant, but did not claim that it derives any revenue from its service to Clarksville or that the grant would result in the destruction of its service.

One man's opinion of horse-race rulemaking

Shirley Povich, a *Washington Post* sports columnist, had some caustic words for the FCC's recently proposed rulemaking limiting the broadcast of horse races (BROADCASTING, April 15). The rulemaking will discriminate against the smaller tracks, he claimed.

Mr. Povich felt that the commission's proposed rules grew out of FCC Chairman Newton N. Minow's "horror of cheap adventure like broadcasting an ordinary horse race for a $2,000 purse." Chairman Minow, according to the columnist, began his investigation of horse racing at the instigation of Attorney General Robert Kennedy. The attorney general has a distaste for illegal gambling, which he believes is at the bottom of organized crime, Mr. Povich wrote in his column. And in turn, he added, Mr. Kennedy hates anything that promotes it such as the broadcasting of race results. The column was published April 24.

Mr. Povich thought it curious that Chairman Minow's commission had not gone all the way with the attorney general "in wielding the big stick of his license power against offending broadcast stations." He added that the commission has gone far enough, nevertheless, to shake up the track people.

At least one cry of dismay was received at the FCC last week. The Florida Turf Writers Association charged that the rulemaking would be a sore blow against the smaller race tracks. It called the $25,000 dividing line arbitrary and said the commission should specify a feature race instead.

Mr. Povich wrote that the FCC seems to be telling the public that if a race's purse is worth $25,000 the race must be above suspicion. "The ability to meet Mr. Minow's price is the test. But even this is not permitted more than once a fortnight," he added.

Mr. Povich asked if Mr. Minow also would outlaw weather reports so that information on track condition (rain today—muddy track) could not be given.

Comsat officers approved by Senate

The Senate overrode constitutional objections Thursday (April 25) and confirmed 14 men President Kennedy had recommended as incorporators of the Communications Satellite Corp.

Although approved by two Senate committees last month and submitted by the President in January, the nominees had to overcome a floor fight—not on their personal qualifications—but on a point of order that the Senate could not constitutionally "advise and consent" on officers of a private corporation established for profit.

The incorporators now are free to float stock and arrange the first meeting of stockholders at which permanent directors may be elected.

Although opponents to the corporation failed to block the nominations last week, there were signs they—and other

senators—would cause serious trouble for the fledgling company. The issue with widest congressional appeal—annoying even to lawmakers who have supported the corporation since its authorization last year—is how much public money should be spent to benefit a private company.

For example Senator John O. Pastore (D-R.I.), who is credited with leading the nominations to successful approval and was floor manager of the bitterly fought Communications Satellite Act last year, has raised strong objection to the corporation's failure to state what it is going to do about financing research and development programs which will lead to a workable space communications system (BROADCASTING, Feb. 25).

The earliest date mentioned for a working system, which would carry TV signals around the world, is 1967. And there's some doubt about the reliability of that date.

An amendment being discussed in Washington, which could eliminate concern about public spending for private gain, would require the corporation to reimburse the government for any work from which it benefits.

The incorporators of the Comsat Corp.:

Leo D. Welch, chairman and chief executive officer; Joseph V. Charyk, president and principal operating officer; Sam Harris; Edgar F. Kaiser; Leonard H. Marks; George L. Killion; Bruce G. Sundlun; David M. Kennedy; Sidney J. Weinberg; A. Byrne Litschgi; Beardsley Graham; Leonard Woodcock; George Feldman and John T. Connor.

KRSD liable for $1,000 fine

KRSD Rapid City, S. D., was warned last week by the FCC that it is liable for a $1,000 fine for "willful or repeated" violations of the commission rules and Communications Act.

The commission charged that the station had operated by remote control using defective equipment, and did not notify the FCC's district engineer when adjustments and measurements were finished and the station was ready for inspection.

KRSD is owned by John, Eli and Harry Daniels, who own the companion station KRSD-TV and KDSJ-AM-TV Deadwood, also S. D. Messrs. Daniels were told they have 30 days in which to file any statement in defense or for a smaller fine.

WJBC doesn't own WHBF

BROADCASTING (April 15) reported that WIOK Normal, Ill., had charged, in a pleading to the FCC, that WJBC-AM-FM Bloomington owned 25% of WHBF-AM-FM-TV Rock Island.

The story should have reported that WIOK said that Leslie C. Johnson, vice president of Bloomington Broadcasting Corp., licensee of WJBC-AM-FM, and his wife own 25% of the Rock Island station.

FTC plans hearing on use of 'free' in ads

The Federal Trade Commission has scheduled a public hearing in Washington, June 10, on proposed curbs on deceptive pricing and use of the word "free" in advertising.

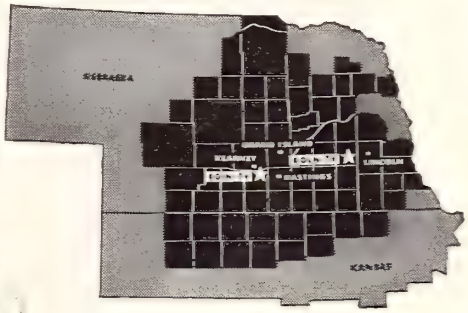
The proposals are to be used only as a basis for discussion at the hearing, according, to FTC Chairman Paul Rand Dixon. He said the proposals had been sent directly to various consumer groups, advertising industry organizations and other units.

The commission's target, Mr. Dixon said, is "advertising which misleads consumers into believing they are getting a bargain price or 'something for nothing' when they are not."

Another aim is for opinion on merchandising practices, which promote one free item for every two purchased. Alternative proposals would bar use of the word "free" unless the premium is



YOU'RE ONLY
HALF-COVERED
IN NEBRASKA
IF YOU DON'T USE
KOLN-TV/KGIN-TV!



Lincoln-Land is now nation's 74th TV market!*

To effectively hammer home your story to the Nebraska market, you'll miss a *lot* if you don't include the *other* big market — Lincoln-Land.

Lincoln-Land is now rated *74th largest market in the U.S.*, based on the average number of homes per quarter hour delivered by all stations in the market. The 206,000 homes delivered monthly by KOLN-TV/KGIN-TV are essential for any advertiser who wants to reach the nation's most important markets.

Ask Avery-Knodel for the full story on KOLN-TV/KGIN-TV — the Official Basic CBS Outlet for most of Nebraska and Northern Kansas.

*November, 1962 ARB Ranking

AVERAGE HOMES DELIVERED
PER QUARTER HOUR
(November, 1962 ARB — 6:30 to 10 p.m.)

LINCOLN-LAND* "A" (KOLN-TV/KGIN-TV)	60,500
OMAHA "A"	57,900
OMAHA "B"	55,000
OMAHA "C"	52,800
LINCOLN-LAND* "B"	23,600
LINCOLN-LAND* "C"	19,200

*Lincoln-Hastings-Kearney

The Folger Stations
RADIO
WKZO KALAMAZOO-BATTLE CREEK
WOOD GRAND RAPIDS
WOOD-FM GRAND RAPIDS-KALAMAZOO
WWTV-FM CADILLAC
TELEVISION
WKZO-TV GRAND RAPIDS-KALAMAZOO
WWTV CADILLAC-TRAVERSE CITY
WWUP-TV SAULT STE. MARIE
KOLN-TV/LINCOLN, NEBRASKA
KGIN-TV GRAND ISLAND, NEB.

KOLN-TV | KGIN-TV
CHANNEL 10 • 316,000 WATTS 1000 FT. TOWER
CHANNEL 11 • 316,000 WATTS 1069 FT. TOWER
COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representative

Crosley wants to experiment with 750 kw over WLW

Crosley Broadcasting Corp. is borrowing a page from its own history in a new effort to crack the 50 kw power limit on AM stations. The company asked the FCC last week for authority to operate an experimental station with 750 kw, on unlimited time.

Crosley, which would use the frequency of its clear channel station WLW Cincinnati (700 kc), said the experimental operation would permit studies to be made of many questions the FCC and members of Congress have raised in connection with the use of higher power.

Crosley operated WLW on higher power once before—between 1934 and 1939, when the station broadcast with 500 kw under an experimental grant from the FCC. The company at that time invested almost $400,000 in new equipment.

Crosley plans to use many of those facilities if the new application is approved. But Crosley says it would be required to spend another $185,000 in a new plant. Operating costs would be increased $185,000, according to the application.

Crosley said that, based on its experience of operating WLW on 500 kw, it believes that 750 kw would provide a reliable service to a vast "white area."

According to its engineering exhibits, the higher power requested would give the station sufficient strength to be received, under optimum conditions, within a 293,000 square mile area having a population of 20,545,740.

Second Try ▪ The application represents the second time in six months that Crosley has asked the commission to permit WLW to operate on higher power. Last fall, WLW and four other clear-channel stations asked for authorization to increase their authorized power to 750 kw. The commission, however, returned the applications saying they ran counter to the Senate's 1938 resolution asking the commission to limit AMs' power to 50 kw (BROADCASTING, Nov. 26, 1962).

It was learned last week that a number of other clear channel stations are considering requests for authorization to operate experimentally on higher power. At least one of the stations was said to have all but decided to file its application.

Already pending before the commission is a petition by the Clear Channel Broadcasting Service for a rulemaking to permit Class I-A stations on the 25 clear channels to operate "with power of not less than 50 kw" (BROADCASTING, April 15).

In seeking the experimental grant, Crosley said that conditions have changed considerably since the Senate asked the commission to adopt a 50-kw ceiling.

Twenty-five years ago, Crosley said, there was concern that stations with higher power would have an adverse economic effect on other outlets and would have an undue ability to influence the minds of wide areas of the public.

Proliferation of Stations ▪ But where there were only 735 stations in 1938, Crosley went on, there are now 5,000 AM, FM and TV outlets. As a result, Crosley said, "the ability of a higher power station to exercise undue influence has certainly been put to a minimum."

Crosley said approval of its application would permit a number of research projects to be undertaken,

really a gift, or unless the consumer is clearly informed of what is required to obtain the free item and there has been no increase of price or decrease in quality of articles actually bought.

NBC-Philco channel 3 fight resumes today

The complex hearing involving the NBC-Philco Corp. fight over Philadelphia's channel 3 was set to resume today (April 29) with top NBC and RCA officials prepared to testify in behalf of the network's application for renewal of its license for that facility.

Robert Sarnoff, NBC board chairman, was expected to be the first witness, followed by Robert Kintner, NBC president; Raymond Welpott, executive vice president of NBC's owned-and-operated stations and general manager of its Philadelphia properties, and Elmer Engstrom, president of NBC's parent company, RCA.

Today's session will be the first since March 18, when Philco announced its intention to continue its fight for a new station on channel 3 (BROADCASTING, March 25). The announcement came three days after the FCC disapproved an agreement under which Philco would have withdrawn from the contest in return for up to $550,000 reimbursement from NBC for expenses in prosecuting its application (BROADCASTING, March 18).

The hearing, which began in October, turns today to the comparative issues in the conflicting applications of NBC and Philco. But the proceeding also involves applications providing for the swap of NBC's Philadelphia stations WRCV-AM-TV for RKO General Inc.'s WNAC-AM-TV and WRKO(FM) Boston. The bulky hearing record also includes charges that NBC has engaged in anti-competitive practices and has used its power of network affiliation in a manner contrary to the public interest.

Chief Hearing Examiner James D. Cunningham is presiding.

Philco Pleading Opposed ▪ In preliminary maneuvering, meanwhile, NBC last week asked the commission to reject a Philco request that the network's programing exhibits be excluded by the examiner (BROADCASTING, April 15). Philco based its plea on the ground that the exhibits cover the two-year period beginning Sept. 1, 1960, two months after NBC's license for WRCV-TV expired.

NBC, however, said commission rules permit the introduction of evidence concerning programing during an extension period. The network said the commission, in a comparative hearing involving a renewal application of WBAL Baltimore, relied on such evidence in 1965 in granting the station a renewal of its license.

The network also described as "absurd" a Philco argument that "evidence of NBC's performance at a time when it knew it was subject to close scrutiny is a highly unreliable basis" for determining whether NBC will live up to its programing proposals.

If programing during a period when a licensee knew its performance is being closely watched is a basis for its exclusion, NBC said, "then virtually all programing exhibits in comparative and other proceedings . . . would be inadmissable."

The network said the eight programing exhibits deal with the period "most material to a consideration of the comparative issues" in the hearing. It added that evidence of programing before 1960 "cannot have the same weight of relevance in support" of the application for renewal.

Bureau, owner urge WAXE license renewal

The FCC's Broadcast Bureau and R. M. Chamberlain, owner of WAXE Vero Beach, Fla., have both urged that the station's license be renewed.

The commission had ordered a hear-

including a study of the economic impact WLW's higher power would have on other stations. The company said it would provide $20,000 for such a study.

Crosley proposed the fund be given to a graduate business school "of some university in its general area" that is acceptable to the commission.

Other projects proposed by Crosley include studies of the acceptability of secondary service, the amount of adjacent channel interference that would be caused, the blanketing effects that would result, and the operating efficiencies that could be realized.

The company also said the experimental grant would permit an evaluation of how higher power would improve the reliability of the BRECOM (Broadcast Emergency Communications) system for the military. WLW and other clear channel stations are currently engaged in tests of this system.

Crosley did not specify the length of time it wanted the experimental authorization to last. It said only that it should be "for a period of sufficient duration to collect and analyze data from the proposed research program."

ing to be held to determine if WAXE was guilty of more than 21 violations of the FCC rules, such as failure to maintain adequate control and supervision, on the part of Mr. Chamberlain, and falsifying transmitter logs (BROADCASTING, Dec. 31, 1962).

Mr. Chamberlain told the commission that most of the violations cited had been committed by the control board operator, resulting from his many operating duties. Mr. Chamberlain added that the presiding Hearing Examiner Elizabeth C. Smith noted that steps have been taken to see no further violations occur. The WAXE licensee pointed out that there had been no violations of programing or program content.

Both the Broadcast Bureau and Mr. Chamberlain cited the testimony of FCC field inspector Jack May who said that there was no evidence that Mr. Chamberlain had ever directed that the transmitter logs be falsified.

Mr. Chamberlain denied that he had failed to maintain supervision of WAXE. He said that he holds frequent staff meetings and has everyday contact with employes. The bureau made the same finding and told the commission that Mr. Chamberlain had made many improvements in the operation of WAXE, which was in poor operating condition when he purchased it in 1959.

Commission in dilemma over channel 37

SHOULD IT GO TO ASTRONOMERS OR BE USED FOR TV?

Although FCC Chairman Newton N. Minow is generally regarded as something of an egghead, the commission itself is currently being cast in the role of an agency officially anti-intellectual—more concerned with TV fare than the needs of scientists who want to study the stars. The image is being created by radio astronomers unhappy over what they regard as the commission's stubborn refusal to make channel 37 available to them exclusively as one of their "windows to the heavens."

Commission officials, however, feel the issue results in part at least from the radio astronomers' unwillingness to heed commission procedures and policy.

The controversy has been brewing since 1959, when University of Illinois scientists, in cooperation with the Office of Naval Research, began installing a radio telescope at Danville, Ill., which was designed to operate on 608-614 mc, the channel 37 band.

The scientists made this decision without consulting FCC frequency managers. There was no requirement that they do so; they don't need an FCC license to listen to the static of the heavens. But if they had, they would have been told that commission policy is to preserve UHF channels for television.

Actions At Geneva ▪ The scientists had made their decision on the expectation that the International Telecommunications Union conference in Geneva in 1959 would reserve channel 37 for radio astronomy. This was one of the recommendations of the Radio Consultative Committee (C.C.I.R.) that met in Los Angeles earlier that year. In addition, UHF channels are said to be essential for some radio astronomical work, and channel 37, the scientists were aware, had not been assigned to any U. S. TV market. But the C.C.I.R. recommendation was not adopted by the U. S., and in Europe it was adopted only conditionally.

Commission officials, sensitive to charges they are not concerned with the advancement of science, point out that nine non-TV frequency bands have been reserved for the use of radio astronomers on the basis of recommendations adopted at the 1959 Geneva conference. They also note that the commission has been protecting the reception of the Danville observatory by juggling UHF assignments to avoid use of channel 37.

However, with the growing number of UHF stations and applications, the commission has decided this interim solution is no longer practicable. The matter is especially critical in the case of Paterson, N. J., where channel 37 is the only one available for assignment. Four applications are on file for a Paterson station on channel 37. As a result, the commission has suggested a compromise, in the form of a proposed rulemaking, to protect the observatory another five years (BROADCASTING, April 1). This is the length of time University of Illinois scientists say is required to complete their current program.

Astronomers Want More ▪ Radio astronomers, however, are not impressed. They say the issue is broader than the question of the Danville observatory and that unless channel 37 is reserved for radio astronomical observations on a nation-wide basis, an important scientific tool will be lost to the nation. Resolutions to this effect were passed recently by the American Astronomical Society and the American Geophysical Union.

Commission officials, responding to these complaints, point out that the commission is besieged with demands from a multitude of sources for spectrum space, including that in the UHF band. "If we grant an exception in the case of the radio astronomers," said one official last week, "what argument do we have for denying requests for others, such as land mobile users, who want channels now reserved for UHF television?"

Despite the current controversy, commission officials say cooperation between the FCC and the radio astronomers is much closer today than it was in 1959, when there was virtually no contact between them. For instance, the scientists are being consulted by the commission in connection with preparations for the Geneva conference next fall on the allocation of frequencies for satellite communications. The designation of a frequency allocation for radio astronomers is on the conference agenda.

This cooperation, however, hasn't eased the dispute over channel 37—nor has it diminished the effort to picture the commission as being more interested in Western-watching than star-listening.

State law restricting tower heights killed

A legislative proposal which would bring tall broadcast towers in Minnesota within the jurisdiction of the State Commissioner of Aeronautics was defeated by the State Senate Thursday by a vote of 29 to 25. The bill earlier was

tabled by a committee of the House.

The proposal sought to amend a state law which provides that all towers in excess of 1,000 feet must be approved by the state's aeronautical commissioner but which excepts towers licensed by federal authority. The proposed amendment would have killed this exception.

WYNR PROBE RECESSES

Now up to FCC to decide if formal hearing needed

The FCC's probe of McLendon Corp.'s candor about program plans when it acquired WYNR Chicago (formerly WGES) drew near to conclusion in that city last week in almost the same manner as it had begun there three weeks earlier.

Recessed Wednesday, the hearing was still in good measure a lawyer's battleground—strewn with the corpses of rejected WYNR exhibits and testimony blocked as not relevant (BROADCASTING, April 22, 15).

The investigation is to be concluded in Washington in May. Then the FCC must decide if it thinks some more formal hearing is required. The present case involves no sanction against WYNR according to the FCC's order.

Repeated arguments over relevancy of background testimony by McLendon Corp.'s president, Gordon B. McLendon, at one point on Monday prompted James D. Cunningham, the FCC's chief hearing examiner, to warn the WYNR counsel, Marcus Cohn, that the witness would be withdrawn from the stand unless testimony were confined directly to the issues.

How And Why ▪ The examiner indicated this concerned how and when McLendon Corp. suddenly made a decision when it took over WGES last August and introduced WYNR on Sept. 1 with all-Negro format. This involved increasing Negro programing from 80% to 100% and the cancellation of all foreign language programs including one long conducted by the mother of Representative Roman C. Pucinski (D-Ill.).

Mr. Cohn repeatedly pressed his point that the more specific testimony about what took place in his critical period last August could not be understood clearly unless it were put within the perspective of how Mr. McLendon set policy for other McLendon stations.

Part of the testimony refused in the record last week was that which Mr. Cohn sought to present from WYNR's community relations director, Mrs. Etta M. Barnett, concerning her extensive efforts last fall to determine the needs of the Negro community and her meetings with other Negro leaders in behalf of WYNR. It was turned down because it occurred after Sept. 1, the "cutoff" date of the period under investigation.

Final Decision ▪ Mr. McLendon testified he did not make his final decision to change WYNR to all-Negro as of Sept. 1 last year until about Aug. 27. He said that all during the month as programing was studied it was planned with counsel to tell the FCC promptly when a decision was made. But, he recalled, when his decision was made it was too late to alert the commission because it had already communicated with the station about the reports of foreign language cancellation.

Mr. McLendon said it was not until after takeover of WGES-WYNR that he learned of time brokerage by the foreign language broadcasters. He said he ordered the prompt notice be given to cancel the brokerage contracts since the FCC frowned on such arrangements. He pointed out the all-Negro decision had not yet been made at this point. When it was made, he indicated, the reason was because Negro needs far exceeded foreign language needs there.

Mrs. Pucinski testified Wednesday. She said her cancellation notice arrived Aug. 29, the final day. Because of the rumors before that, however, she said she asked her listeners to write to WYNR and to their "congressmen," but she did not recall if she asked them to write her son.

NLRB upholds examiner

The National Labor Relations Board April 19 upheld findings of Trial Examiner Henry S. Sahm who last December ruled that WBRZ (TV) Baton Rouge, had illegally fired two employes who attempted to organize union at the station (BROADCASTING, Dec. 31, 1962). In affirming Examiner Sahm's findings, NLRB orders WBRZ (TV) to rehire the dismissed employes, Henry Havard, assistant film director, and Glen Hawkins,

PROGRAMING

NEW HIGH FOR FOOTBALL

NBC-TV to pay near $1 million for rights to telecast next year's NFL playoff game

For what has been called "the largest amount ever paid for a single network sports attraction," NBC-TV last week purchased rights to carry the National Football League playoff game for $926,000. This is an increase of $311,000 over what the network paid for the same rights last year. In open bidding with CBS-TV, NBC bought rights for one year.

As a result of the increased purchase price, which with time rates will push the expense of the telecast well over $1 million, NBC will increase its advertising rate schedule for the telecast.

Sold at $250,000 per quarter to two national sponsors and two regional sponsors last year, the rate will be raised to more than $300,000 per quarter this year. NBC expects both of last year's national sponsors — Ford and Philip Morris—to return. The network anticipates the game will deliver a national audience of 15 million average homes, the number bolstered by the fact that the game will not be blacked out, as it was last year, in the New York area, which contains 10% of the nation's TV audience.

The NFL rules that the game be blacked out in the city where the game is being played, and last year's title game between Green Bay and New York was played in Yankee Stadium. This year, however, the game, scheduled Dec. 29, will be played in the home city of the western team, assuring a New York television audience.

Only Bidders ▪ Although invitations were issued to ABC-TV and Sports Network also, only CBS and NBC responded. CBS-TV has rights to carry the regular season NFL games on a two-year contract for $2.3 million.

Both NBC and the NFL affirmed the sum as being the largest ever paid for network coverage of a single sports event. For the last two years, NBC has carried the playoff game at $615,000 per year on a two-year contract basis.

NBC first carried the NFL playoff game in 1956 when it purchased the broadcast rights from DuMont. NBC then took a five-year contract at $200,000 per year from 1956 to 1960, and in the first year of open bidding in 1961, purchased rights at $615,000 for two years.

The first telecast of an NFL playoff game was carried by DuMont in 1951 for $75,000, and was carried by DuMont until 1956 when NBC took over.

Film sales . . .

Rod Rocket (Desilu Sales): Sold to WNEW-TV New York; WTTG (TV) Washington; KMBC-TV Kansas City, Mo.; KOVR (TV) Sacramento, Calif.; WTVH (TV) Peoria, Ill., WPTV (TV) De-

catur, Ill., KCOP (TV) Los Angeles, WFAA-TV Dallas, KPTV (TV) Portland, Ore., and NET in Japan.

Superman (Flamingo Telefilm Sales): Sold to WGR-TV Buffalo; WDAF-TV Kansas City, Mo.; WTTV (TV) Indianapolis; WPTA (TV) Ft. Wayne, Ind.; WTEV (TV) Providence, R. I.; KGBT-TV Harlingen, Tex.; KLFY-TV Lafayette, La.; WAST (TV) Albany; WZZM-TV Grand Rapids, Mich.; KATU (TV) Portland, Ore.; KTVT (TV) Dallas, and KTSM-TV El Paso, Tex. Now in 100 markets.

The Steve Allen Show (WBC Program Sales): Sold to WAST (TV) Albany. Now in 35 markets.

Leave It to Beaver (MCA TV): Sold to WJW-TV Cleveland; WISN-TV Milwaukee; WCBS-TV New York; KTRG-TV Honolulu; KTLA (TV) Los Angeles; KPHO-TV Phoenix, Ariz.; KATU (TV) Portland, Ore.; KCRA-TV Sacramento, Calif.; KOMO-TV Seattle; WKBT (TV) La Crosse, Wis.; WOI-TV Ames, Iowa; WJBK-TV Detroit; WDBO-TV Orlando, Fla., and WBRE-TV Wilkes-Barre, Pa. Now in 14 markets.

Bachelor Father (MCA TV): Sold to WJW-TV Cleveland; WISN-TV Milwaukee and KNOE-TV Monroe, La.

Rifleman (Four Star): Sold to KPIX (TV) San Francisco; WHTN-TV Huntington, W. Va.; WFMY-TV Greensboro, N. C.; WFIL-TV Philadelphia; KFRE-TV Fresno, Calif.; WFBG-TV Altoona, Pa.; WNHC-TV New Haven, Conn.; WHP-TV Harrisburg, Pa.; WLYH-TV Lebanon, Pa.; WSBA-TV York, Pa.; KPTV (TV) Portland, Ore.; KDKA-TV Pittsburgh and WUSN-TV Charleston, S. C.

Dick Powell Theater (Four Star): Sold to WBAP-TV Dallas-Ft. Worth; WRCV-TV Philadelphia and WHIO-TV Dayton, Ohio. Now in 52 markets.

The Detectives (Four Star): Sold to WHTN-TV Huntington, W. Va. Now in 37 markets.

The Tom Ewell Show (Four Star): Sold to WBKB (TV) Chicago.

The Law and Mr. Jones (Four Star): Sold to KTVC (TV) Ensign, Kan.

True Adventures (Teledynamics): Sold to Triangle Stations (WFIL-TV Philadelphia, KFRE-TV Fresno, Calif., WNHC-TV New Haven, Conn.) and to KTUL-TV Tulsa, Okla.

Peril 13 (National Telefilm Associates): Sold to WISN-TV Milwaukee, CKLW-TV Windsor-Detroit, KSHO-TV Las Vegas and WSUN-TV Tampa-St. Petersburg, Fla.

Top Rank, feature film package (NTA): Sold to WWL-TV New Orleans, WTTV (TV) Bloomington-Indianapolis, and KMJ-TV Fresno, Calif. Now in 67 markets.

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178 stations added to UPI roster in '62

United Press International added 178 U. S. radio and television stations to its roster of newswire clients in 1962, Mims Thomason, president, reported last week at UPI's annual meeting in New York. Station subscribers to the newswire in the U. S. now total 2,254 for radio and 348 for television.

At the end of 1962, Mr. Thomason said, the number of TV stations subscribing to UPI's Newspicture service rose to 231, and to the newsfilm service to 57.

United Press Movietone is expanding its operations to include Univoice, under which voiced news reports will be made available to radio stations, according to Mr. Thomason. Other advances cited by the UPI president: UPI serves 54 radio networks and 30 TV networks in Europe and Africa and a record 637 newspapers and broadcast stations in Latin America.

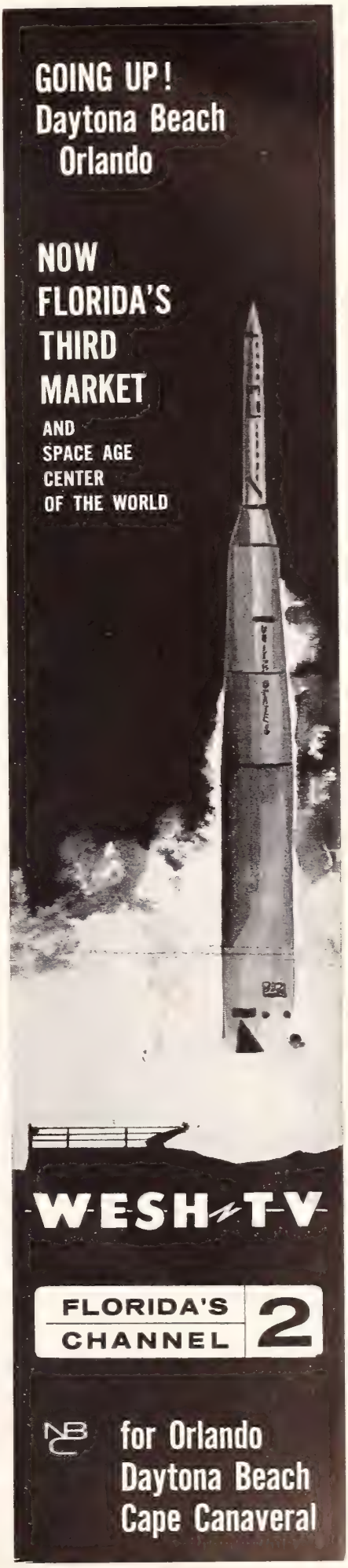
He revealed that the cost of covering the world for UPI subscribers in the newspaper and broadcast fields would exceed $41.5 million in 1963, and noted that the service now has 264 bureaus around the world, an increase of three since last year's report.

Directors okay strike against film producers

Members of the Screen Directors International Guild authorized its executive board at a meeting last Tuesday (April 23) to call a strike, if necessary, against the Film Producers Association of New York.

The union and the producers have been negotiating a new contract covering directors employed in the production of television film commercials and motion pictures. The strike authorization vote was taken after the union rejected the producers' offer in certain conditions of employment areas—including the payment for the preparation of a production; payment for premium time, and the establishment of a clear definition of "staff director."

The union represents approximately 400 directors employed in the East. The producers' association is composed of leading film production companies in the East, largely in New York. Negotiations are continuing.



18 are given for Peabody awards

HONORS IN TV ENTERTAINMENT GO TO 'DU PONT', BURNETT

The 23d annual George Foster Peabody Awards for distinguished achievements by radio and television were presented at a luncheon meeting in New York last Wednesday (April 24) with the *du Pont Show of the Week* (NBC-TV) and Carol Burnett (CBS-TV) the recipients in the television entertainment category.

The presentations were made at a luncheon meeting of the Broadcast Pioneers. The winners were announced by Peabody Board Chairman Bennett Cerf and the awards were presented by Dean John E. Drewry of the University of Georgia's Henry W. Grady School of Journalism, which, with the Peabody board, administers the awards.

Other classifications and winners follow:

Television news: Walter Cronkite, CBS-TV; television education: *Biography* series, Official Films; television contribution to international understanding: *Adlai Stevenson Reports,* ABC-TV; television public service: *A Tour of the White House with Mrs. John F. Kennedy,* CBS-TV; locally produced television: *Elliot Norton Reviews,* WGBH-TV Boston; *Books for Our Time,* WNDT (TV) New York and *San Francisco Pageant,* KPIX (TV) San Francisco.

Television youth and children's programs: *Exploring,* NBC-TV, and Walt Disney, NBC-TV; radio news: WQXR New York; radio entertainment: *Adventures in Good Music,* WJR Detroit and *The Eternal Light,* NBC Radio; radio education: *Science Editor,* KNX Hollywood; radio youth and children's programs: *Carnival of Books,* WMAQ Chicago; special awards: NBC News and William R. McAndrew, executive vice president of NBC News; Television Information Office and the National Association of Broadcasters.

Representative Oren Harris (D-Ark.), chairman of the House Interstate and Foreign Commerce Committee, was to have received a special Broadcast Pioneers award for his "firm and fair leadership of the committee which develops legislation governing America's system of broadcasting. . . ." He was unable to attend the Peabody ceremonies because of duties in Washington, it was explained, and he will receive his award at a later date.

President Kennedy sent a wire of congratulations to the winners and noted that awards were made to three individuals with White House associations (Mrs. Kennedy, Mr. Stevenson and August Heckscher, moderator of *Books for Our Time*).

Mr. Stevenson received a warm ovation when he walked to the dais to receive his award. He noted that his biweekly television program was set up by James C. Hagerty, ABC vice president for news, special events and public affairs, who was President Eisenhower's news secretary for eight years.

"After my old friend Jim Hagerty had helped bury me in 1952 and 1956," Mr. Stevenson quipped, "I couldn't have been more surprised when he wanted to resurrect me."

The Peabody citations follow:

Television News ▪ "We commend Walter Cronkite for the concise elucidation of his nightly news programs and for the excellent photography with which they are supported; for his work on the documentary series, *The Twentieth Century,* and for his frequent contributions to *CBS Reports,* and such special programs as *Our Next Man in Space.* In recognition, the Peabody Award for television news." Accepted by Mr. Cronkite.

Television Entertainment ▪ *"The du Pont Show of the Week* is a unique and stimulating series combining original teleplays and documentary dramas demonstrating that television entertainment can be informative as well as pleasurable. Well deserving of a Peabody Award for television entertainment." Accepted by Lyman Dewey, division manager of advertising department of du Pont.

Television Entertainment ▪ "In a world that needs laughter today more than ever before, Carol Burnett has emerged in the past year as one of television's funniest, and most highly acclaimed comediennes. Already a star of the first magnitude, she promises to give untold enjoyment to the world of television for years to come. May her tribe increase! And in recognition, a Peabody Award for television entertainment." Accepted by Miss Burnett.

Television Education ▪ *"Biography,* through television, motion pictures, and moving commentary by Mike Wallace, lets viewers see at close range the great and famous men and women who helped shape and alter the 20th century. Churchill, Roosevelt, Hitler already have moved across the TV stage. So have such lesser luminaries as Will Rogers, Knute Rockne, Clarence Darrow, and Amelia Earhart. Others are to come. Producer David Wolper and the directors show special gifts in revealing the influences and factors that shaped these famous lives and our destinies. These are portraits of absorbing interest and superb educational values. In recognition, a Peabody Award for television education." Accepted by Seymour Reed, president, Official Films.

Television Youth And Children's Programs ▪ "With taste, wisdom, and imimagination, *Exploring* opens new vistas to the child viewer. As such it merits a Peabody Award for television youth and children's programs." Accepted by Dr. Albert Hibbs, host of the series.

Television Youth And Children's Programs ▪ "Long since recognized around



Carol Burnett evidently likes large earrings as she demonstrates a possible use for her Peabody Award to the amusement of Dean John E. Drewry of the University of Georgia's Henry W. Grady School of Journalism, and Bennett Cerf, Peabody board chairman.



Mr. Cronkite Mr. Dewey Mr. Reed Dr. Hibbs Mr. Sayers

the world as our greatest goodwill ambassador, Walt Disney has made a special impact on television with youngsters from six to sixty (and older). He is the Pied Piper of the 20th century. If laughter is the best medicine, he is our greatest physician. His Sunday hour is an oasis of illumination, entertainment and enchantment, given added scope and dimension through the magic application of color. In recognition and appreciation, this Peabody Award for television youth and children's programs." Accepted by Jack Sayers, Walt Disney Productions.

Television Contribution To International Understanding ▪ *"Adlai Stevenson Reports* is a television program that, in the opinion of the Peabody Board, realizes the full potential of the medium. It gives the public an unparalleled opportunity to hear the key problems of the present-day world discussed and clarified by one of the most distinguished, most eloquent, and best-informed men in the world. In recognition, a Peabody Award for TV contribution to international understanding." Accepted by Ambassador Stevenson.

Television Public Service ▪ " 'A milestone in television.' 'A distinctive contribution of the electronic era.' 'An invaluable look at a century and a half of American history.' These are but three of the many superlative appraisals of a memorable hour during which our First Lady, accompanied by CBS News Commentator Charles Collingwood, conducted millions of viewers on the most extensive tour of the White House ever provided the public, and at the conclusion of which the President himself stressed the historical importance of 1600 Pennsylvania Avenue. In recognition of this notable contribution to the American way via broadcasting, a George Foster Peabody television award for public service to *A Tour of the White House with Mrs. John F. Kennedy."* Accepted by Mr. Collingwood.



Mr. Stevenson Mr. Collingwood Mr. Simon Mr. Sanger Mr. Patt

Locally Produced Television ▪ "In his friendly but penetrating interviews with the playwrights, directors, and stars of the new plays, Elliot Norton (*Elliot Norton Reviews,* WGBH-TV Boston) has alerted and intensified the appreciation of greater Boston audiences. His attention to Broadway productions, to summer stock, and to undergraduate performances has strengthened the theater in New England. A discriminating public service, extending over five years, for which he well deserves the Peabody Award." Accepted by Mr. Norton.

Locally Produced Television ▪ "To station WNDT (TV) (ch. 13) New York for the nurturing of that last flower of civilization, good conversation, with its weekly program, *Books for Our Time.* And to August Heckscher for his wit and skill in presiding over a pre-eminent television literary seminar—a Peabody Award for locally produced television programs." Accepted by Barbara Davidson.

Locally Produced Television ▪ *"San Francisco Pageant,* KPIX (TV), is a series of historic documentaries framed with style and imagination which enriched a great city's affection for its colorful past—richly meriting a Peabody Award for locally produced television programs." Accepted by Lou Simon, general manager of KPIX.

Radio News ▪ "Consistently excellent in its news coverage at all times, WQXR New York City, merits special praise for lighting a candle in the darkness every night during the New York newspaper strike with its concise, authoritative digest of the day's news. And in recognition, a Peabody Award for radio news." Accepted by Elliott M. Sanger Jr., WQXR director of news programs.

Radio Entertainment ▪ *"Adventures in Good Music* (WJR Detroit) is carried six days a week throughout the year; features classical, semi-classical, and folk music; and is directed by the distinguished pianist, Karl Haas, who brings to this series enlightened commentary based on his broad musical background to the enjoyment of millions of listeners in the Great Lakes area. In recognition of the Peabody Award for radio entertainment." Accepted by John Patt, chairman of the board of the Goodwill Stations.

Radio Entertainment ▪ "Now completing its second decade on the air, *The Eternal Light,* NBC Radio, combines popularity and quality, entertainment and uplift, and appeals to persons of all religious faiths, of all backgrounds, and of all walks of life. It is inspirational and informative without being sanctimonious or stuffy. It has quality and value. In recognition a George Foster Peabody radio award for entertainment." Accepted by Albert A. List of the Jewish Theological Seminary of America.

Radio Education ▪ *"Science Editor* (KNX Los Angeles) for 10 years has brought to American listeners, in understandable terms, information in the fields of science and medicine. Narrated by its persuasive and articulate director, Dr. Hale Sparks, University of California, the program is prepared with the assistance of specialists selected from a teaching and research staff of more than 4,000 scholars. In recognition the Peabody Award for radio education." Accepted by Dr. Sparks.

Radio Youth And Children's Programs ▪ *"Carnival of Books* (WMAQ Chicago) is a happy carousel of stories, literary enchantment and inspiration. Through this engaging program, Miss Ruth Harshaw, author and educator, has for years been teaching children to find, enjoy, and appreciate good books. School children engage in lively and



Mr. List Mr. Sparks Mr. Yoder Mr. McAndrew Mr. McCollough

revealing conversations with contemporary authors. The show reflects the magic, fresh quality that only youngsters can elicit. *Carnival of Books* proves that television, far from being a deterrent to reading, stimulates and encourages it. In recognition, the Peabody Award for radio youth and children's programs." Accepted by Lloyd Yoder, vice president and general manager of WMAQ and WNBQ (TV) Chicago.

Special Award ▪ "William R. McAndrew as executive vice president of NBC News has provided the vision and leadership which have resulted in range, depth, and significance in news programing. His is indeed the news network—a global web of news communication, which reflects the inquisitive intelligence, erudition, and communicative skills of his key personnel the world over. To Mr. McAndrew and all those who try to keep NBC News geared to the informational needs of the space age, a George Foster Peabody Broadcasting Special Award." Accepted by Mr. McAndrew.

Special Award ▪ "To Television Information Office and the National Association of Broadcasters, for their study which resulted in the book *For the Young Viewer: Television Programing for Children . . . At the Local Level* (McGraw-Hill), an interpretative compilation of 425 children's programs created by 223 television stations for 146 American communities. Programs are reported, evaluated, and related to known principles of child development. Steering the published results between the obvious and the obscure, and making this study of practical value to broadcasters, parents, creators of programs, and educators were Dr. Ralph Garry of Boston University, Dr. F. B. Rainsberry of the Canadian Broadcasting Corp., and Dr. Charles Winick of Columbia University, who along with NAB President LeRoy Collins, TIO Chairman Clair McCollough, other TIO officers, and the participants in this study are hereby recognized with a George Foster Peabody Special Award." Accepted by Mr. McCollough.

'Stoney Burke' bought in 14 markets for fall

The release to syndication of the *Stoney Burke* series, currently on ABC-TV, was announced last week by Pierre Weis, vice president and general manager of Economee Television Programs, subsidiary of United Artists Television.

Mr. Weis said that the series has already been bought in 14 major markets, including Los Angeles, Chicago, Detroit, Dallas and Indianapolis for a fall start. The one-hour series, consisting of 32 episodes, ends its cycle on ABC-TV in September.

WBC makes series available

A weekly series of 15 five-minute telecasts and one 15-minute show depicting American history through its artists will be made available by Westinghouse Broadcasting Co. to its five stations (WBZ-TV Boston, WJZ-TV Baltimore, KPIX (TV) San Francisco, KDKA-TV Pittsburgh and KYW-TV Cleveland) in May.

The series, entitled *America: The Artist's Eye,* is narrated by Fredric March and Florence Eldridge, and will have nine of the telecasts in color. The series will go into syndication this summer following its first run on the Westinghouse stations.

Should TV syndicators rejoin the NAB?

A suggestion that television film distributors seek to return to the National Association of Broadcasters as full members was made last week by Len Firestone, vice president and general manager of Four Star Distribution Corp.

Mr. Firestone made his proposal in a letter to the co-chairmen of the Television Film Exhibition—'63, an event held by distributors during this year's NAB convention. Mr. Firestone, who noted that distributors had associate membership in the NAB for several years before they resigned from the association, stressed that full membership should be sought. He also proposed that one day be set aside during the NAB convention for panel discussion and seminars relating to the TV film industry.

FINANCIAL REPORTS

AB-PT HAS PROFIT DROP

Goldenson says it was caused by failure of some TV shows and bad theater box office

Net operating profits dropped $653,000 for American Broadcasting-Paramount Theatres during the first quarter of 1963 as compared with the same period last year.

Figures released last week by AB-PT indicated that net operating profit dropped from $3,042,000 a year ago to $2,389,000, and net profit per common share (excluding capital gains) had dropped from 68 cents to 54 cents.

Including capital gains, net profit fell from $2,909,000 (65 cents a share), during the first quarter of 1962 to $2,512,000 (57 cents a share), for the last quarter.

AB-PT President Leonard Goldenson attributed the loss to two factors: "Some of the television programs launched last fall did not measure up to expectations," he said in a report to stockholders, and ". . . theatre business in the first quarter was off from the like period of the prior year, particularly in the Midwest where weather conditions were adverse."

Mr. Goldenson, however, said, "In the second quarter, where possible, changes have been made in an effort to improve current [TV] programing," and added, in regard to the theater business, "many fine motion pictures are scheduled for release."

Stockholders Meeting ▪ The annual meeting of stockholders of AB-PT will take place May 21 in New York.

The proxy statement shows that Leonard H. Goldenson, president, received $125,000 in 1962; Simon B. Siegel, executive vice president, $78,000; Everett H. Erlick, vice president and general counsel, $50,000; Robert H. Hinckley, consultant to ABC division, $31,800; Edward L. Hyman, vice president, $52,000; James G. Riddell, vice president, ABC division, $68,000; David B. Wallerstein, president, Balaban and Katz Corp., $37,708.

In addition the following received credit for these additional sums under the company's incentive compensation plan: Mr. Goldenson, $50,000; Mr. Siegel, $42,000, and Mr. Hyman, $15,000.

Zenith has record first quarter profit

Record first quarter sales and earnings were reported last week by Zenith Radio Corp., Chicago. Distributor sales of Zenith color TV sets to dealers were double the volume a year ago, Zenith said, while the company's share of industry sales of monochrome television sets hit an all-time high. Radio set sales established new records too.

The Rauland Corp., Zenith subsidiary, plans to start "quantity production" of color TV picture tubes during the month of May, Zenith said. Details of the new color tube have not been disclosed.

Zenith first quarter sales totaled more than $92.2 million, 13% above last year's first quarter record and 7% ahead of the previous all-time record

reported for the fourth quarter of 1961. First quarter profits exceeded $5 million (56 cents a share) after estimated provision for federal income taxes of nearly $5.9 million. This was a 7% increase over the first quarter 1962.

Macfadden-Bartell radio income is up

Broadcasting revenues in 1962 for Macfadden-Bartell Corp. amounted to $2,253,937—$240,700 more than the $2,013,244 attributed to radio operations in 1961, the company reported last week.

Broadcasting operations continued on a profitable level, with good progress reflected by all stations, Gerald A. Bartell, president, said in the annual report.

Total revenues were $23,245,783, including $703,921 gained on the sale of KYA San Francisco last year. KYA was bought by Clinton D. Churchill family for $1.25 million last July. Net income was $162,738, and cash flow generated from operations, $373,160. No income tax is required, the statement said, because of prior operating losses.

For the first quarter of 1963, Mr. Bartell reported net income of $483,651 (30.4 cents a share).

The annual meeting of stockholders of the Macfadden-Bartell Corp. will be held May 14 in Milwaukee.

In a proxy statement sent to stockholders, a report of aggregate remuneration of officers and directors in 1962 showed that Gerald A. Bartell, president, received $65,000; Lee B. Bartell, executive vice president, $44,158; Frederick A. Klein, vice president, $38,730, and Melvin A. Bartell, $33,250.

Macfadden-Bartell owns WOKY Milwaukee, KCBQ San Diego and WADO New York. It also is associated in the ownership of Macfadden - Teleglobe which is preparing to establish a pay TV program in Denver in June over the facilities of KCTO (TV) there. Under the Macfadden name, the company publishes a group of magazines and paperback books.

Capital Cities reports 91% gain in 1st quarter

A 91% gain in net profit for the first quarter of this year, from $231,409 (20 cents a share) in 1962 to $440,882 (37 cents a share) was reported last week by Capital Cities Broadcasting Corp., New York.

Net broadcasting income for the 1963 period was $3,982,987; this compares with $3,430,552 for the same period last year.

Sales gains were achieved by all Capital Cities' stations except WPRO-TV Providence, it was said, where a third TV station began operating earlier this year. WPAT-AM-FM Paterson, N. J., benefited somewhat from the newspaper strike in New York, it was said.

Capital Cities stations, in addition to WPRO-TV and WPAT, are: WROW-AM-FM and WTEN (TV) Albany; WCDC (TV) Adams, Mass.; WPRO-AM-FM Providence; WKBW-AM-TV Buffalo, and WTVD-TV Durham, N. C.

Associated Press income up $2 million in 1962

The Associated Press had revenues of $42,451,846 last year, an increase from $40.1 million in 1961, the AP's board of directors announced last week.

Radio and TV station membership rose to a record 2,380 in 1962, and newspaper membership now stands at 1,729. A detailed report on AP's current activities and size, indicating the station membership growth, was released earlier this month by Wes Gallagher, general manager (BROADCASTING, April 8).

Wire service officials declined to break down the source of revenue between radio-TV and newspapers, though a spokesman said revenues from broadcast operations do not equal those of newspapers.

Metromedia to elect board at N.Y. meeting

The annual stockholders meeting of Metromedia Inc. will be held May 14 in New York to elect a board of directors, consider and act on a company-wide retirement program for non-union employes, and transact other business.

The proxy statement shows that John W. Kluge, chairman and president, received $100,000 in the fiscal year 1962. Other remuneration: Robert A. Dreyer, vice president, secretary and general counsel, $40,000; Mark Evans, vice president, $48,624; Benedict Gimbel Jr., vice president, $35,000.

Metromedia stations are WNEW-AM-FM-TV New York, WTTG (TV) Washington, WHK-AM-FM Cleveland, WIP-AM-FM Philadelphia, WTVH-TV Peoria and WTVP (TV) Decatur, both Illinois; KOVR (TV) Stockton, Calif., and KMBC-AM-FM-TV Kansas City, Mo. The company has bought KTTV (TV) and KLAC, both Los Angeles and both still pending FCC approval.

TTC sets target for sales contracts

Attorneys for Transcontinent Television Corp. told stockholders last week that they hoped to complete contracts for the sale of TTC's stations in four to six weeks.

When this is done, they said, a special meeting of TTC shareholders will be called.

TTC is negotiating with both Taft Broadcasting Co. and Midwest Television Inc. to sell all of its stations except WDOK-AM-FM Cleveland (BROADCASTING, April 15, 22).

Taft Broadcasting will buy WGR-AM-FM-TV Buffalo, WDAF-AM-FM-TV Kansas City, Mo., and WNEP-TV Scranton-Wilkes-Barre, Pa.; Midwest, KFMB-AM-FM-TV San Diego and KERO-TV Bakersfield, Calif.

The announcements said that $21.20 a share had been offered for TTC stock in these transactions. The exact form they will take depends on a ruling from the Internal Revenue Service, it was said when the negotiations were announced. There are over 1.8 million shares of TTC stock outstanding.

The IRS consideration was also a topic at last week's stockholders meeting. One stockholder sought to learn whether the profits from the sales would be considered capital gains or income. He was told that an IRS ruling will be required.

In a report for the first quarter of 1963, ended March 31, TTC had net income of $397,644 (22 cents a share). This compares with $395,684 (22 cents a share) for the same period last year.

First quarter revenues were also about equivalent to these last year, it was announced.

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NAB's Radio Month should be its biggest

MEDIUM'S 'MOBILITY' STRESSED IN '63 PROMOTION

The National Association of Broadcasters has mailed its Radio Month promotion kits to member stations. From preliminary reports, the association expects this year's observance to be the biggest yet.

The 1963 theme, "Radio . . . The Mobile Medium," places its emphasis on radio's "portability" with tiny transistor sets, its "mobility" in covering news events and its "ability" to move goods and services as an advertising medium.

The promotion kit includes recorded jingles, spot announcements, artwork, news releases and a special Radio Month stamp to be used on station mailings during May. The demand for the special stamp has been so great that a second printing was necessary.

Advance reports from stations indicate that stations plan to use the NAB jingles an average of 63 times a week and the spot announcements about 50 times a week.

Contests measure audience

WPBS (FM) Philadelphia drew 6,803 mail responses in an FM radio giveaway contest. Controlled to measure audience in comparison with two previous contests, WPBS claims that the contest represents an audience-growth of 900% in 11 months.

Mail response in the first contest was 707 in May 1962. The October 1962 event drew 4,158 pieces of mail.

Controlled factors were length of contest, entering procedure, prizes, number of announcements and method of keying announcements. Through these controls, the station gauged the response received from each of 105 announcements. Average response to each announcement jumped from seven in the first contest, to 40 in the second, to 65 in the third. Thirteen spots in the latest contest pulled over 100 responses with the highest spot drawing 143 responses. WPBS is owned by the *Philadelphia Bulletin* and went on the air in December 1961.

RCA to promote color television at World's Fair

Television may well steal the show at the 1964-1965 New York World's Fair. Plans for TV at the exposition give the medium an extensive two-part role which, by virtue of ubiquity, no visitors will miss.

In addition to a closed-circuit color television network to be operated by RCA, reported to be the largest such system ever developed in this country, the fair will provide facilities to exhibitors for originating local or network telecasts.

RCA, which introduced black-and-white television to the American public at the 1939 World's Fair on the same site, plans 200 outlets throughout the fairgrounds for its closed color system. Center for the operation will be an ultra-modern building where visitors will watch all steps in the production of color programs. A color mobile unit will range over the fairgrounds picking up remotes for transmission over the system. RCA officials estimate that they will have to produce enough programing to fill 2,000 hours in each of the two fair seasons.

Dr. Elmer Engstrom, RCA president, expaining RCA's role at the fair says the operation will provide "a medium of general utility when the need arises."

TV From The Fair ▪ The fair corporation has allocated facilities at 25 locations over the grounds providing connection points for television broadcast or tape operation.

AT&T is constructing a 140 foot antenna—as part of its exhibit—by which all television originations from the fair for network programing will be relayed to downtown New York for subsequent network transmission. The New York Telephone Co. is providing video cables from points within the grounds to the AT&T tower.

Interest in television originations from the fair is reported to be high among the larger exhibitors although no specific telecast plans have been announced. (The fair is still a year off.) Among the groups which have advised the fair corporation of their interest in television originations from exhibit sites are General Motors, RCA, IBM, Eastman Kodak, AT&T, New York City Amphitheater, The Federal Exhibit, Port of New York Authority and a number of states.

A $4 million "Century Showcase Music Hall," extravagantly outfitted with television production facilities, financed by Texas businessman, Angus Wynne, and operated in association with Compass Productions, is expected to be a center for network TV originations of entertainment type when not in use for theatrical productions.

The Compass-Wynne group hopes that the networks will produce shows in its theater both during the fair and in the hiatus between fair seasons. (The fair runs from April to October in 1964 and 1965.)



This was the scene in 1939 as David Sarnoff, then RCA president and now board chairman, introduced black-and-white television at the New York World's Fair. Color television will highlight RCA's exhibit at the 1964-65 World's Fair in New York.

BROADCAST ADVERTISING


Mr. Dunn

Dr. Theodore F. Dunn, manager of communications research division of Ted Bates & Co., New York, and **John N. Goodnow,** research group supervisor for agency, elected VPs. Dr. Dunn joined Bates in 1962 from Kenyon & Eckhardt, where he served as research supervisor. Mr. Goodnow came to agency in 1956 from Colgate-Palmolive Co., where he was market research analyst.


Mr. Goodnow

Nicholas Salimbene, assistant media director of J. M. Mathes Inc., New York, named associate media director. **Gordon G. Bring Jr.,** former buyer at Doyle Dane Bernbach, joins Mathes in similar capacity. **Mike Pedone,** researcher, promoted to assistant space buyer. **Alexander M. Lindsay,** formerly with NBC, joins agency in public relations department.

Timothy J. Stone, former VP and account supervisor on packaged goods at Benton and Bowles, New York, joins Sullivan, Stauffer, Colwell & Bayles, that city, as supervisor for special services on American Tobacco Co. account.


Mr. Banzhaf

Max Banzhaf, director of advertising, promotion and PR for Armstrong Cork Co., Lancaster, Pa., elected staff VP responsible for directing and coordinating activities of new staff organization unit consisting of employe relations department, newly organized public relations and public affairs department, and advertising and promotion department. **F. J. Muth,** controller since 1960, elected VP-controller. Mr. Banzhaf joined Armstrong organization in 1938 and was appointed director of advertising, promotion and PR in 1956.

Quentin L. Harvell and **Mae Keenan** of headquarters staff of Advertising Federation of America, New York, named to new and increased responsibilities as VP-administration and club service administrator, respectively. Formerly assistant to AFA President Mark F. Cooper, Mr. Harvell has been associated with federation for two years. Miss Keenan most recently served as assistant director of AFA's bureau of education and research.

Jeremiah Creedon, product manager of Lestoil Products, Holyoke, Mass., joins Sullivan, Stauffer, Colwell & Bayles, New York, as account executive. **Hugh E. Davis,** general manager of *Puck, The Comic Weekly,* joins agency as account supervisor.


Mr. Rubin

Sydney Rubin, partner of Licensing Corporation of America, an independent character licensing organization. elected VP in charge of new business and member of creative plans board of Cole, Fischer Rogow Inc., New York. Mr. Rubin, former merchandising executive with NBC and CBS television network licensing divisions, has also held posts of VP and radio-TV director at Frederick Clinton Co.; VP and partner of Emil Mogul Co.; and copy chief of Raymond Spector Agency.

William J. Reese, VP and general manager of Arthur Wagner Associates, industrial designers, and former radio-TV director of Friend Reiss Adv., named director of sales promotion for Ideal Toy Corp., New York.

Halbert E. Payne, product group manager for Jell-O Division of General Foods Corp., White Plains, N. Y., named advertising and merchandising manager. He joined General Foods last year from Procter & Gamble where he was brand promotion manager.

Herman A. Braumuller Jr., formerly with Cunningham & Walsh, joins N. W. Ayer & Son, Philadelphia, in media department. **Theodore W. Schumacher,** with Stenocard Dictation Systems, also joins Ayer's media department.


Miss Wilkens

Barbara Wilkens, director of publicity and promotion for Trans-Lux Corp., New York, since 1960, elected VP in charge of radio-TV for Softness Group, New York, advertising-promotion - publicity organization. Miss Wilken's post at Trans-Lux included responsibility for promotion and publicity for three subsidiaries, Trans-Lux Television Corp., Television Affiliates Corp. (TAC) and Trans-Lux Distributing Corp. Earlier she had been publicity director of WNTA-TV New York and of ABC Films Inc.

Ivan Terry Galanoy, former associate creative director with Compton Adv., Chicago, and before that with Kenyon & Eckhardt, Los Angeles, joins Leo Burnett Co., Chicago, as associate creative director.


Mr. Schoch

Richard Schoch, assistant creative director of Compton Adv., New York, elected VP. Mr. Schoch joined agency in 1956 as copywriter. **Howard W. Kramer,** Compton VP in New York, resigns to join Needham & Grohmann, that city, as VP and account executive. Mr. Kramer will also direct publicity for agency.

Fred L. Wahl, head art director of Aubrey, Finlay, Marley & Hodgson, Chicago, appointed art director of Clay

Bankruptcy sale of Radio Station WEAD. Operating one KW daytime metropolitan Atlanta radio station located at Hilton Inn, Hapeville, Georgia, includes all furniture, fixtures, and broadcasting equipment. Sale will be conducted by Ruth Sills, Trustee, at public auction to highest bidder. Sealed bids may be mailed immediately for consideration. Sale is subject to court confirmation. For further information, contact Stacey Cotton, 1630 Healey Building, Atlanta 3, Georgia, JA 4-5661.



Stephenson Associates, Houston-based advertising agency. **Robert H. Crockford,** Stephenson account executive, promoted to marketing director.

H. B. (Mickey) Firestone, formerly with McGraw-Hill Publishing Co., joins Ralph Bing Adv., Cleveland, as assistant account executive.

Ralph Cavan, with Klau-Van Pietersom-Dunlap, Milwaukee, named associate creative director. **Robert W. Hora,** with agency since 1946, named executive art director.

Elliot M. Schrero, project chief for SCI Division of Interpublic, New York, joins Ketchum, MacLeod & Grove, that city, as sales promotion writer.

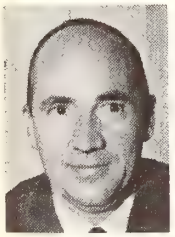

Mr. Burns

John V. Burns, account supervisor at J. Walter Thompson, Chicago, and **Norman A. Franks,** formerly with Charles Pfizer & Co., join Alberto-Culver Co., Melrose Park, Ill., as products director and plant operations director, respectively. Mr. Burns served as brand manager for Procter & Gamble prior to joining JWT.

Michael J. Marino named production supervisor of Newman-Martin, Bloomfield, N.J., advertising-marketing agency.

Ann Jacobson, formerly with Smudin Studios, Philadelphia, joins art department of Wermen & Schorr, advertising agency, that city.

THE MEDIA


Mr. Tillmanns

Carl Tillmanns, VP in charge of eastern sales for CBS-TV network, appointed VP and general sales manager. Mr. Tillmanns joined CBS-TV in December 1959 as account executive in sales department. Previously he was with NBC-TV for five years; with Paul H. Raymer Co., station representatives; C. E. Hooper Inc., audience measurement firm, and Foote, Cone & Belding.

Howard F. Smith named general manager of KCIN Victorville, Calif.

Tom Mulvey, local sales manager, and **Art Knott,** account executive, promoted to general sales manager and district sales manager, respectively, of KHOW Denver. **Jeff Jordan,** formerly with KOA Denver and KDKA Pittsburgh, joins KHOW air staff, replacing **Dan Tyler,** now with KGBS Los Angeles.

Richard V. Fairbanks, general sales manager of WPTV (TV) West Palm Beach, Fla., named national sales manager of KMSP-TV Minneapolis-St. Paul.

Ronald Beaton and **Benton Paschall** appointed sales manager and national sales manager, respectively, of KIEV Glendale, Calif.

Thomas D. Harrison Jr., sales manager of WFLN-AM-FM Philadelphia, named national sales manager of Franklin Broadcasting Co., which owns and operates WFMZ (FM) Allentown, Pa., and WFLN-AM-FM. Mr. Harrison joined Franklin in 1958. **Harry J. Haas Jr.,** WFLN promotion manager, appointed local sales manager for company.



Anonymous veil lifted

They call her the "Tokyo Rose" of NBC-TV, only because her voice is anonymous—not because of any sinister qualities.

It is redhead **Gloria Clyne's** job each week day at 5:30 p.m. to tell 67 NBC-TV affiliates over closed circuit about the day's newsfilm lineup, so the stations can decide whether to use the particular film. In the five months she's held the job numerous stations have written in to NBC asking about the "Mystery Voice" which replaced the stentorian male tones of Mack Johnson, NBC News syndication head.

This is the network's answer.


Mr. Patricelli


Mr. Tyrol

Leonard J. Patricelli, VP-TV programs for Travelers Broadcasting Service Corp. (WTIC-AM-FM-TV Hartford, Conn.), appointed VP-general manager of corporation, succeeding **Walter C. Johnson,** who died April 16. **Robert S. Tyrol,** VP-radio sales and assistant secretary, named secretary of corporation, a position also previously held by Mr. Johnson, and member of board of directors. Mr. Patricelli joined WTIC in 1929 as station's first continuity writer. He was elected VP-TV programs in 1957. Mr. Tyrol came to WTIC staff as announcer in 1941 and subsequently elected VP-radio sales in 1959. He is currently president of Connecticut Broadcasters Association.

C. Otis Rawalt, VP-partner of Walker-Rawalt Inc., New York-based radio-TV representative, joins Good Music Broadcasters, New York, as executive VP in charge of sales and station relations. GMB represents 30 radio stations. As part of its expansion program, firm is setting up branch sales offices in Boston, Chicago, Philadelphia and San Francisco.


Mr. Doerfer

John C. Doerfer, Washington communications attorney and former FCC chairman, appointed executive secretary and general counsel for Maryland-D.C. Broadcasters Association.

Lew Sargent appointed sales manager of WTAO Cambridge, Mass.

Ben Munson, account executive at KGO-AM-FM San Francisco, assumes added duties as regional sales manager.

John Ginway, member of sales staff of WCBS-TV New York, joins CBS-TV as network account executive.

Seymour Horowitz, former director of programing for KGO-TV San Francisco, joins WABC-TV New York, in similar capacity. He served as assistant to VP of program practices for CBS-TV from 1960-61. Mr. Horowitz was president of San Francisco chapter of Academy of TV Arts and Sciences.

of KCOL, and **Jim Huitt,** former program director of KZIX, both Fort Collins, Colo., join KLME Laramie, Wyo., as station manager and air personality, respectively. Item was incorrectly reported in BROADCASTING, April 15.


Mr. Powers

Graydon R. Powers Jr., formerly with information services department of Porcelain Enamel Institute, Washington, appointed assistant executive director of Association of Maximum Service Telecasters, Washington, effective today (April 29).

Eugene M. Plumstead named program director of WERE-AM-FM Cleveland, succeeding **Edwin J. Stevens,** who is being transferred to KFAC-AM-FM Los Angeles. Both stations are owned by Ray T. Miller Jr.

D. L. Nelson, formerly with KETV (TV) Omaha, appointed program director of KFDA-TV Amarillo, Tex.


Mr. Dragomier

John Dragomier, account executive at Venard, Torbet & McConnell, Chicago, appointed TV sales manager. Mr. Dragomier joined representative in 1958 from NBC. **James Fox,** account executive, named radio sales manager in Chicago office. Mr. Fox joined representative in 1960.

Jack Wells joins KABC Los Angeles as host of *Open Line* Monday-Saturday, 1:15-4 p.m. He is veteran radio-TV performer in Baltimore-Washington area, where he started in radio in 1946 at WITH Baltimore and subsequently worked at WCBM, there, WWDC Washington, WBAL-TV, WMAR-TV and WJZ-TV, all Baltimore.


Mr. Pirie

William S. Pirie Jr., local sales manager for past eight years at WITH-AM-FM Baltimore, promoted to general sales manager. Before joining WITH, Mr. Pirie served as general sales manager for WFBR and WCBM, both Baltimore.

Harry R. Littler, account executive with WFIL-TV Philadelphia, joins The Katz Agency, New York, on TV sales staff. **William E. Gellhausen,** formerly with D'Arcy Adv., St. Louis, joins Katz's TV sales staff there.

Patricia Skantze, professional model and TV performer, joins Pete Jamerson as co-host of *Woman's World* program on WMAL-TV Washington, Monday-Friday, 11-11:30 p.m., beginning today (April 29). Mrs. Skantze replaces for seven-week period **Lorraine Flocks,** who begins vacation tour of Europe.



'Broadcast pioneer'

C. A. Rowland Sr., one of the former owners of WGAU Athens, Ga., is about to take the air for the 1300th time with his weekly Sunday program, *Home Worship Hour,* which began the first week WGAU went on the air 25 years ago in 1938.

Mr. Rowland started in the radio business at the age of 68 and is now 93 and still actively broadcasting despite selling WGAU with his partners to the Clarke Broadcasting Corp. in 1956.

Francis X. Bushman, star of silent movies, has started as moderator of 15-minute weekly panel program series on KIEV Glendale, Calif., dealing with problems of senior citizens. Show, broadcast 11:15-11:30 a.m., Friday, is sponsored by Broadview, Glendale Center for Retired People, through Dodge, Heigh & Associates, Los Angeles.

Craig S. Parker, WDEV Waterbury, re-elected president of UPI Broadcasters Association of Vermont. **J. B. Wood,** UPI Montpelier manager, named executive secretary.

Norris Brock, staff cameraman with Time-Life stations' KOGO-TV San Diego, Calif., assigned temporary duty as cameraman-reporter in Washington news bureau of Time-Life Broadcast Inc.

Nancy Hanschman Dickerson, former radio-TV newswoman with CBS News, joins NBC News as Washington correspondent, effective May 1.


Mr. Hoth

Harold W. Hoth, 39-year-old president-general manager of KRDO-AM-TV Colorado Springs, Colo., elected mayor of that city April 16. Mr. Hoth, member of city council since 1959, is former president of Colorado Association of Broadcasters (1958). He joined KRDO radio as salesman in 1946 when station went on air and became president-general manager of radio-TV operation in 1954.

Art Kent, director of local news for KUTV (TV) Salt Lake City, named managing director of KUTV's news services.


Mr. Powers

Barclay Powers, publicity director of WLBW-TV Miami, appointed director of advertising and promotion. Mr. Powers joined WLBW-TV as traffic manager in October 1961 and became outlet's publicity director in November 1962.

Warren R. Reeves, formerly with KLTV (TV) Tyler, Tex., joins news staff of WAVY-AM-TV Norfolk-Portsmouth-Newport News, Va.

Fred Koestering to assistant merchandising director of WISN-TV Milwaukee.


Mr. Ladas

Harry Ladas, station manager of WWOM New Orleans, elected VP and general manager of WSHO, that city.

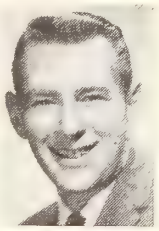
William G. Porter, news editor with CBS News, appointed to newly created post of executive editor. In his new position, Mr. Porter will supervise editorial content of daily network and local TV news broadcasts.

Jess Buboy joins WLEE Richmond, Va., as music-production director and announcer.

Bill Brink, sales manager of KVLF Alpine, Tex., joins WLSI Pikeville, Ky., as continuity director.

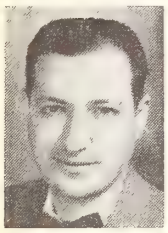
John McCullough and **Charles Linster** appointed news-public affairs direc-

tor and news operations manager, respectively, of WNDU-AM-FM-TV South Bend, Ind. **Bob Young,** news director for past three years, resigns to accept position with WABC New York.


Mr. Jacobsen

Gil Jacobsen, with KOL-AM-FM Seattle for past nine years, appointed sales manager, succeeding **William L. Simpson,** former partner and sales manager, who disassociated himself when station was recently purchased by Goodson-Todman Productions of New York and Hollywood.

Robert B. Miller, former news analyst at WDBO-TV Orlando, Fla., joins WFTV (TV), that city, as news editor.


Mr. Calibraro

Daniel D. Calibraro, since 1953 with WGN-AM-TV Chicago, appointed executive administrative assistant of WGN Inc. in addition to his present duties as manager of public relations. Subsidiary of *Chicago Tribune,* WGN Inc. also operates KDAL-AM-TV Duluth, Minn.-Superior, Wis., in addition to WGN properties.


Mr. Gadbois

Robert (Gabby) Gadbois, former sales manager of KAVR Apple Valley, Calif., from 1955-61, rejoins station as assistant manager in charge of sales.

Larry Renault, assistant promotion director of WTVT (TV) Tampa, Fla., joins promotion staff of WFIL-AM-FM Philadelphia as writer of sales presentations.

Jim Noel and **Bobby Lyons** join WFLA-AM-FM Tampa-St. Petersburg, Fla., as air personalities.


Mr. Elpers

Dick Elpers, account executive at KFAC-AM-FM Los Angeles for past 11 years, retires May 1. Before joining KFAC, Mr. Elpers was with CBS for 22 years in both network and spot sales in Chicago, Detroit and Los Angeles. **John Hooker,** for past year on KHJ Los Angeles sales staff, succeeds Mr. Elpers at KFAC.

Sam Serota, public relations director of WPEN-AM-FM Philadelphia, resigns to become administrative assistant to Paul D'Ortona, president of Philadelphia City Council.

AP election results

Paul Miller re-elected president of Associated Press last week by board of directors. Mr. Miller is president of Gannett newspapers (WHEC-AM-TV Rochester, WINR-AM-TV Binghamton, WENY Elmira, all New York, and WDAN Danville, Ill.). Other officers elected: **Kenneth MacDonald,** *Des Moines Tribune,* first VP; **Harry F. Byrd Jr.,** *Winchester* (Va.) *Evening Star,* second VP; **Harry T. Montgomery,** secretary and **Robert Booth,** treasurer. Also at annual meeting last Monday AP members elected **William Knowland,** VP and general manager of *Oakland Tribune* and former Senate Republican Majority Leader, to board.

PROGRAMING


Mr. Leeds

Martin N. Leeds, who resigned last month as executive VP and director of Talent Associates-Paramount Ltd. (FATES & FORTUNES, March 18), joins Frank Cooper Associates (talent representative), Hollywood, as VP in charge of developing program packages for TV and theatrical motion pictures. He also becomes member of agency's board of directors. Mr. Leeds is former president of Home Entertainment Co., West Coast pay-TV firm; executive VP of Desilu Productions; and director of business affairs at CBS-TV Hollywood.

Tom T. Miller of Sheffield, Ala., named general manager of Muscle Shoals TV Cable Co., community antenna system serving Florence, Sheffield, Tuscumbia and Muscle Shoals City, one of 22 CATV systems owned by H&H Communications Corp. Mr. Miller has been motion picture theater owner for 11 years.

Marshall Flaum appointed producer-director of *Escape to Freedom,* anti-Communist documentary that Wolper Productions is producing for U. S. Information Agency.

Bruce Geller and **Bernie Kowalski** join Four Star Television as co-producers of new 60-minute Robert Taylor series for NBC-TV network. **Aaron Spelling,** with Four Star since 1958, named producer of hour-long Gene Barry program sold to ABC-TV for Friday nights in which star portrays millionaire police captain or homicide division.


Mr. Gordon

Jim Gordon, member of news staff of WINS New York for past two years, appointed host of station's *Program PM,* effective May 13, replacing **John Henry Faulk,** who leaves series May 10. Effective May 13, the show, produced by Westinghouse, will be expanded from one hour to 90 minutes Monday-Friday (10:30-12 midnight). **Murray Burnett** continues as series' producer.

Dorothy Hechtlinger appointed story editor at Revue Studios and is initiating program designed to encourage and develop new writers for studio. Miss Hechtlinger was special consultant and story editor with Theatre Guild for five years of *The U. S. Steel Hour,* followed by *Desilu Playhouse* and most recently at Revue as story editor for *Checkmate* and *Wide Country.*

Joseph Fusco Jr., formerly with Official Films, New York, joins 20th Century-Fox Television, that city, as director of sales promotion.


Mr. Ramsay

Clark Ramsay, advertising manager of Metro-Goldwyn-Mayer, Culver City, Calif., appointed to newly created post of executive assistant to president, in charge of marketing. In his new assignment, Mr. Ramsay will headquarter in New York. **Dan Terrell,** advertising and publicity director of MGM in New York, named executive director of advertising, publicity and promotion.


Mr. Terrell

Jon Epstein, associate to Maurice Unger, Ziv-United Artists production chief, named executive assistant to Frank P. Rosenberg, executive producer of Revue Studios' *Arrest and Trial,* new 90-minute dramatic show scheduled for September on ABC-TV network.

Stan LoPresto, former director of film unit at WNYC-TV New York, joins Filmteam Associates as film director.

John F. Becker, former director at On Film Inc., joins Robert H. Klaeger Associates, New York, as motion picture director.

Horatio Alger winner


Mr. Rollins

John W. Rollins, co-founder, chairman of executive committee and director of Rollins Broadcasting Inc., named winner of 1963 Horatio Alger Award, sponsored by American Schools & Colleges Association. Award will be presented to Mr. Rollins May 15 at ceremonies at Hotel Waldorf-Astoria in New York. Past winners include General Dwight D. Eisenhower; C. R. Smith, president of American Airlines; Brigadier General David Sarnoff, RCA board chairman, and Bernard Baruch. Rollins stations are WAMS Wilmington, Del.; WNJR Newark, N. J.; WBEE Harvey, Ill.; WRAP Norfolk, Va.; WGEE Indianapolis, Ind.; WCHS-AM-TV Charleston, W. Va.; WEAR-TV Pensacola, Fla.; KDAY Santa Monica, Calif.; and WPTZ (TV) Plattsburgh, N. Y.

INTERNATIONAL


Mr. Haft

Robert S. Haft appointed director of international business affairs for CBS Television Stations Division, effective today (April 29). Mr. Haft, who will report directly to Merle S. Jones, division president, will coordinate business activities of division's offshore investments and assist in development and study of future investments abroad. Division is responsible for interests in TV production companies in Argentina and Peru and TV stations on islands of Trinidad and Tobago. In addition, division distributes TV film product worldwide through subsidiaries. Mr. Haft, formerly with Internal Revenue Service, has been with CBS since February 1960 as federal and foreign tax attorney.

Roberta Collier appointed supervisor of broadcast traffic for McConnell, Eastman & Co. Ltd., Toronto.

Joan Wadsworth, women's editor of *Regina Leader-Post,* named marketing director of CKRM Regina, Sask.

Robin Armstrong, TV sales manager of All-Canada Radio & Television Ltd., Toronto, named general sales manager of newly organized Four Star Television International of Canada, with offices at 175 Bloor Street East, Toronto.

ALLIED FIELDS

Paul R. Fry, station broker, is consolidating his business with Byron Reed Co., Omaha, on June 1. Mr. Fry will develop general business brokerage service for Omaha real estate firm. He was president of Inland Broadcasting Co. before entering brokerage business in early 1958.

Melvin Harris, of Kansas State University, Manhattan, elected national student president of Alpha Epsilon Rho, radio-TV honorary fraternity, at convention in Kansas City April 20.


Mr. Ross

Billy I. Ross, on leave of absence from University of Houston and presently staff member of Southern Illinois University, elected national president of Alpha Delta Sigma, national professional advertising fraternity, succeeding **Rol Rider,** California Institute of Polytechnics, who becomes board chairman. **Donald G. Hileman,** Southern Illinois University, reappointed national executive secretary. **Lee Fondren,** chairman of Advertising Federation of America-Advertising Association of The West joint commission, named head of fraternity's advisory committee.

Alvin J. Goldwyn Jr. appointed associate director of Center for Documentation and Communication Research of Western Reserve University, Cleveland, replacing **Allen Kent,** who resigned.

EQUIPMENT & ENGINEERING


Mr. Chiabrando

Juan C. Chiabrando, chief engineer of ITA Electronics, elected executive VP and director of engineering for CCA Electronics Corp., Yeadon, Pa. Mr. Chiabrando will be responsible for development of complete line of broadcast and communication transmitters.

Lee Bunting, previously chairman of board and VP of Bell Television, New York, elected president and general manager. **Martin Sugar,** former president, succeeds Mr. Bunting as chairman and vice president.

Meyer Leifer, former manager of video instrumentation engineering department of Ampex Corp., Redwood City, Calif., on May 1 becomes technical director for systems engineering and management organization of Sylvania Electronic Products Division of General Telephone & Electronics Corp., Waltham, Mass.


Mr. Smith

Joel P. Smith, partner of Montand Electronics, an exporting firm shipping appliances to South America, Caribbean, and Europe, rejoins Jerrold Electronics Corp., Philadelphia. as manager of firm's CATV operations division. He succeeds **Daniel Aaron,** who resigned. Before joining Montand, Mr. Smith was with Jerrold as promotion manager of division he now heads.

Everett H. Frost, renewal sales department of Sylvania Electric Products, New York, appointed New England district sales manager for electronic tube division.

Martin Ziegler, senior accountant, named assistant controller of Adler Electronics (telecommunications systems and communications equipment), New Rochelle, N. Y.

Charles Mauer appointed national service manager for consumer products division of Sony Corporation of America, New York.

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Kenneth W. Mabee, sales manager for commercial laundry and drycleaning division of Philco Corp., joins Sylvania Home & Commercial Electronics Corp., Batavia, N. Y., as field sales manager-distributors for home entertainment products.


Mr. Friedman

Herbert H. Friedman, founder and president of Electro Components Inc., sales representative organization, appointed distributor sales manager for electronic tube division of DuMont Laboratories, divisions of Fairchild Camera and Instrument Corp., Clifton, N. J. Mr. Friedman will direct sales and merchandising for DuMont industrial cathode-ray tubes, multiplier phototubes and power tubes. Before forming his own firm, he was VP-general manager of Nuclear Electronics, New York.

Charles L. Greenslit appointed manager of government products for radio division of Bendix Corp., Baltimore.

Ben S. Rubin, sales manager of DeJur Amsco Corp. and former manager of Chicago office of Al Paul Lefton Co., appointed merchandising director for consumer division of Technicolor Corp., Burbank, Calif.

DEATHS

Thorne Donnelley, 67, pioneer Midwest broadcaster and former VP-secretary of Reuben H. Donnelley Corp., died April 23 at his home in Scottsdale, Ariz. Credited as first person to have made broadcast to liner in Atlantic and to broadcast music from dance floor, Mr. Donnelley was co-founder of WDAP Chicago (now WGN) in May 1922. His early radio activities are chronicled in "A Pictorial History of WGN" published by that station in 1961.

David B. Stillman, 57, president of Seven Arts Productions Ltd., New York, died April 25, of heart attack. Mr. Stillman, also partner in law firm of Stillman and Stillman, was named president of Seven Arts in June 1960.

John W. Webb, 64, account executive at Bozell & Jacobs, Chicago, died Wednesday at Billings Memorial Hospital.

Thomas Harlan McKnight, 62, veteran producer of radio and TV programs, was killed in automobile accident on April 22. He got into radio in its early years as packager-producer of such programs as *Sherlock Holmes* and *Mr. Fortune* and after World War II, in which he served as captain in Armed Forces Radio Service, Mr. McKnight returned to radio as producer of *Life of Riley, Philco Hall of Fame* and other series. In television he was producer for some of Warner Brothers TV series and at time of his death was producer of NBC-TV's *McKeever and the Colonel* at Four Star.

Ken Craig, 49, veteran of some 30 years in radio and TV, died April 21 of heart attack. Mr. Craig started in radio in early 1930's as singer on *Blue Monday Jamboree* on KFRC San Francisco and subsequently served as newscaster on KNX Los Angeles, in radio department of McCann-Erickson, Chicago, and with WBBM, that city. Most recently, Mr. Craig was program director of KTVU (TV) Oakland-San Francisco.

Don Owens, 32, writer and publisher of country music and disc jockey at WAVA-AM-FM Arlington, Va., was killed April 21 when his car ran off road near his home there. Mr. Owens conducted afternoon program on WAVA called *Crackerbarrel Forum.* He wrote several country hits, including "You're a Fool," "Cold, Dark Waters Below" and "Let's All Have an Old Fashioned Christmas."

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING April 18 through April 24 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New TV stations

APPLICATIONS

Fontana, Calif.—International Panorama TV Inc. UHF channel 40 (626-632 mc); ERP 318 kw vis., 159 kw aur. Ant. height above average terrain 2,278 ft., above ground 303 ft. P. O. address 132 North Western Avenue, Los Angeles 4, Calif. Estimated construction cost $357,336; first year operating cost $180,000; revenue $180,000. Studio location Fontana. Georgraphic coordinates 34° 10′ 43″ N. Lat., 117° 42′ 24″ W. Long. type trans. GE TT56A, type ant. GE TY25D. Legal counsel S. R. Levine, consulting engineer James F. Lawrence Jr., both Los Angeles. Principals: **Angel Lerma Maler** (75%) and **Alma Clara Maler** (25%). Mr. Maler produces Spanish-language programs Ann. April 24.

Toledo, Ohio—Producers Inc. UHF channel 79 (860-866 mc); ERP 955 kw vis., 477.5 kw aur. Ant. height above average terrain 1,017 ft., above ground 1,007 ft. P. O. address c/o Richard F. Shively, Box 175, Evansville 5, Ind. Estimated construction cost $1,082,000; first year operating cost $420,000; revenue $450,000. Studio location Toledo, trans. location Oregon, Ohio. Geographic coordinates 41° 41′ 01″ N. Lat., 83° 24′ 49″ W. Long. Type trans. RCA TTU-50A, type ant. RCA TFU-25G. Legal counsel Wilner & Bergson, consulting engineer Jules Cohen & Associates, both Washington. Principals: **Ferris E. Traylor** family (50%) and **Polaris Corp.** (50%). Producers has interest in WTVW (TV) Evansville, Ind., and KXGO-TV Fargo, KNOX-TV Grand Forks and KCND-TV Pembina, all North Dakota. Polaris also owns Klau-Van Pieterson-Dunlop Inc., Milwaukee advertising agency. Ann. April 23.

New AM stations

ACTIONS BY FCC

Danville, Pa.—Montour County Broadcasting Co. Granted CP for new AM on 1570 kc, 1 kw-D. P. O. address c/o William Emert, WPHB Philipsburg, Pa. Estimated construction cost $9,790; first year operating cost $17,376; revenue $64,860. Principals: **William Emert** (90%) and **Dean Sharpless** (10%). Mr. Emert owns WPHB Philipsburg, Pa.; Mr. Sharpless is chief engineer of WPHB. April 22 issue erroneously listed principals as equal partners. Action April 11.

Waverly, Tenn. — Humphreys County Broadcasting Co. Granted CP for new AM on 1540 kc, 1 kw-D, 500 w-CR. P. O. address c/o R. M. McKay Jr., Box 71, Columbia, Tenn. Estimated construction cost $14,115; first year operating cost $45,000; revenue $52,000. **R. M. McKay Jr.,** sole owner, is 28% owner of WKRM Columbia, Tenn. Action April 23.

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& COMPANY, INC.

E T

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New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

Existing AM stations

ACTIONS BY FCC

KFKA Greeley, Colo.—Granted increased daytime power on 1310 kc from 1 kw to 5 kw, continued nighttime operation with 1 kw, DA-N; conditions and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action April 23.

WJOE Ward Ridge, Fla.—Granted change of facilities of daytime station from 1570 kc, 250 w to 1080 kc, 1 kw, and change station location to Port St. Joe, Fla.; condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action April 23.

KWBE Beatrice, Neb.—Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action April 23.

WKWK Wheeling, W. Va.—Granted increased daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. By letter, dismissed opposing petition by KQV Pittsburgh, Pa. Action April 23.

WISN Milwaukee, Wis.—Waived Sec. 1.351 of rules and granted change of facilities from 1150 kc, 5 kw, DA-1, unl., to 1130 kc, 10 kw-N, 50 kw-LS, DA-2; conditions and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Comrs. Henry and Cox dissented. Action April 23.

APPLICATION

WPLM Plymouth, Mass.—Mod. of CP (which authorized make changes in N DA pattern) to increase daytime power from 5 kw to 10 kw and install new trans. Ann. April 18.

New FM station

ACTION BY FCC

Columbia, Neb.—KJSK Inc. Granted CP for new FM on 96.7 mc, ch. 244, 3 kw. Ant. height above average terrain 233 ft. P. O. address c/o G. B. Anderson, KLIR Denver, Colo. Estimated construction cost $5,000; no estimated operating cost or revenue (proposed station will be run with applicant's KJSK Columbus). Principals: **George B. Anderson** (68.57%) and others. Applicant also owns KJSK Columbus. Action April 23.

Existing FM station

APPLICATION

WTRC-FM Elkhart, Ind.—Mod. of license to change station location from Elkhart to Elkhart-South Bend, Ind. Ann. April 22.

Ownership changes

ACTIONS BY FCC

WDSP De Funiak Springs, Fla.—Granted assignment of license from **Cal Perley** and **Ken Collins** (each 16.8%), **Dr. Dan W. Holloway** (16%) and others, d/b as **Collins, Perley & McDermott Inc.**, to **Luverne Foster Jr.** (100%), receiver. No financial consideration involved. Action April 17.

WNEG Toccoa, Ga.—Granted acquisition of negative control of licensee corporation, **Stephens County Broadcasting Co.**, from **William B. Schaefer** and **Robert E. Shiffet** (each 25%) by **Charles H. Gaines** and **Roy E. Gaines** (each 50% after transfer, 25% before). Consideration $30,000. Action April 23.

KBTO El Dorado, Kan.—Granted assignment of license from **El Dorado Broadcasting Co.** to company of same name; only change is transfer of stock from **O. A. Tedrick** (16 2/3% individually and 16 2/3% as trustee for interest of **W. B. Tedrick**, deceased), deceased, to **Eva G. Tedrick** (16 2/3% as executrix of estate of O. A. Tedrick and 16 2/3% as trustee for interest of W. B. Tedrick). No financial consideration involved. Also see KDKD Clinton, Miss., application below. Action April 23.

WLAV-AM-FM Grand Rapids, Mich.—Granted transfer of control of licensee corporation, **Stevens-Wismer Broadcasting Inc.**, from **Harmon Leroy Stevens** and **John F. Wismer** (each 50%) to Mr. Stevens and wife, **Bernardine Stevens**, and Mr. Wismer and wife, **Rose Marie Wismer** (each 50% jointly). No financial consideration involved. Action April 19.

KDKD Clinton, Miss.—Granted assignment of license from **O. A. & William R. Tedrick** and **William J. Allen** (each 33 1/3%), d/b as **Osage Broadcasting Co.**, to Messrs. W. R. Tedrick and Allen and **Eva G. Tedrick**, executrix of estate of O. A. Tedrick, (each 33 1/3%). Also see KBTO El Dorado, Kan., application above. No financial consideration involved. Action April 23.

WSOQ North Syracuse, N. Y.—Granted relinquishment of negative control of licensee corporation. **WSOQ Inc.**, by **William J.** and **Vivian Warren** (each 50% before transfer, 25.5% after) to **Frank Harms** (25%) and **Mary C. Powers** (24%). Consideration $27,500. Action April 23.

KGRO Gresham, Ore.—Granted assignment of license from **Daniel M. McPeak** (100%), d/b as **Gresham Broadcasting Co.**, to **John E. Grant & George O. DeWitz Jr.** (each 40%) and **Marion McKeown** (20%), tr/as **Action Broadcasting.** Consideration $72,500. Mr. Grant is general manager of KLIQ Portland; Mr. DeWitz is manager of KGRO; Mrs. McKeown is KGRO's assistant office manager. Action April 17.

WHHM Memphis, Tenn.—Granted assignment of license from **William H. Grumbles** (51%) and **Marie G. Copp** (49%), d/b as **Mercury Broadcasting Inc.**, to **Marvin C. Goff Jr.** (100%), trustee in bankruptcy. No financial consideration involved. Action April 18.

KLTV-TV Tyler, Tex.—Granted relinquishment of positive control of licensee corporation, by **Lucille Buford** (49%) by transfer to son, **Goeffrey R. Buford**, (20%), of voting rights previously hers. No financial consideration involved. Action April 19.

APPLICATIONS

KKTV (TV) Colorado Springs, Colo.—Seeks transfer of control of licensee corporation, **TV Colorado Inc.**, to **Communications Systems Inc.** For other information see KFMH (FM) Colorado Springs and KGHF Pueblo, Colo., applications below. Ann. April 18.

KFMH (FM) Colorado Springs, Colo.—Seeks transfer of control of **TV Colorado Inc.** (parent corporation of licensee, **KFMH Inc.**) to **Communications Systems Inc.** For other information see KKTV (TV) Colorado Springs and KGHF Pueblo, Colo., applications. Ann. April 18.

KGHF Pueblo, Colo.—Seeks transfer of control of **TV Colorado Inc.** (616 shares issued), (parent corporation of licensee, **KGHF Inc.**) from **Gifford Phillips** (280 shares), **James D. Russell** (130), **Betty Z. Russell** (150) and **Robert D. Ellis** (56) to **Willard W. Garvey** (100%), tr/as **Communications Systems Inc.** Consideration $885,000. Price also includes KKTV (TV) and KFMH (FM) Colorado Springs, Colo. Also see those applications above. Mr. Garvey has extensive investments outside broadcast industry. Ann. April 18.

WTRL Bradenton, Fla.—Seeks acquisition of positive control of licensee corporation, **Fletcher-Mitchell Corp. of Iowa**, from **James I. Mitchell** (50%) by **Jonathan M. Fletcher** (100%, 50% before transfer). Consideration $18,000 and 50% interest in KLIN Lincoln, Neb. Also see KCBC Des Moines, Iowa, and KLIN applications below. Ann. April 18.

WZRH Zephyrhills, Fla.—Seeks assignment of license from **John C. Dent** (40%), **Ralph C. Wasdon** (30%), **Edward I. Cutler** (20%) and **Donald E. Herndon** (10%), d/b as **Zephyr Broadcasting Corp.**, to **Paul Lasobik** (100%). Consideration $39,000. Mr. Lasobik is in floor covering and tile businesses. Ann. April 24.

WMES Ashburn, Ga.—Seeks transfer of control of licensee corporation, **WMES Inc.**, from **Donald H. Wingate** (33 1/3%) to **Maxine E. Robinson** (33 1/3%); other ownership remains stable. Consideration is $10,472 in debt. Mrs. Robinson owns 15% of WAAG Adel, Ga. Ann. April 24.

WMNZ Montezuma, Ga.—Seeks assignment of license from **William E. Blizzard Jr.** and **Lewis H. McKenzie** (each 50%), d/b as **Macon County Broadcasting Co.**, to Mr. Blizzard (100%), tr/as company of same name. Consideration $15,000. Ann. April 24.

KWIK Pocatello, Idaho—Seeks assignment of license from **John W. Lewis, Marvin M. Mollring** and **Marshall True** (each 33 1/3%), d/b as **Pocatello Radio Inc.**, to **Carl S.** and **Frances B. Goodwin** (each 40%) and **Richard W. Miner** (20%), tr/as **KWIK Broadcasting Inc.** Consideration $86,000. Mr. and Mrs. Goodwin own KTRC Santa Fe, N.M.; Mr. Miner is general manager of KYVA Gallup, N. M. Ann. April 22.

KCBC Des Moines, Iowa—Seeks acquisition of positive control of licensee corporation, **Fletcher-Mitchell Corp. of Iowa**, from **James I. Mitchell** (50%) by **Jonathan M. Fletcher** (100%, 50% before transfer). Consideration $18,000 and 50% interest in KLIN Lincoln, Neb. Also see WTRL Bradenton, Fla., and KLIN application. Ann. April 18.

KXKW Lafayette, La.—Seeks transfer of control of licensee corporation, **General Communications Inc.**, from **Paul H.** and **Shirley L. Kurzweg** (each 12.5%), **Victor J.** and **Frank T. Kurzweg** (each 8.3%) and **Loraine K. Chadwick** (8.4%) to **Edward E. Wilson** (76.5%, 29% before) and **P. H. Kurzweg** (2.5%). Consideration is assumption of debt. Ann. April 24.

WBSM-AM-FM New Bedford, Mass.—Seeks transfer of control of licensee corporation, **Bay State Broadcasting Inc.**, from estate of **Joseph P. Duchaine**, deceased, (79.5%) to **Maurice C. Duchaine** (43.75%, 3.5% before transfer) and **Paul A. Duchaine** (39.75%); other ownership remains stable. No financial consideration involved. Ann. April 24.

WABX (FM) Detroit, Mich.—Seeks transfer of control of licensee corporation, **Mid-State Broadcasting Corp. of Detroit**, to **Mid-States Broadcasting Corp.** Transfer constitutes merger, as principals of Detroit corporation are also principals of Mid-States. For other information see KFEQ-AM-TV St. Joseph, Mo., application. Ann. April 24.

WSWM (FM) East Lansing, Mich.—Seeks transfer of control of licensee corporation, **Mid-State Broadcasting Corp. of East Lansing**, to **Mid-States Broadcasting Corp.** Transfer constitutes merger, as principals of East Lansing corporation are also principals of Mid-States. For other information see KFEQ-AM-TV St. Joseph, Mo., application. Ann. April 24.

WAMM Flint, Mich.—Seeks transfer of control of licensee corporation, **Binder,**

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Carter, Durham Inc., to **Mid-States Broadcasting Corp.** Transfer constitutes merger, as principals of BCD are also principals of Mid-States. For other information see KFEQ-AM-TV St. Joseph, Mo., application. Ann. April 24.

WGMZ (FM) Flint, Mich.—Seeks transfer of control of licensee corporation, **Valley Broadcasting Co.**, to **Mid-States Broadcasting Corp.** Transfer constitutes merger, as Valley principals are also principals of Mid-States. For other information see KFEQ-AM-TV St. Joseph, Mo., application. Ann. April 24.

WQDC (FM) Midland, Mich.—Seeks transfer of control of licensee corporation, **Midland-Mid-State Broadcasting Corp.**, to **Mid-States Broadcasting Corp.** Transfer constitutes merger, as principals of Midland-Mid-State are also principals of Mid-States. For other information see KFEQ-AM-TV St. Joseph, Mo., application. Ann. April 24.

KLIK Jefferson City, Mo.—Seeks transfer of control of licensee corporation, **KLIK Broadcasting Inc.**, from **Oscar K.** and **Jesse D. Fine** (each 30%) and **Isadore J.** and **Eugene P. Fine** (each 15%) and **Theodore M. Nelson** (10%) to **John P. McGoff** (25.8%) and others, tr/as **Mid-States Broadcasting Corp.** Consideration $198,000. Principals of Mid-States also have interests in WSWM (FM) East Lansing, WQDC (FM) Midland, WABX (FM) Detroit and WAMM and WGMZ (FM) Flint, all Michigan (see applications). Also see KFEQ-AM-TV St. Joseph, Mo., application below. Ann. April 18.

KFEQ-AM-TV St. Joseph, Mo.—Seeks transfer of control of licensee corporation, **KFEQ Broadcasting Co.**, from **Oscar K.** and **Jesse D. Fine** (each 30%), **Isadore J. Fine** (20%), **Eugene P. Fine** (12.5%), **Theodore M. Nelson** (5%) and **Marvin Cohen** (2.5%) to **Mid-States Broadcasting Corp.** Consideration $1,213,034. For other information see KLIK Jefferson City, Mo., application above. Ann. April 18.

KXLL Missoula, Mont.—Seeks assignment of license from **J. W. Burgan** and **June B.** and **George E. Wilson** (each 33 ⅓%), d/b as **June Inc.**, to **Christian Enterprises Inc.**, non-profit organization headed by **Harold Erickson.** Consideration $28,716. Mr. Erickson is general manager of KURL Billings, Mont. Ann. April 22.

KLIN Lincoln, Neb.—Seeks acquisition of positive control of licensee corporation, **Fletcher-Mitchell Corp. of Nebraska**, from **Jonathan M. Fletcher** (50%) by **James I. Mitchell** (100%, 50% before transfer). Consideration 50% in KCBC Des Moines, Iowa, and WTRL Bradenton, Fla. Also see KCBC and WTRL applications above. Ann. April 18.

WISE Asheville, N. C.—Seeks acquisition of positive control of licensee corporation, **Davenport-McGuire Broadcasters Inc.**, from **Charles J. McGuire** (50%) by **John L. Davenport** (100%, 50% before transfer). Consideration $1,500 and assumption of debt. Ann. April 22.

WHGB Harrisburg, Pa.—Seeks assignment of license from **Herbert Hendrick** (100%), d/b as **Hendrick Broadcasting Inc.**, to **Herbert Schorr, Richard B. Stevens** and **Frank E. Greenberg** as trustee for Stanford L. Stevens (each 30%) and Mr. Greenberg individually (10%), tr/as **East Coast Broadcasting Inc.** Consideration $200,000. Mr. Schorr is sales manager for WDAS Philadelphia, Pa.; Messrs. R. B. Stevens and Greenberg are attorneys. Ann. April 22.

KCAN Canyon, Tex.—Seeks assignment of license from **W. J. Harpole** (100%) to Mr. Harpole (100%), tr/as **Randall County Broadcasters Inc.** No financial consideration involved. Ann. April 24.

WVAR Richwood, W. Va.—Seeks assignment of license from **W. Courtney Evans** (51%) and **Elizabeth G. Evans** (49%), d/b as **Royal Broadcasting Co.**, to **George H. Clinton** (100%), tr/as **Cherry River Broadcasting Corp.** Consideration $42,500. Mr. Clinton has interest in WTMA-AM-FM and WCIV-TV Charleston, S. C. and WWHY Huntington, W. Va. Ann. April 22.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner David I. Kraushaar issued initial decision looking toward denying for failure to prosecute application of Magic City Broadcasting Corp. for additional time to construct WBHM Birmingham, Ala. Action April 23.

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward granting application of Mid-Cities Broadcasting Corp. for new AM on 1420 kc, 500 w-D, in Lubbock, Tex., condition that pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419, and denying application of La Fiesta Broadcasting Co. seeking new station on same facilities in Lubbock. Action April 19.

DESIGNATED FOR HEARING

■ By memorandum opinion and order, commission designated for hearing application of Muncie Broadcasting Corp. for new daytime AM on 990 kc, 250 w, with DA, in Muncie, Ind.; made WONE Dayton, Ohio, which filed opposing petition, party to proceeding. Action April 23.

OTHER ACTIONS

■ Commission postponed oral argument from April 25 to May 13 in proceeding on renewal of license of WMOZ Inc. for WMOZ Mobile, Ala., and revocation of license of Edwin H. Estes for WPFA Pensacola, Fla. Comr. Cox not participating. Action April 23.

■ Commission postponed oral argument from April 25 to May 17 in proceeding on revocation of license of KWK Radio Inc. for KWK St. Louis. Comr. Cox not participating. Action April 23.

■ Commission postponed oral argument from May 9 to May 13 in proceeding on application of WDUL TV Corp. for additional time to construct WHYZ-TV Duluth, Minn. Comr. Cox not participating. Action April 23.

■ By memorandum opinion and order, commission (1) granted request by William L. Ross for waiver of Sec. 1.192 to accept for filing and consideration petition exceeding 30-page limitation prescribed by that rule, and (2) denied Ross petition which sought (a) reconsideration and grant without hearing of application for new AM on 1370 kc, 1 kw-D, in Riverton, Wyo., or, alternatively, (b) early submission by Riverton Broadcasting Inc. of application for renewal of license of KVOW Riverton to be consolidated with Ross application for comparative hearing, (c) consolidate in same hearing now separate proceeding on application of Hugh Jordan Stock for new station in Riverton (740 kc, 1 kw-D), and (d) shift of burden of proof on issue I concerning Ross basic financial qualifications from Ross to Riverton Broadcasting. Chrm. Minow concurred except to refusal to consolidate Stock and Ross applications; Comr. Henry dissented and issued statement; Comr. Cox not participating. Action April 23.

■ By memorandum opinion and order, commission denied petition by Central Coast TV to expedite action in proceeding on application and that of Santa Maria Telecasting Corp. for new TV on channel 12 in Santa Maria, Calif. Comr. Cox not participating. Action April 23.

■ By order, commission granted petition by Veterans Broadcasting Co., joined by seven other applicants, and extended time to June 10 to file exceptions to initial decision in Syracuse, N. Y., TV channel 9 proceeding. Comr. Cox not participating. Action April 23.

■ By memorandum opinion and order, commission denied petition by Springfield TV Broadcasting Corp. (WRLP [TV] ch. 32), Greenfield, Mass., for stay of Jan. 30 grant of application of Millers River Translators Inc. for new UHF TV translator station in Athol, Mass., on channel 72 to rebroadcast programs of WBZ-TV (ch. 4) Boston. Commission holds that petitioner failed to show that rebroadcast of WBZ-TV's signal by proposed UHF TV translator would in any way affect ability of petitioner to provide service to Greenfield, Mass., area on WRLP (TV), or to demonstrate any reasonable likelihood of succeeding on merits of petition for reconsideration of Jan. 30 grant which is still pending. Chrm. Minow and Comr. Hyde dissented. Action April 23.

■ Ordered Review Board to certify to commission for decision joint motion by respondents Allegheny County Broadcasting Corp. (WCUM-AM-FM) and Cumberland Valley Broadcasting Corp. (WTBO-AM-FM), both Cumberland, Md., for enlargement of issues in proceeding on application of WKYR Inc., to move WKYR Keyser, W. Va., to Cumberland, and make other changes in operation. Action April 17.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order granted further joint petition by Olney Broadcasting Co. and James R. Williams for approval of agreement whereby Williams would reimburse Olney for expenses incurred in connection with latter's application for new daytime AM on 540 kc, 250 w, DA, in Olney, Tex., in return for withdrawal; dismissed Olney's application with prejudice; retained in hearing status Williams' application for new station in Anadarko, Okla. Action April 23.

■ By memorandum opinion and order in consolidated proceeding in Docs. 14425 *et al.*, denied untimely filed petition by applicant Bi-States Broadcasters, Anville-Cleona, Pa., to enlarge hearing issues. Action April 23.

■ Granted petition by Taft Broadcasting Co. and extended to April 22 time to file reply to oppositions to petition for enlargement of issues in proceeding on AM applications of Calhio Broadcasters, Seven Hills, Ohio, *et al*, in Docs. 14973 *et al.* Action April 22.

■ By memorandum opinion and order in AM consolidated proceeding in Docs. 14873 *et al.* (1) denied petition by Prince William Broadcasting Corp. (WPRW), Manassas, Va., for additional time to respond to petition to enlarge issues filed by Easton Broadcasting Co. (WEMD), Easton, Md.; and (2) granted petition by WEMD to extent of enlarging hearing issues to include interference determination with respect to WPRW's proposed operation. Action April 18.

■ In consolidated AM proceeding in Docs. 14684 *et al.* dismissed as moot petition to enlarge issues filed by Hastings Broadcasting Co., Hastings, Minn. April 9 action dismissing Northfield Broadcasting Co., Northfield, Minn., applicant in consolidation, rendered moot Hastings' petition. Action April 18.

ACTIONS ON MOTIONS

By Hearing Examiner Thomas H. Donahue

■ Pursuant to agreements reached at April 19 prehearing conference in proceeding on AM application of Beardstown Broadcasting Inc. (WRMS), Beardstown, Ill., in Doc. 15016, scheduled further prehearing conference for May 22, and continued May 22 hearing to June 24. Action April 19.

■ Granted petition by Northern Indiana Broadcasters Inc. and extended from April 16 to April 19 time to exchange exhibits and from April 22 to April 26 date for hearing, and dismissed as moot motion by Broadcast Bureau to reschedule hearing date in proceeding on Northern Indiana's application for new AM in Mishawaka, Ind. Action April 16.

By Hearing Examiner Charles J. Frederick

■ In consolidated proceeding on AM applications of Portage County Broadcasting Corp., Kent-Ravenna, Ohio, *et al.*, granted petition and extended from April 18 to April 26 time to file reply findings. Action April 18.

By Hearing Examiner Millard F. French

■ Upon agreement of parties at April 17 prehearing conference in proceeding on application of Brush Broadcasting Co. for new AM in Wauchula, Fla., rescheduled April 22 hearing for April 30 in Wauchula. Action April 17.

By Hearing Examiner Walther W. Guenther

■ Pursuant to April 16 further prehearing conference in proceeding on AM applications of Hastings Broadcasting Co., Hastings, and Albert Lea Broadcasting Co. (KATE), Albert Lea, both Minnesota, in Docs. 14685-6, (1) granted motion by KATE and severed application from consolidation; and (2) scheduled hearing on application for April 24. Action April 22.

■ Approved procedural ground rules established at April 16 further prehearing conference and scheduled hearing for May 6 in proceeding on application of Hastings Broadcasting Co. for new AM in Hastings, Minn. Action April 16.

■ Approved procedural ground rules established at April 15 further prehearing conference and scheduled hearing for June 4 in proceeding on application of Western Broadcasters Inc. for new AM in Cheyenne, Wyo. Action April 16.

By Hearing Examiner Annie Neal Huntting

■ In proceeding on applications of Young People's Church of Air Inc. and WJMJ Broadcasting Corp. for new FM stations in Philadelphia, in Docs. 12488-9, (1) accepted WJMJ's late filed opposition, (2) denied Young People's motion to strike WJMJ opposition, and (3) referred to commission for action. Young People's petition for leave to amend to show bank loan commit-

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, April 24

	ON AIR Lic.	ON AIR Cps.	NOT ON AIR Cps.	TOTAL APPLICATIONS for new stations
AM	3,772	60	134	409
FM	1,078	27	106	191
TV	518	62	83	115

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, April 24

	VHF	UHF	TOTAL TV
Commercial	487	93	580
Non-commercial	47	21	68[1]

COMMERCIAL STATION BOXSCORE

Compiled by FCC, March 31

	AM	FM	TV
Licensed (all on air)	3,768	1,070	518
Cps on air (new stations)	62	32	62
Cps not on air (new stations)	125	109	81
Total authorized stations	3,955	1,211	661
Applications for new stations (not in hearing)	240	178	68
Applications for new stations (in hearing)	180	13	48
Total applications for new stations	420	191	116
Applications for major changes (not in hearing)	55	3	8
Applications for major changes (in hearing)	282	93	39
Total applications for major changes	337	96	47
Licenses deleted	1	1	0
Cps deleted	0	2	1

[1]Includes 3 stations operating on unreserved channels.

ment in connection with financial showing, and WJMJ opposition thereto. Action April 18.

By Hearing Examiner H. Gifford Irion

■ On own motion continued April 29 further prehearing conference to June 11 in proceeding on application of Broward County Broadcasting for renewal of license of WIXX Oakland Park, Fla. Action April 22.

■ Continued May 20 hearing to June 19 in AM proceeding on applications of Van Wert Broadcasting Co., Plymouth, Ind., and Mid-States Broadcasting Co. (WDZ), Decatur, Ill. Action April 16.

By Acting Chief Hearing Examiner Jay A. Kyle

■ Dismissed as moot petition by applicant parties requesting transfer of place of hearing from Washington, to Las Vegas, in proceeding on applications of Harry Wallerstein, receiver, TV Co. of America Inc., for renewal of license, assignment of license, and transfer of control of KSHO-TV Las Vegas. Action April 22.

■ Granted petition by Huntingdon Broadcasting Co. to extent of dismissing, but with prejudice, application for new AM in Huntingdon, Tenn., and retained in hearing status remaining applications for renewal of license of Tipton County Broadcasters for WKBL Covington, and Shelby County Broadcasters Inc. for WHEY Millington, both Tennessee. Action April 18.

■ Ordered that proposed findings of fact and conclusions shall be filed on or before June 3 and replies on or before June 18 in proceeding on application of Geoffrey A. Lapping for new AM in Blythe, Calif. Action April 18.

■ Granted petition by Floyd Bell and J. P. Dunklin, d/b as Rockdale Broadcasters to extent of dismissing but with prejudice application for new AM in Rockdale, Tex., and terminated proceeding. Action April 17.

■ Designated Examiner Forest L. McClenning to preside at hearing in proceeding on application of Sitka Broadcasting Co. for assignment of license of KIFW Sitka, Alaska, to Midnight Sun Broadcasters Inc.; scheduled prehearing conference for May 21 and hearing for June 26. Action April 16.

By Hearing Examiner Forest L. McClenning

■ In proceeding on AM application of Big Bear Lake Broadcasting Co., Big Bear Lake, Calif., in Doc. 15004, cancelled May 8 hearing, and scheduled second prehearing conference for May 23. Action April 18.

By Hearing Examiner Chester F. Naumowicz Jr.

■ By memorandum opinion and order in consolidated proceeding on AM applications of Edina Corp. and Tedesco Inc. for new stations in Edina and Bloomington, respectively, both Minnesota, in Docs. 14739-40, denied motion by respondent Swanco Broadcasting Inc. of Iowa (KIOA), Des Moines, for postponement of hearing. Action April 23.

■ In consolidated proceeding on AM applications of Charles County Broadcasting Inc., La Plata, and Dorlen Broadcasters Inc., Waldorf, both Maryland, in Docs. 14748-9, scheduled further prehearing conference for April 26. Action April 23.

■ By memorandum opinion and order granted joint petition by William S. Cook, Colorado Springs, Colo., and Charles W. Stone (KCHY), Cheyenne, Wyo., and severed AM applications, including Stone's application for renewal of license of KCHY and application of Charles W. and Josephine R. Stone, d/b as Fort Broadcasting Co., for renewal of license of KDAC Fort Bragg, Calif. from proceeding on application of Denver Area Broadcasters (KDAB), Arvada, Colo. Action April 18.

■ By memorandum opinion and order in proceeding on application of Blue Ridge Mountain Broadcasting Inc. for new AM in Ellijay, Ga., postponed to June 5 surrebuttal evidence to any rebuttal offered to direct case by Blue Ridge at May 15 hearing. Action April 16.

By Hearing Examiner Herbert Sharfman

■ In consolidated AM proceeding in Docs. 14510 *et al.*, granted petition by applicant Rockland Broadcasting Co., Spring Valley, N. Y., and further extended from April 29 to May 6 time to file reply findings. Action April 23.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by Accomack-Northampton Broadcasting Inc. (WESR), Tasley, Va., and rescheduled procedural dates and continued May 6 hearing to June 5 in proceeding on AM application and that of Chesapeake Broadcasting Corp. (WASA), Havre de Grace, Md. Action April 15.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of April 23

KLOU Lake Charles, La.—Granted CP to change from DA-D and N (DA-1) to DA-N only; condition.

WRAL-TV Raleigh, N. C.—Corrected license to reflect corrected geographic coordinates and studio location.

WLKB Decatur, Ga.—Granted license.

WNAH Nashville, Tenn.—Granted license covering change in ant.-trans. location and installation of new trans.

WCOL Columbus, Ohio—Granted licenses covering use of present aux. trans. as aux. day and alternate main night and installation of second aux. trans.

WPEN Philadelphia, Pa.—Granted licenses covering use of old main trans. as alternate main trans. and installation of new main trans.

WLIB New York, N. Y.—Granted license covering installation of new trans.

WBAX Wilkes-Barre, Pa.—Granted license covering use of old main trans. as aux. daytime and alternate main nighttime trans. at main trans. site; remote control permitted.

WPAR Parkersburg, W. Va.—Granted license covering use of old main trans. as aux. trans. at main trans. site; remote control permitted.

WNOG Naples, Fla.—Granted license covering change in hours of operation, installation of DA-N and change in trans. location.

WRVR (FM) New York, N. Y.—Granted license covering changes in ant. height, type ant. and ant. system.

WMMW Meriden, Conn.—Granted mod. of license to change name to Meriden-Wallingford Radio Inc.

K10ER Glasgow, Mont.—Granted mod. of CP to change frequency to channel 10, trans. location and make changes in ant. system for VHF TV translator station.

KPGE Page, Ariz.—Granted extension of authority to operate sign-off at 7 p.m. for period ending June 1.

WSLM-FM Salem, Ind.—Granted authority to remain silent for period ending June 15.

KFIL (FM) Santa Ana, Calif.—Granted authority to remain silent for period ending July 15.

■ Granted licenses for following stations: WLRW (FM) Champaign, Ill.; WMT-FM Cedar Rapids, Iowa; WINT-FM Winter Haven, Fla.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WBAX (main) Wilkes-Barre, Pa.; WLDB Atlantic City, N. J.; WPAR (main) Parkersburg, W. Va.

■ Granted licenses covering increase in power for following stations: WCMC Wildwood, N. J.; WRMN Elgin, Ill., and installation of new trans.

■ Following stations were granted extensions of completion dates as shown: WYKP Ocean City-Somers Point, N. J., to Oct. 17; KCHV Coachella, Calif., to Aug. 2; WEEX Easton, Pa., to Aug. 15; KJAY Sacramento, Calif., to June 30; KWJJ Portland, Ore. to Nov. 15; WEDR (FM) Miami, Fla., to July 1; KOTO (FM) Seattle, Wash., to Nov. 3.

Actions of April 22

WETL (FM) South Bend, Ind.—Granted SCA on sub-carrier frequency of 20 kc.

WKEI Kewanee, Ill.—Granted increased daytime power on 1450 kc, from 100 w to 500 w, continued nighttime operation with 100 w; remote control permitted; conditions.

KLWW Cedar Rapids, Iowa—Granted increased daytime power on 1450 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

KROC Rochester, Minn.—Granted license covering installation of aux. trans. with DA-D; remote control nighttime.

WMC-FM Memphis, Tenn.—Granted license covering decrease in ant. height and change of type ant.

KFMY (FM) Eugene, Ore.—Granted license covering decrease in ERP, increase in ant. height, change in ant.-trans. and studio location and ant. system; specify ant. height as 785 ft.

KORK-FM Las Vegas, Nev.—Granted li-

cense covering changes in ERP, ant. height and ant. system.

WWNR Beckley, W. Va.—Granted license covering use of old main trans. as aux. trans. at old main trans. site with DA-N; remote control permitted while using non-DA.

WGPC Albany, Ga.—Granted licenses covering use of old main trans. as main trans. nighttime and aux. daytime; and use of present main trans. as alternate main nighttime and main trans. daytime.

WQAM Miami, Fla.—Granted license covering change in aux. trans. location.

WPFP Park Falls, Wis.—Granted license covering use of trans. as main trans. daytime and alternate main nighttime and use of other trans. as main nighttime and aux. daytime.

WRAI Rio Piedras, P. R.—Granted license covering change in ant.-trans. location and type trans.

***KFJC (FM) Los Altos, Calif.**—Granted CP to install new ant. and make changes in ant. system; remote control permitted.

WCBT Roanoke Rapids, N. C.—Granted mod. of CP to change ant.-trans. and studio locations, make changes in ground system and delete remote control operation.

KVKM Monahans, Tex.—Granted mod. of CP to make changes in DA system.

WYNZ Ypsilanti, Mich.—Granted license and specify main studio location; remote control permitted.

WLVN Nashville, Tenn.—Granted CP to replace expired permit for new AM.

WPIT Pittsburgh, Pa.—Granted license covering increase in power and installation of new trans.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: KBFS Belle Fourche, S. D., and specify main studio location; WLSE Wallace, N. C.; WLBR Lebanon, Pa., and change in DA and ground system, change from DA-N to DA-2 and specify type trans.; condition.

■ Granted licenses covering installation of new trans. for following stations: KDIX Dickinson, N. D.; WWNR Beckley, W. Va.; WDAE Tampa, Fla., and make changes in ground system and change ant.-trans. location; WQAM (main) Miami, Fla., and change trans. location; WMBL Morehead City, N. C.

Actions of April 19

WRUF-FM Gainesville, Fla.—Granted license covering installation of new trans.

KVRE Santa Rosa, Calif.—Granted license.

WEUP Huntsville, Ala.—Granted license covering change in ant.-trans. and studio locations.

WFMW-AM-FM Messenger Broadcasting Inc., Madisonville, Ky.—Granted mod. of licenses to change name to Sound Broadcasters Inc.

KYOS McBride Corp., Merced, Calif.—Granted mod. of license to change name to McBride Industries Inc.

KNND, KRKT, Radio Station KNND, Cottage Grove and Albany, Ore.—Granted mod. of licenses to change name to Radio Stations KNND & KRKT.

KIWA, Eider C. Stangland, Sheldon, Iowa—Granted mod. of license to change name ot Eider C. Stangland, tr/as Sheldon Broadcasting Co.

KLEB, John A. Egle, Golden Meadow, La.—Granted mod. of CP to change name to John A. Egle, tr/as Little Eagle Broadcasting.

WKTB Greenville, N. C.—Granted authority to remain silent for period ending June 1.

American Broadcasting-Paramount Theatres Inc., New York, N. Y.—Granted extension of TV authority to transmit programs to stations under control of Canadian Broadcasting Corp. or to any licensed station in Canada for period ending Feb. 2, 1964; conditions.

■ Granted licenses for following stations: WGPC-FM Albany, Ga.; WTAY-FM Robinson, Ill.; WTRE (FM) Greensburg, Ind.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: KXRA Alexandria, Minn., and redescribe trans. location; WNIA Cheektowaga, N. Y.

■ Following stations were granted extensions of completion dates as shown: *WHA-FM (main and alternate main trans.) Madison, Wis., to June 1; WHOT Campbell, Ohio, to July 14; WJMR New Orleans, La., to Nov. 15; WRAN Dover, N. J., to Sept. 15; KXEW Tucson, Ariz., to June 1; WBAL Baltimore, Md., to July 15; WHWH Princeton, N. J., to Oct. 6; WADM Decatur, Ind., to Sept. 15; WTUP Tupelo, Miss., to May 30; WTCN Minneapolis, Minn., to June 6; KCLH Blue Earth, Minn., to Oct. 1; WBLF Bellefonte, Pa., to June 30; KETX Livingston, Tex., to June 1; KSET El Paso, Tex., to June 15; WJAQ Jackson, Miss., to Nov. 3; WTOD Toledo, Ohio, to May 30; WCHI Chillicothe, Ohio, to June 1; WGNP Indian Rocks Beach, Fla., to July 28; KRWB Roseau, Minn., to June 1; WREL Lexington, Va., to Aug. 13; WKVT Brattleboro, Vt., to July 11; WIZE Springfield, Ohio, to May 28; WCSM Celina, Ohio, to July 6.

Actions of April 18

WKTA (FM) McKenzie, Tenn.—Granted license.

WLAG-FM La Grange, Ga.—Granted license covering installation of new trans.

WRBL-FM Columbus, Ga.—Granted license covering increase in ERP.

WKRC-FM Cincinnati, Ohio—Granted license covering increase in ERP and installation of new ant.

WPTW-FM Piqua, Ohio—Granted license covering installation of new trans.

WPRN Butler, Ala.—Granted license covering change in frequency and hours of operation (from day to unl.).

KRSI St. Louis Park, Minn.—Granted license covering change of hours of operation (from day to unl.), and change from DA-D to DA-2.

WAMS Wilmington, Del.—Granted licenses covering change from DA-2 to DA-3; and change aux. trans. from DA-2 to DA-3.

WFPG Atlantic City, N. J.—Granted license covering increase in day power, installation new trans., and specify present licensed trans.

KETO Seattle, Wash.—Granted license covering change in hours of operation; installation DA-N; move ant.-trans. site, and make changes in ground system.

WKIX AM-FM Raleigh, N. C.—Remote control permitted; use of non-DA for AM (main trans.).

KPOL-FM Los Angeles, Calif.—Granted CP to change ERP to 100 kw (horizontal) and 76 kw (vertical), and make changes in ant. system; conditions.

KSOM (FM) Tucson, Ariz.—Granted CP to increase ERP to 3 kw and install new trans.

KRAB (FM) Seattle, Wash.—Granted CP to modify type trans.

WKRG-FM Mobile, Ala.—Granted mod. of CP to increase ERP to 100 kw; increase ant. height to 800 ft.; change type trans. and type ant.

KCRA-FM Sacramento, Calif.—Granted mod. of CP to decrease ERP to 50 kw; ant. height to 430 ft.; move ant.-trans. location; change type ant., and make changes in ant. system.

WLBH-FM Mattoon, Ill.—Granted mod. of CP to install new trans.

WCUE Cuyahoga Falls, Ohio—Granted mod of CP to make changes in nighttime DA pattern.

Universal Missionary Church, Detroit, Mich.—Granted authority to transmit religious programs to CKLW Windsor, Canada, for period ending April 20, 1964.

WTSV-FM Claremont, N. H.—Granted extension of authority to June 1 to remain silent.

KPON Anderson, Calif.—Granted authority to July 15 to remain silent.

KLYK Spokane, Wash.—Granted extension of authority to July 1 to remain silent.

WRIM Pahokee, Fla.—Granted extension of authority to June 30 to remain silent.

■ Granted renewal of licenses of following stations, including aux., for normal license term, on which action had been deferred: KAAA Kingman, Ariz.; KSLM Salem, Ore.; KAOL Carrollton, Mo.; KYNG Coos Bay, Ore.; KBES-TV Medford, Ore.; WINF Manchester, Conn.; KDEO El Cajon, Calif.; WMMW Meriden, Conn.; KGEN Tulare, Calif.; WORL Boston, Mass.; KGMJ (FM) Seattle, Wash.; WRIB Providence, R. I.; KITI Chehalis-Centralia, Wash.; WVOW Logan, W. Va.; KLYD-TV Bakersfield, Calif.; WCDC (TV) Adams, Mass.; KNND Cottage Grove, Ore.; WNPS New Orleans, La.; KQEN Roseburg, Ore.; WBZ-FM (SCA only) Boston, Mass.; KRAK Sacramento, Calif.; KZUN-FM (SCA only) Opportunity, Wash.

■ Following stations were granted extensions of completion dates as shown: WVOR (FM) Rochester, N. Y., to Aug. 1; WCUE Cuyahoga Falls, Ohio, to May 25; KSEA (FM) San Diego, Calif., to Oct. 15; WISZ-FM Glen Burnie, Md., to Sept. 25; WMTS-FM Murfreesboro, Tenn., to June 30; KTW-FM Seattle, Wash., to Nov. 5; WHTC-FM Holland, Mich., to June 19; WCCO-FM Minneapolis, Minn., to Oct. 6; KPLX (FM) San Jose, Calif., to Sept. 15; WLOB-FM Portland, Maine, to Oct. 10; KRON-FM San Francisco, Calif., to Sept. 16; KHSJ-FM Hemet, Calif., to July 9; WKNE-FM Keene, N. H., to Sept. 30; WXYC Fort Myers, Fla., to Oct. 14; WLTN Littleton, N. H., to Nov. 5, and KAHI Auburn, Calif., to Oct. 7.

Actions of April 17

K12BO Glasgow, Mont.—Granted assignment of license to Valley T. V. Club Inc. for VHF TV translator station.

WPPA Pottsville, Pa.—Granted license covering increase in daytime power, installation of new trans., change from DA-N to DA-2, change in ground system and ant.-trans. location and specify type trans.; condition.

WLSV, Radio Services of Wellesville, Wellsville, N. Y.—Granted mod. of license to change name to J. S. Mumma, J. M. Cleary, J. H. Satterwhite, J. E. Ericson and C. B. Daggett, d/b as company of same name.

KCJH Arroyo Grande, Calif.—Granted CP to replace expired permit to install aux. trans. at main trans. site.

KRCS (FM) San Bernardino, Calif.—Granted mod. of CP to decrease ant. height to 1,580 ft., change type trans. and make changes in ant. system.

KSEO-FM Durant, Okla.—Granted authority to remain silent for period ending July 1.

WSEI (FM) Effingham, Ill.—Granted authority to remain silent for period ending June 15.

KOAP-FM Portland, Ore.—Granted extension of authority to operate Monday through Friday only for period ending June 30.

KCAL-FM Redlands, Calif.—Granted extension of authority to remain silent for period ending June 1.

WTHR Panama City Beach, Fla.—Granted extension of authority to remain silent for period ending June 1.

***WKAR-AM-FM East Lansing, Mich.**—Granted authority to remain silent on following dates: May 30, July 4, Sept. 2, Nov. 28, Dec. 25, all 1963 and Jan. 1, 1964.

■ Granted licenses for following stations: KDEY Boulder, Colo.; KBOM Bismarck-Mandan, N. D.

■ Following stations were granted extensions of completion dates as shown: WIAA (FM) Interlochen, Mich., to June 15; KPRI (FM) San Diego, Calif., to July 15; WHHY-FM Montgomery Ala., to Sept. 6; *WVIS (FM) Terre Haute, Ind., to Dec. 11; WWCO-FM Waterbury, Conn., to Sept. 15; KAEI-FM Dallas, Tex., to Oct. 1; KSFV (FM) San Fernando, Calif., to June 1; WDVR (FM) Philadelphia, Pa., to June 15; WHTG-FM Eatontown, N. J., to Oct. 29; WIBV Belleville, Ill., to Aug. 23; WEEF Highland Park, Ill., to Aug. 15; WLOB Portland, Me., to July 1; KHFH Sierra Vista, Ariz., to Aug. 31; KRAD East Grand Forks, Minn., to July 30; WGRY Gary, Ind., to Dec. 10; KCLB (FM) Carlsbad Calif., to June 15.

Fine

■ Commission notified John, Eli and Harry Daniels, d/b as Heart of Black Hills Station, that they have incurred apparent liability of $1,000 for willful or repeated violations of Communications Act and commission rules by operating KRSD Rapid City, S. D., with unauthorized equipment, operating by remote control with defective remote control equipment, and for failure to notify district engineer in charge, when construction, adjustments and measurements were completed, that station was ready for initial inspection. Licensee was further advised that it can, within 30 days, file statement why it should not be held liable or why forfeiture should be reduced to lesser amount. Action April 23.

Rulemakings

PROPOSED

■ In view of interest expressed by applicants for assigned UHF channels and by petitions for additional assignments, commission proposed rulemaking to add following UHF TV channels in Puerto Rico and Virgin Islands: Puerto Rico: Aguadilla, *33, 45; Arecibo, 55, 81; Bayamon, 37; Caguas, *59; Carolina, 53; Cayey, 77; Fajardo, *41; Guayama, 47; Humacoa, 69; Mayaguez, 17, 23 and 61 (deleting present channel 16); Ponce, 15, 21, *27 and 49 (deleting present channels 22 and 28); San Juan, 25, 31 and *75; San Sebastian, 39; Utuado, *71; Vega Baja, 65, and Yauco, 43. Virgin Islands: Charlotte Amalie, 18, *24, 44, and Christiansted, 16, *22 and 28. Action April 23.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) ***(FINAL DEADLINE—Monday preceding publication date.)***

- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.***
- **DISPLAY ads $20.00 per inch—*STATIONS FOR SALE, WANTED TO BUY STATIONS* and *EMPLOYMENT AGENCIES advertising requires display space.***
- **All other classifications 30¢ per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Staff needed for new country and western station. Experienced sales manager, announcer, traffic and copy. Opportunity for advancement, KRSA, P. O. Box 2138, Salinas, California.

Management

Commercial manager. Immediate opening lucrative 5000 watt fulltime radio. Pleasant northern New England. Send resume and photo. Box E-119, BROADCASTING.

Manager, strong in sales. Midwest single now billing six figures. Good incentive pay plus fringes. Box E-243, BROADCASTING.

Invest and manage Illinois station. Exceptional opportunity for experienced manager-commercial manager with proven competitive market record. Box E-413, BROADCASTING.

Partners in established daytimer need manager to start May 15. Top salary, regular share of profits. North Dakota's boomingest city. Box E-359, BROADCASTING.

Manager of business affairs. Man who held this position promoted to controller. Experience a must. Send full details. Box E-390, BROADCASTING. Applications will be kept confidential.

Require strong sales experienced station manager for new 5,000 watt fulltime directional station presently under construction in Princeton, New Jersey. Middle of the road music, community service, sports and news approach. Excellent growth opportunities for right man. Herbert W. Hobler, President, WHWH, 295 Mercer Road, Princeton, New Jersey.

Station manager wanted. Sales oriented, experienced, seeking challenging opportunity for key station in four station market. NW market of 100,000. Write National Time Sales, 122 East 42 Street, New York 17, New York.

Sales

Two reliable salesmen to sell the brightest sound in Florida radio competitive metro market. Outstanding opportunity for men who can really sell. Job offers permanence and many fringe benefits with strong organization in one of fastest growing markets in country. Hurry please with complete personal details to Box E-387, BROADCASTING.

Major market sales positions open. $100 to $150 per week to start, plus commission deal. Must be hard-hitting salesmen looking for advancement—not order-takers or has-beens. Great opportunity for top men in the smaller markets to move up to established chain-operated, top-rated major station. Rush detailed reply and photo in confidence to Box E-347, BROADCASTING.

Excellent opportunity; $150 weekly; midwest fulltime stereo fm. Now billing $30,000 yearly. Box E-452, BROADCASTING.

Have unusual opportunity for experienced young salesman. Good market, good town, and good money if you are the man. Call Mel Ring, 3404, Radio WHLT, Huntington, Indiana.

Liberal earnings await experienced salesman with proven record. Medium market. California coast, adult programing. Write Box 1070, Monterey, California.

Help Wanted—(Cont'd)

Sales

Delano, California, KCHJ, 5 kw, $520 guarantee, 25% commission, experienced salesman.

Delano, California. KCKH, 5 kw, $520 guarantee, 25% commission. Experienced salesman with 1st phone.

Wanted: Creative salesman for Palm Beach county's only fm station, soon to begin stereo. Opportunity for advancement, maximum commission and draw against collections, a live growing area, WQXT, Palm Beach, Florida.

Immediate opening for salesmanager to supervise three salesmen. $150 per week and up base salary. Bonus on net station billing. Pulse rates station top in the area. WGHQ (5,000 watts), Kingston, New York.

Broadcast Employment Service, openings for all sales and management personnel. Move ahead—write now. 4825 10th Ave. So. Minneapolis 17, Minnesota.

Announcers

Our identity may not be obvious to you—but everyone in our gigantic coverage area knows everyone on the staff. One of the nation's fastest growing, most powerful stations—top 40 operation—part of a chain operation—looking for an outstanding personality for mid-morning or afternoon. Must swing, have good voice, have production ability, be friendly, get along with people, have good credit, and want to work to maintain the station's number one rating. The market's competitive—a beautiful Southwestern United States City of 110,000. If you want to come to a city to stay—have a good job with good pay, good benefits, and if you can do a good job, send tape and resume today. We'll return the tape and answer every single reply with a personal letter. Box E-118, BROADCASTING.

Medium large midwest market CBS radio-tv outlet needs qualified radio announcer only. Resume, picture and tape first letter, please. Box E-272, BROADCASTING.

Young fast expanding chain with station in small market near Los Angeles wants an experienced tight format swinger. Much opportunity for advancement. Air check, resume (including credit references). Picture and salary requirements first inquiry. No beginners considered. Personal interview manadatory. Our staff knows of this ad. Box E-308, BROADCASTING.

Announcers: The next decade's Freberg might well be in training at this station; an acknowledged standout nationally in a medium market where young management encourages talent kicking up its creative heels without the normal restrictions of safe modern radio. Box E-356, BROADCASTING.

Announcer with first class ticket. Desirable mid Pennsylvania location. Tell all in first letter. Box E-363, BROADCASTING.

Wanted: combination first class engineer and announcer for a young three station organization with excellent growth potential. Box E-379, BROADCASTING.

Announcer-salesman. 20 hours each week mike work, balance sales and account service. Must have mature voice, experience, and best work references. $115.00. Going to 1-kw in good community Rocky Mountain west. No phone calls. Make full application by mail. Box E-389, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Ohio better music radio station interviewing for personality announcer and also for first phone personality. Superior facilities and sound. No maintenance. Salary open. Send tape and resume. Box E-395, BROADCASTING.

FM/TV announcer/newsman. Must have mature voice, pleasant appearance, ability to read commercials. No rank beginners please. Send tape, picture or SOF, resume, salary in first letter. Midwest. Box E-396, BROADCASTING.

Experienced morning man needed for Maryland independent station. Send tape and resume and references. Box E-457, BROADCASTING.

Need hard sell, quick closers for music format in Reno. Incentive plan. Not r&r. Modern music. Good sound top job to be sold in expanding market. Sales manager needed to head new crew. Contact Lee Fuller, K-ONE, Reno, Nevada.

News director for local news gathering. Must be good announcer. Good salary. KTOE, Mankato, Minnesota.

Are you a d.j. who wants to be a pd? Southwestern Montana's number one radio station wants d.j. with an eye for the future. Send air check and resume to Jack R. Bolton Manager, Radio KXLF, Butte, Montana.

Wanted: Announcer with first phone for summer relief. WAMD, Aberdeen, Md.

Bright sounding announcer with no problems. Send letter and tape to WBIL Leesburg, Florida.

WBUX needs man with 1st phone, little or no experience. We'll train you as newsman and personality d.j. Call 348-3332, Doylestown, Pennsylvania. David Ross, Program Manager.

First phone announcer must be light and bright for a top 40 station. Great opportunity for advancement. Send air check, photo, resume to WCVS, Box 1506, Springfield, Illinois.

Suburban Chicago. Combo—1st class permanent. Tape, complete information now. WEAW, Evanston, Illinois.

Experienced all around announcer for adult good music station. Resume, tape, photo first letter. George Frechette, WFHR, Wisconsin Rapids, Wisconsin.

New Jersey experienced announcer newsman for adult music station. Send preliminary tape, resume. Interview required. WHTG, Rt. 1, Asbury Park.

Wanted two combo men. One for morning show, one for afternoon. Steady, good voice and experience. The right pay for the right man. Call Radio WHPL, Winchester, Virginia. 662-5101.

Hot, but getting hotter! Swingin' live wire with showmanship to shovel the coal on WHYE, Roanoke, Virginia. Humorous personality a must. Send tape, photo, resume —when available.

Established Illinois daytimer under new ownership needs experienced announcer to add to growing staff. Continuity or news gathering experience desired but not essential. Salary open. Send resume and tape to WTIM, Taylorville, Illinois.

Help Wanted—(Cont'd)

Announcers

Broadcast Employment Service has choice latest AM or TV openings. Confidential professional placement. 4825 10th Ave. So. Minneapolis, 17, Minnesota.

Technical

Chief engineer announcer would have complete charge of maintaining equipment at 1000 watt Michigan station. Excellent working conditions up to date equipment. Six to seven per year for right man plus fringe benefits. Must be reliable cooperative man who knows his job and one who has had experience in broadcast engineering. Minimum amount of air work. Personal interview required. Send all information to Box E-287, BROADCASTING.

Announcer-chief engineer to help build and work at new station in New Hampshire. Salary $110.00. Send tape and resume. Box E-326, BROADCASTING.

Directional am/fm good music station in beautiful southern California coast city needs permanent chief engineer/announcer to take complete charge of all engineering plus night board shift. Box E-364, BROADCASTING.

First class radio telephone operator. AM-FM in town of 10,000. Ticket holder should also be interested in radio time sales and a resident of Illinois or Indiana. Box E-374, BROADCASTING.

Immediate opening for engineer with FM SCA experience. Fine opportunity. Salary open to man with qualifications, interest, know how. No announcing. Ability to maintain FM transmitter SCA & studio equipment is essential. Excellent conditions. Send all particulars, age and resume to Manager, WGH-FM, Newport News, Virginia.

Help wanted—engineer—with first class ticket, capable of complete maintenance of 1,000 watt non directional RCA transmitter, cartridge equipment, and remotes. Salary, $75.00 per week to start. Air voice preferable, not essential. Call Manager, WOKS Radio, Columbus, Georgia. References carefully checked.

First class engineer for 5,000 watt daytimer. Must be able to maintain transmitter and studio equipment. Contact Chief Engineer, WJCO, Box 380, Jackson, Michigan.

Opening soon for chief engineer-announcer for eastern Carolina AM-FM operation. Salary dependent on experience. WIAM, Williamston, North Carolina.

Engineer with first phone license for 5 kw fulltime number one regional station. Send resume to D. E. Reifsteck, Chief Engineer, WIRL, 121 Northeast Jefferson, Peoria, Ill.

Broadcast Employment Service, professional placement. Let us move you up. Confidential. Write! 4825 10th Ave. So. Minneapolis 17, Minnesota.

Production—Programming, Others

Major market production director-program director-chief announcer opening. Must have modern radio experience and be expert production man. Excellent opportunity for talented man in medium market or at secondary major market station to move into key position at established chain-operated, top-rated major station. Rush detailed reply photo, and tape in confidence to Box E-346, BROADCASTING.

Talent, etc.: For the copywriter who yearns for freedom; who respects what words can do when properly commanded and treated with tender loving care; who appreciates the sound of each second, the power of each phrase; who can no more keep his fingers from writing than his body from breathing; who yearns not to write the great American novel or play, but with the same intensity, excitement and discipline, to be one of the best darn copy-production men in the business. Are you the one we've been keeping the nest warm for? Box E-357. BROADCASTING.

Experienced newsman for combination radio-tv Rocky mountain area. Send tape, resume, photo, references to Box E-399, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Newsman with local news experience, gathering, writing and airing. Established am-fm station in growing New York suburban area. Pleasant working conditions, good salary. Send tape and resume to Box E-406, BROADCASTING.

Copywriter-announcer with emphasis on copy. Must be able to produce good production copy and young adult appeal. Will consider beginner but primary interest must be copy. Radio Station WBYS, Canton, Illinois.

WQXI Atlanta, Georgia looking for top newsman for AM shift. Must have good voice, fast pace and top credentials. Mail tape, resume to news director. Immediate opening.

Wanted newsman for challenging opening with NBC midwest affiliate. Must have experience, aggressive, three man local news staff. Some tv. Send photo, tape to Sam Hall, WTRC, Elkhart, Indiana.

RADIO

Situations Wanted—Management

Versatile manager-sales manager for small to medium gulf coast or Florida station. 20 years experience as announcer, staff, sports and news, copywriter, pd and traffic, manager-sales manager. Agency experience to handle national business. Responsible man for absentee owner. Handle variety of jobs as manager. Best trade references. Modest salary with profit sharing arrangements preferred. Box E-15, BROADCASTING.

Veteran, versatile manager-sales manager for small to medium radio station. Gulf Coast, California, Florida only. 20 years experience as announcer staff, sports, news, copy writer, pd and traffic, management and sales. Originate and sell new programs. Agency experience to get and handle national business. Responsible man for absentee owner. Can handle variety jobs as manager and keep nub to minimum. Best references. Box E-293, BROADCASTING.

Commercial manager for west Texas, Oklahoma, 9 years in radio. Best references, good sales and news record, announcer, graduate of sales and public relations courses, civic minded, ambitious, married. Box E-371, BROADCASTING.

Mature twenty year radio veteran, has put three stations on the air. Eleven years as general manager of absentee owner station; working knowledge of programming, sports, news and shoe-leather competitive selling. Five figure salary and incentive will bring you six figure billing and a tight, cost conscious operation. Best references. Box E-376, BROADCASTING.

A personal interview will prove I can increase sales with proven methods, manage your station the way it should be managed. Presently employed and with my methods and increased sales almost double. If you have a challenge, turn it over to me, I can handle it. Medium market preferred. Box E-385, BROADCASTING.

Announcer metropolitan sound, 12 years experience. All phases, sales, news, sports, music. Presently program director. Can build, maintain image. Creative, mature, family man. Box E-394, BROADCASTING.

Experienced husband and wife managerial team available for your station. Box E-418, BROADCASTING.

Top management team. Twenty years experience. All markets considered. Manage or lease. Box E-408, BROADCASTING.

Mature man with long experience managing small and medium markets. Available soon. Box E-417, BROADCASTING.

Manager-14 years experience. Familiar every phase. Top references. Available now. Write Box 7161, Orlando, Florida. Phone 423-9900.

Situations Wanted—(Cont'd)

Sales

Top salesman in large southern market would like change to larger kw. West or southwest only. Box E-378, BROADCASTING.

Salesmanager-announcer top 25 market. Looking for same or management. Nine years experience. Excellent references. Box E-380, BROADCASTING.

Can you use an account executive women's editor with a refreshing new sales approach? Capable of selling, planning and producing programs, commercials, children's shows, fashion shows and interviews enthusiastically. Mature (but young) professional training and experience. Will locate anywhere. Tape and resume available. Box E-458, BROADCASTING.

Announcers

Announcer/dj. 6 years experience wants northeast states only. New England, New York, etc. Good references. Box E-183, BROADCASTING.

Attention! All-nighters! DJ limited experience would like graveyard shift. Available after 15 June. Have tv experience-audio, booth announcing. Box E-274, BROADCASTING.

Want a bright new sound for your medium to major market station? Need a first phone? I presently have top ratings in market. Box E-279, BROADCASTING.

D.J. newscaster: Young, ambitious, pleasant personality. Seeking employment in New York metropolitan area. Available immediately. Box E-324, BROADCASTING.

Top 40, negro disc jockey. First phone. Will work hard. Box E-355, BROADCASTING.

Florida only. Professional dj, 1st phone, no maintenance. Medium or smaller market preferred. Box E-362, BROADCASTING.

Hello there. Are you looking for a personable performer? Excellent ratings, #2 for middle of the road net affiliated station in 300,000 market. Married, one child. Eight years in broadcasting. Excellent terms with present employer. Desiring move to anyone of the top 40 markets. Let me sell for you. Box E-366, BROADCASTING.

Air personality, fast board, live, bright swinging show. Crisp news type production. Family man. Have 3rd class FCC permit. No floater, no prima donna. Box E-368, BROADCASTING.

School trained announcer. Want to settle down, not a floater, bright sound, tight production. Not a prima donna. Box E-369, BROADCASTING.

D.J. wants to swing with top 40. One year experience middle of road. Single Box E-372, BROADCASTING.

I am loyal, upstanding, true blue, humble, friendly, lovable and money hungry! Want out of small market. Currently pd outside Los Angeles with top station and personal rating in the area. Want medium or large California sharp operation midnight or morning shift. Any format except segue or country. I am not an engineer and do not pretend to be one. Have third phone? Don't want to mail order. Let's get together and talk after you hear my air check and read my resume. Full particulars given on first inquiry. Box E-375, BROADCASTING.

Fast, smooth, funny pro wants to spend a long time with a solid, responsible organization in medium to major market with major university. My ad lib is my product. Lots of good background, references, and love for money. Educated. No problems. Box E-391, BROADCASTING.

Young, dependable family man seeks position with a future. Good announcer, salesman, copywriter, quality production. At present job 4½ years. Box E-392, BROADCASTING.

Announcer—program-production director 27. Married. 10 years experience. Award winning newscaster. References excellent. Prefer Virginia or North Carolina. Box E-393, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Sportscaster. College station play by play. Desires commercial job anywhere. Box E-373, BROADCASTING.

Attention AFTRA affiliated stations! An intelligent, college trained announcer is looking for a career opportunity with a sound progressive organization—no rock. I'm young, experienced, and have fresh ideas. Prefer eastern market but will consider all. Box E-400, BROADCASTING.

Announcer with an easy going style. Bound to attract. Five years experience. Box E-401, BROADCASTING.

Currently employed but looking! This modern air personality has metro and major market experience with top flight organizations. Easy to work with and for, after 5½ years has pd experience, 1st phone, family man. Now willing to relocate for west coast, southwest, northeast. Prefer top 40. Replies answered quickly, send inquiries to Box E-403, BROADCASTING.

Announcer, dj, news, sports, versatile staff man with solid background. Prefer east large or medium market. Presently employed. Box E-410, BROADCASTING.

D.J. announcer air personality, good ad liber, smooth bright delivery, tight production, fast board, authoritative news, married will settle. Box E-416, BROADCASTING.

Morning man, dj, 5 years experience. Married, within 75 miles N.Y.C. Box E-420, BROADCASTING.

Automation moved in, I moved out. Announcer with 18 months experience, 10 years musical background, 25, family man, vet, prefer middle of the road good music format. Will relocate. Box E-422, BROADCASTING.

Modern, bright sound, swinging announcer, newsman, dj with class. Fast tight board—triple spotting etc. Former pr manager for NBC-TV affiliate-solid tv experience also. Will settle. Crisp news delivery. Air personality. Box E-426, BROADCASTING.

Attention southeast, midwest! 10 years experience announcer-salesman, pd and play by play. Prefer sportsminded station demanding versatility. Excellent character. Employed as commercial manager-announcer. Box E-450, BROADCASTING.

Family man, announcer d.j. with live, bright show, fast board, triple and quadruple spotting, air personality. Newscaster with authoritative news, not a floater or prima donna. Want to settle. Box E-456, BROADCASTING.

4 years announcing, sports, play by play, and some sales. Prefer modern radio. Family man. John Merki, 1610 North 16th Street, Escanaba, Michigan. Phone 786-7936.

Teetotaler, first ticket, non-smoker oldest Grantham graduate, AB degree, University of North Carolina, seeks combo position with emphasis on news. Temporary job acceptable. Available May 1st anywhere. No tower climbing. Sidney Jones, Room 116, 305 West 94th, N. Y. 25, N. Y.

First class ticket holder desires job as announcer. Two years experience, 23 years old. Easy, relaxed personality. Former music director and librarian. Contact Larry Lewin 915 Angela Street, Key West, Florida. Tel CYpress 6-2923.

Experienced announcer. Wants midwest or western market. Tapes available. Duane Gunn, 959 State, Phillispburg, Kansas.

Nite hawk flippin' to fly cool nite zounds. Dee-jay Jonathon Cue acclaimed "Kid personality" by fellow jocks all over the country is sharpening talents. Searching for nest. Swing to middle of the road format. No daytimer, please, Cue's a prima donna. Has been accused, tho, of being kind, cheerful, considerate of old ladies and helpless dogs. Believe this: Public love that "Cue" Zound. (no 1st) Station A, Box 25, Radford, Va.

No seven days. Bill Dillner, 208 Hamlet, Hamlet, North Carolina.

Situations Wanted—(Cont'd)

Announcers

Top flight d.j.-air salesman. Proven record no. 1. Pulse rated shows a metro indie past 6 years. Presently morning man. Minimum $1000 per month. Box E-467, BROADCASTING.

Announcer, will graduate from college in June. Looking for summer replacement job in Kansas, Oklahoma, Texas, Alabama or Georgia for July through September. Two years experience. Will audition in person. John Wadsworth, 1215 30th Street, Des Moines, Iowa. Phone: 274-3821.

Available immediately. First class ticket, two and one half years experience in country and western music. Please phone SK 1-0567 or write Box 4258, El Paso 14, Texas.

Attention Philadelphia area stations; young, versatile, experienced announcer with bright, intelligent delivery, desires weekend position. Will audition in person. Phone 215-GLadstone 5-4625.

D.J. announcer authoritive newscasting, street interviews, married, willing to relocate. Box E-460, BROADCASTING.

College and announcing school graduate. One year experience in announcing and newswork. First class ticket. Box E-462, BROADCASTING.

President Kennedy impersonator, age 17, slays competition. Available June 12; will relocate. Wire: Alias JFK, 9325 Beacon Street, Cleveland 5, Ohio.

Experienced dj, news, sports phases of station operation. Basketball, football, baseball play by play. 25 years, summer wedding, not top 40. Degree. References. Bob Sullivan, Madison, South Dakota. 256-4287.

Technical

First phone combo: 250 to 50 kilowatt, sober, college graduate, 6 years electronics experience, 2 years in broadcasting, $100.00 minimum unless offer reflects future potential. Box E-277, BROADCASTING.

Transmitter operator, experienced, radio, television, communications. Prefer higher power radio station, eastern. All offers considered. Box E-397, BROADCASTING.

Experienced engineer available for summer replacement. New York or New England preferred. Box E-382, BROADCASTING.

Experienced radio operating engineer. Any location considered. No announcing. Box E-411, BROADCASTING.

Production—Programming, Others

Major market newsman, flapship station 6 state network ready for top 25 metropolitan, thoroughly experienced, authoritative, concise, colorful. Havard graduate, 32, family. Box B-285, BROADCASTING.

Newsman. Currently employed top 10 market. Five years experience radio-tv all areas. Master's degree. Seeks top 10 market challenging position with news-minded management. Prefer east coast. Will travel. Married. Box E-290, BROADCASTING.

Award winning newsman, experienced announcer, dj. Two years experience in all phases. Prefer south, southwest. Box E-301, BROADCASTING.

Young lady, fifteen years of capable and proven experience in music programming for adult listening. Interested only in metropolitan market station. Box E-186, BROADCASTING.

News director—top rated newscaster 16 years experience. Editing, writing, filming 16mm, B & H, Bolex, Auricon and still work. Tape or film on request. Box E-367, BROADCASTING.

Newscaster: decade-plus. Actualities, beepers, beat coverage. Currently: station's editorialist; perform hourly newscasts. Crisp, literate, colorful writing, $8,000 yearly. Box E-383, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programing, Others

Major market announcer, idea man, energetic, with sales success, ready for program director in small/medium market. Interview at my expense. Contact Elliot Ross, 7111 West Outer Drive, Detroit, Michigan. BR 3-5567.

Experienced recording and production engineer desires position as production and promotion manager for small station with potential. Box E-412, BROADCASTING.

News director. Highly successful record major market operations. Familiar with both individual and group stations operations. Best references from industry leaders, including present employer. Box E-454, BROADCASTING.

Sports is my business. Top rated sportscaster seeking major college sportscasting job, radio and/or tv. Seven years experience. Married, veteran. Box E-414, BROADCASTING.

Experienced newsman. College graduate, 26, draft exempt. Background also includes sportscasting and selling. Desire position in midwest. Box E-415, BROADCASTING.

Let's exchange references. 30 year old pro, presently employed major eastern market, offers 8 years experience modern radio, good music, tv. Will relocate only for right organization. Top rated personality. Recognized production news. Family man. Will answer all inquiries. Minimum $7,800 annually. Box E-419, BROADCASTING.

Newscasting and sportscasting in midwest or south. College degree in public speaking and 14 years experience. Unbeatable at basketball or baseball. Write Box E-421, BROADCASTING.

Seek opportunity of number 2 man in solid sports department. Short on experience, long on enthusiasm. Now in prestige news operation. College, 23, married. Box E-459, BROADCASTING.

TELEVISION

Help Wanted—Announcers

Leading announcer-personality has opening for medium large market tv station. Excellent opportunity for progressive, versatile responsible station not afraid of creativeness and hard work. If you can meet high standards apply to Box E-423, BROADCASTING.

Group station seeks versatile staff announcer strong on news delivery. Television experience preferred but not essential. Please send resume, salary requirements, photo and video or audio tape to Personnel, WIS-TV, 1111 Bull Street, Columbia, South Carolina.

Immediate opening for experienced on-camera announcer strong on news, weather and commercial presentation. All replies will be acknowledged. All tapes will be returned. Send photo, background information, references, and audio tape to: Harry C. Barfield, WLEX-TV, Lexington, Kentucky.

Technical

Video maintenance supervisor, minimum 5 years in the industry, wanted for July opening. University in planning stage. Top conditions, Florida east coast. Box E-288, BROADCASTING.

Wanted chief engineer for new UHF station located in southeast. UHF experience desired. Salary commensurate with experience. Box E-319, BROADCASTING.

Latin American TV station needs chief engineer able take complete charge of planning, installation and maintenance. Knowledge Spanish essential. Box E-188, BROADCASTING.

Transmitter engineer wanted, experience desirable. Contact Bill Elks, Operations Manager, WECT-TV, 205 W. Shipyard Blvd., Wilmington, North Carolina.

Help Wanted—(Cont'd)

Technical

Hawaii Asst. Chief engineer; experienced in general maintenance on RCA transmitters, video tape recorders and Vidicon film chain. Please write outlining background and salary requirements. Box E-381, BROADCASTING.

TV transmitter engineer summer relief possibly permanent. Give experience, availability and wages required. Write Chief Engineer. WENH-TV, Box Z, Durham, New Hampshire.

Two technicians with 1st or 2nd class phone licenses to attend uhf translators in Chicago and Detroit retransmitting airborn tv instruction programs to city schools. Twenty hour weekly broadcast schedule offers unique opportunity for individuals desiring to further education in off-duty hours. Send qualifications, references, and salary requirements to Director of Engineering, MPATI, Inc., Memorial Center, Purdue University, Lafayette, Indiana.

Production—Programming, Others

News director in CBS affiliated VHF station located in the midwest. Must be top flight on the air and have thorough news and public affairs background. Necessary to have a complete familarity with film and tape production along with excellent administrative ability. Must have audio tape and photo with complete resume. Box E-358, BROADCASTING.

Promotion manager needed immediately at long established New England VHF in medium market. Excellent opportunity for capable man. Box E-360, BROADCASTING.

Television newsman with experience for key on-the-air post at first rate, medium market as air personality and writer-reporter. Prestige chain, midwest. Send detailed resume and SOF, VTR, or audio tape with photo. Film and tape will be returned. Box E-365, BROADCASTING.

Thoroughly experienced tv program man wanted in eastern medium market. Administrative ability and a liking for responsibility are prerequest. Excellent conditions. Box E-361, BROADCASTING.

Continuity writer . . . full time position with established etv stations. College graduate, radio-tv writing experience essential. Write Otto Schlaak, Manager, WMVS, Milwaukee 3, Wisconsin.

TELEVISION

Situations Wanted—Management

Broadcasting challenge Young (26), experienced broadcaster. Production management, promotion, sales. Master's degree. Former broadcasting instructor with perspective of field. Married. Works 16 hours a day for genuine challenge and opportunity. Box E-386, BROADCASTING.

Promotion and research manager—young, experienced, sales minded. Presently associated with network O&O station. Box E-404, BROADCASTING.

Sales

13 years experience in sales and announcing tv and radio. Would like to settle in southeast. Family man, 38, five children. Will be at parent's home on vacation first two weeks in May. Contact for personal interview at 4210 Waters Avenue, Savannah, Georgia. Phone EL 5-7153 area code 912.

Announcers

Excellent announcer looking for opportunity with station needing creative personality. Variety, kiddies, sports, news, fashion. I do them all well. Commercial finesse. Family man, college, nine years tv, all phases. West coast preferred but will consider all. Box E-424, BROADCASTING.

"Help!" Box E-425, BROADCASTING.

Mature announcer, versatile, personable, experienced. Would like move to medium market. Personal interview my expense. Box E-427, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Children's master of ceremonies, 7 years experience, or weather forecaster. Also announcing experience. Picture resume available. Frank Fox, 208 Country Club Lane, Belleville, Illinois.

Technical

Presently TV chief. Good references. 10 years varied experience. Available May 20th. Box E-332, BROADCASTING.

First phone available. Experienced communications, radio and television broadcast transmitter staff engineer. Prefer southern location. Box E-398, BROADCASTING.

Small station? Sound like a big one. Let me record your commercials at low cost. Excellent voice and delivery. For details and sampe tape, write Box E-377, BROADCASTING.

Asst. chief seeks relocation for greater opportunity. Medium and large station experience. Best references. Box E-405, BROADCASTING.

Chief engineer: ETV or commercial experienced all phases, UHF and VHF. Studio and transmitter operation, maintenance, planning, construction, supervision. VTR experience. 5 years total experience. Present chief in full power small market commercial VHF. Prefer midwest or south. Box E-463, BROADCASTING.

Production—Programming, Others

Realistic public affairs-special events director. Prepared to take total responsibility for your public service commitment: A running tap on public service announcements, production of low budget effective public affairs shows and general community relations. Box E-211, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

News director. Top rated major market newscaster. Extensive special events, editorial public affairs experience. Kines available. Box E-298, BROADCASTING.

Experienced news director; seeks station leading or planning to lead competitive market. News in depth specialist; award winning techniques, top voice, references. Box E-176, BROADCASTING.

Northwestern University graduate (June, '63) with degree in radio-tv seeks permanent position sportscasting, directing or producing. Have working experience with major tv stations and have handled Big Ten play by play football and basketball. Sportscasting is my main interest. Young and ambitious. Excellent references. Box E-291, BROADCASTING.

Young intrepid news cameraman seeks employment at tv station with large news operation. Completely equipped si/sof, excellent photographer, good reporter/correspondent, many network credits, best local and network references Contact: Johann Rush, 2982 Angela Circle, Jackson, Mississippi. FL 4-1846.

News director. Award winning, top rated newsman with extensive major market experience. Best references, including present employer. Kines available. Box E-455, BROADCASTING.

Writer, proven skill and adaptability highly regarded in broadcast industry. Seeks limited number of additional clients, freelance assignments. Feature articles biographics, profiles, speeches, special projects. Box E-461, BROADCASTING.

For Best Results, You Can't Top A CLASSIFIED AD in, **BROADCASTING, The Business Weekly of Television and Radio.**

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s) _____

☐ **TF** (until forbid)

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☐ **Situations Wanted—20¢** per word—$2.00 minimum (Payments in advance)

☐ **Help Wanted—25¢** per word—$2.00 minimum

☐ **Display ads $20.00** per inch—STATIONS FOR SALE and WANTED to BUY advertising require display space. Situations Wanted—(Payment in advance)

☐ 1" ☐ 2" ☐ 3" ☐ 4" ☐ other

☐ **All other classifications 30¢** per word—$4.00 minimum

Attach ad copy to classified form

(No charge for blind box number)

Indicate whether Radio or TV ☐ Radio ☐ TV

HELP WANTED
- ☐ management
- ☐ sales
- ☐ announcers
- ☐ technical
- ☐ production-programming

SITUATIONS WANTED
- ☐ management
- ☐ sales
- ☐ announcers
- ☐ technical
- ☐ production-programming

FOR SALE
- ☐ equipment

WANTED TO BUY
- ☐ stations
- ☐ equipment

ADDITIONAL CATEGORIES
- ☐ Instructions
- ☐ Business Opportunity
- ☐ Miscellaneous

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME _____

COMPANY _____

ADDRESS _____

Remittance enclosed $ ☐ Bill 4-29

BUSINESS OPPORTUNITY

Unlimited funds available for radio and television properties. We specialize in financing for the broadcasting industry. Write full details to Box 205A, BROADCASTING.

Owner wants out of active management of unopposed radio station in southwest. Will sell 40 per cent interest in growing market, with contract to sell controlling interest after 2 years management. You'll need $25,000 or $30,000 cash. Present gross about $40,000 with rapid growth anticipated. Box E-388, BROADCASTING.

Miscellaneous

Helicopters for lease, yearly, for traffic time newsphoto, promo. Very reasonable. Tax deductible. Box E-33, BROADCASTING.

Agencies: Texas market, 300,000 coverage, 1,000 watts, low frequency, spots $1.50 . . . religious patriotic broadcasters, 15 minutes, $4.50 discounting paid contracts. Box E-295, BROADCASTING.

Broadcast Comedy is listed in the new "Comedy Guide" of "talk" comedy. Write for free 24 page booklet on your letterhead. Show-Biz Comedy Service (Dept. B), 65 Parkway Court, Brooklyn 35, New York.

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N.Y.

"Quick Quips" Jokes, one-liners, comedy ad-libs for deejays. Also "Disc Hits," record info. $5.50. Del Mar Radio Features, P.O. Box 61, Corona Del Mar, California.

WANTED TO BUY

Equipment

1-5 kw linear final with power supply. Also 50 kw tuning unit and transmission line for 800 kcs operation. Reply stating price and condition immediately to May Electronic Corp., 761 Elton Avenue, Bronx 51, New York.

Wanted: Ampex 601 and 620. State age, condition and price. Box 234, Newark 1, N. J.

Remote two turn tabel with amplifer in good condition. Gus Czaplak, WJJL, Niagara Falls, N. Y.

All equipment between the microphone and the 150 foot tower necessary to build a 250 watt station. Gates transmitter preferred What do you have? Cash available. Box C-23, BROADCASTING.

One kw fm transmitter; fm antenna with power gain of 40; fm modualtion & freq. monitor; 200 foot am tower, forty pound wind load. WTJH, East Point, Georgia.

3 RCA 44 BX microphones. Must be in excellent condition. Include prices in first answer to A. Tillery, Engineer, KOB Radio, P. O. Box 1351, Albuquerque, New Mexico.

Tower wanted. Approximately 450 foot self supporting. Bill Angle, Box 55, Greenville, North Carolina.

For Sale

Equipment

Excellent one kilowatt FM transmitter available immediately. KRPM, 1505 Cherryvalley Drive, San Jose, California.

Will sell individually or as package the following: 200 foot G-17 stainless tower with lighting; two sampling loops; sampling line; two sampling insulation coils; 200 foot RG-17 transmission line; one phasor for two tower array; one line termination unit. All in use less than two years. WDUN, Gainesville, Georgia.

Gates ST 101 spot tape, used less than one year, asking $650.00. WQXT, Palm Beach, Florida.

Television film camera RCA TK-20A with accessories studio camera RCA TK-10A and accessories. In good condition. Inspection or inquiries invited. Box E-465, BROADCASTING.

For Sale—(Cont'd)

Equipment

Xmission Line; Teflon insulated, 1⅝" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for $40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

Am, fm, tv equipment including transmitters orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Transistorized: Pulse Distribution Amplifier, 8 in 16 out. Sync Generator W/Regulated Power Supply. Sync Slave W/Regulated Power Supply. Aperture & Phase Correction Amplifier. Regulated Power Supply, 1.6 Amp 285V. Video Equalizer Amplifier W/ Regulated Power Supply. Waveform monitor W/Regulated Power Supply. Keyed Video Signal Generator. TV-Radar Bar Dot Generator. All units are new and guaranteed. Priced at a fraction of original cost. Lang Electronics Inc. 507 Fifth Avenue, New York 17, N. Y. MU 2-7147.

PT 6/AH Magnecord amp & deck, P60 deck (new heads) perfect condition $700. REL 10 kw fm transmitter (needs work) $125.00; mc jones micro match, reflectometer No 442B12 $125.00; broadcasting. Box E-451, BROADCASTING.

Houston fearless labmaster less than two years old with assessories. Costs $7,000 new. Make an offer. Bill Hargan. KSBW-TV, Salinas, California.

Used film cameras, slide projectors, monitors, power supplies, scopes, switchers, transmitter input equipment, color sync generator and many other items. Call or write R. Truscott, WITI-TV, Milwaukee, Wisconsin.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 1505 N. Western Ave., Hollywood 27, California.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Altanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago— Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results Day and evening classes. Placement assistance. Announcer Training Studios, 25 W 43rd, N. Y. OX 5-9245.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1653 North Cherokee, Hollywood, California.

INSTRUCTIONS—(Cont'd)

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for class starting July 10, October 9. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Special accelerated schedule. The Los Angeles Division of Grantham Schools is now offering the proven Grantham first class license course in a special accelerated schedule. Taught by a top notch instructor, this class is "success tested" for the man who must get his first phone in a hurry. The next starting dates for this accelerated class are July 8, and September 9th. For free brochure, write: Dept. 3-B, Grantham School of Electronics, 1505 N. Western Ave., Los Angeles 27, California.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5 kw station. One price includes everything, even room and board. Can be financed. American Academy of Electronics, WLIQ, Sheraton Battle House, Mobile, Alabama.

San Francisco's Chris Borden School teaches you what you want: 1st phone and "modern" sound. Jobs a plenty. Free placement. Illustrated brochure. 259 Geary Street.

"Do you need a first phone? Train for and get your FCC first class license in just five (5) weeks with R.E.I. in beautiful Sarasota! Affiliated with modern commercial station. Free placement. Write: Radio Engineering Institute of Florida, Commercial Court Building, P. O. Box 1058, Sarasota, Florida."

Announcing, programming, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Keegan Technical Institute, 207 Madison, Memphis, Tennessee.

FCC license in six weeks. Total cost $285. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. CA 7-0529.

INSTRUCTIONS

RCA will train you in TV DIRECTION, PRODUCTION, AND STUDIO OPERATIONS

Thorough and professional training courses in every phase and detail of television and radio production. Train with experts on professional equipment. Day and Evening coeducational classes. Write for FREE career information. RCA Studio School, Dept. B-29, 1600 Broadway, N.Y.C.

RCA INSTITUTES, INC.
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RADIO

Help Wanted—Announcers

SPORTSCASTER-WHAS, LOUISVILLE, is auditioning experienced sportscasters. Primary duties: preparation and presentation of daily radio and tv sports programs. Send resume, picture, tape and salary requirements to: Sports Director, WHAS, Louisville 2, Kentucky.

Help Wanted—(Cont'd)

Announcers

VIRGINIA

Experienced, bright personality

Middle of the road music format. TV opportunity. Rush tape, photo, full resume and salary expectations.

WSVA-AM-FM-TV
Harrisonburg, Virginia

Technical

Visual Electronics Corporation
A leader in Broadcast Equipment, Sales, Engineering has openings for:

Broadcast Systems Sales Engineer

to assist engineering staff in N. Y. C. in preparing systems proposals. Requires experience in broadcast engineering and knowledge of AM-FM and TV stations equipment requirements in systems design.

Image Orthicon Camera Tube Technician

Requires knowledge of tube and camera operating parameters and experience in evaluating warranty claims. Please send resumes in complete confidence to:

Lynn Christenson
Personnel Director
Visual Electronics Corporation
356 West 40th Street
New York 18, New York

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Situations Wanted

Production—Programming, Others

MAJOR MARKETS ONLY
VET RADIO-TV NEWSMAN
7 years experience. Air personality, writer-reporter, documentary producer. ABC net Europe, Westinghouse 50 kw. Available immediately as:
TV NEWSCASTER, CONVERSATIONAL HOST, RADIO NEWS DIRECTOR
Contact: Ed Hersch, 16000 South Woodland Road, Cleveland 20, Ohio
Tel: WA 1-6088

TELEVISION

Help Wanted—Sales

TV SALES HELP WANTED

Here is an outstanding opportunity to get in on the ground floor of the powerful new trend to UHF. You'll get them chance to make good money in one of the top 15 markets in the country. We have a rapidly rising station and you can rise with it! The job offers the challenge of a UHF station in a predominantly TV market but you will find us with a 10 year jump in set conversion. This is a hard, hard sell but extremely rewarding for the man who can see the great future. We need experienced, hard and dedicated worker who we can promise will learn more about basic TV operation in a single year with us than in 5 years with another station. Send resume and photo.

Box E-345, BROADCASTING

Situations Wanted—Management

TO THE TELEVISION STATION OWNER OR OPERATOR WHO NEEDS TOP PERFORMANCE IN HIS OPERATION

I'm a TV pioneer General Manager with an envious record of professional management in both large and medium size markets. My success is known and highly regarded in the industry. I'm a George Foster Peabody award winner. Extremely strong on organization, sales presentations and sales results both local and national. Creative and imaginative. Have top-level contacts and excellent references. Enjoy hard and challenging work and solving tough problems. Family man in superb health. Am thoroughly familiar and experienced in FCC rules and regs., programing, film and equipment buying, financial reports, talent and union negotiations. Will consider Sales Manager position ultimately leading to higher executive position and will set up sales quotas and train men to become professional TV salesmen. Past accomplishments demonstrate outstanding ability. Presently on special assignment and not affiliated with any station. Will consider individual station or group. All correspondents held in strictest confidence. Box E-466, BROADCASTING.

For Sale

Equipment

10 KW Continental 316B Transmitter	$10,000
Gates M-5693 Modulation Monitor	300
Gates SA-39B Limiting Amplifier	300
Gates V-22 VU Panel with attenuator	60
Spotmaster Model 500 Record Player	300
Gates M-5452 "Auto-Trans" 45 RPM Automatic Programmer	450
Gates Studioette Console	650
Gates Model 525 Transcription Turntable complete with arm and equalizer in cabinet	250
Ampex 351-U 7½-15" full track rack mount	1,250

Above equipment has been in use less that 2½ years and is in very clean shape. Please reply to Box E-428. BROADCASTING.

Employment Service

Looking For a **JOB?**
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BROADCAST PERSONNEL
16 East 52nd Street, New York, N.Y.

WANTED TO BUY

Stations

WESTERN STATES
Successful manager/salesman seeking the best buy possible for his money. Properties from $50,000-$200,000
All replies confidential
Box E-429, BROADCASTING

Wanted To Buy
Full time radio station anywhere in the U. S. Priced under $200,000. Send complete details first reply. All letters answered. We have large cash resources.
Box E-402, BROADCASTING

FOR SALE

Stations

FOR SALE
Daytime Station-Located in the heart of New York State. Price very reasonable for immediate sale. Financing can be arranged.
Box E-407, BROADCASTING

MIDWEST STEREO FM
Billing $30,000 yearly. Automated.
Cash $125,000
Box E-453, BROADCASTING

STATIONS FOR SALE

SOUTHWEST. Fulltime. Absentee owned. Priced at $40,000. $10,000 down to qualified buyer.

SOUTHEAST. Major market. Daytime. Priced at $225,000. 29% down.

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Tenn.	single	daytimer	48M	terms
N.Y.	small	daytimer	125M	36M
S.E.	small	fulltime	33M	10M
Fla.	medium	power	150M	30%
S.E.	metro	daytimer	65M	37M
Mass.	metro	daytimer	185M	29%
Pa.	metro	daytimer	120M	terms
N.E.	metro	daytimer	195M	50M

And others

CHAPMAN COMPANY
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To buy or sell Radio and/or TV properties contact.
PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 17, TEXAS

Danny Kaye shows how we can help visitors from abroad enjoy their stay here

Help visitors save time.
Time is so important to travelers. Give them tips to avoid delays—how and where to get tickets to theaters and special events ahead of time; which stores have the things they want; which bus or train will take them to certain landmarks most quickly; the fastest routes.





Show where to get advice.
If you can't answer a question, chances are you can direct the visitors to the proper source of information—tell them about Travelers Aid, for example; or state and local vacation bureaus, the Chamber of Commerce and all the many free touring services available.



Add to the fun.
I'm supposed to be something of an expert in making people laugh and have fun. But there's no secret formula. I think we can all help visitors enjoy themselves if we show them we're interested in helping them find out about our way of life, humor and pastimes.

You know what I've discovered on my trips abroad? That people are planning visits to America! They are coming here on business, as students—and on vacation. I think this is great news, not only because it gives them a chance to learn what America is really like—but also because it gives us the opportunity to return the hospitality shown to Americans overseas. There are many ways you can help visitors. Some are shown here. Please be sure you extend the courtesy traditional with Americans!

Published as a public service in cooperation with the U. S. Travel Service, Department of Commerce, Washington 25, D. C.

OUR RESPECTS to Donald Casper Beelar

Administrative law is his forte

Newton Minow didn't know it, but he sort of tipped his future to broadcasters at the National Association of Broadcasters convention in Chicago early this month when he quoted Don Beelar, the new president of the Federal Communications Bar Association, and a partner in the Washington law firm of Kirkland, Ellis, Hodson, Chaffetz & Masters.

Some years ago Mr. Beelar had written that "It is not possible for a man to be a good judge on Monday and Tuesday, a good legislator on Wednesday and Thursday, and a good administrator on Friday."

When he heard that Chairman Minow was quoting this remark of his, Mr. Beelar remarked to a friend:

"Good Lord, the last time I was quoted, by Louis J. Hector, he resigned from the Civil Aeronautics Board a month later!"

The man whose words were used in two instances by regulatory officials as their swan songs is a quiet, long-time lawyer who received his apprenticeship in administrative law under an old master, the late Louis Caldwell.

Fresh out of law school in 1932, Mr. Beelar joined the Caldwell firm and was soon engrossed in the burgeoning practice of regulatory agency law. It was the time of Franklin D. Roosevelt and the proliferation of the New Deal alphabetical agencies.

At that time, Mr. Caldwell was chairman of the American Bar Association's section on administrative law, in fact its first chairman. And Mr. Beelar was, as he puts it today, Mr. Caldwell's "water boy" in that field.

This interest in administrative law has continued to the present. Since the late 1940s, Mr. Beelar has been a member of the ABA's administrative law section, and was chairman of the group in 1956-57. He also was chairman of the same unit of the District of Columbia Bar Association in 1954.

His stature in this field was recognized last year when he was named to the Administrative Conference of the U. S., established by President Kennedy to survey the workings of regulatory agencies and recommend methods to speed up and make less costly their operations.

It was Don Beelar, in fact, who, single handedly at first, fought vehemently and successfully against a recommendation which would have had the FCC establish panels of citizens to "advise" broadcasters on programing—to the extent even of having these advisory committees appear as parties at station license renewal time.

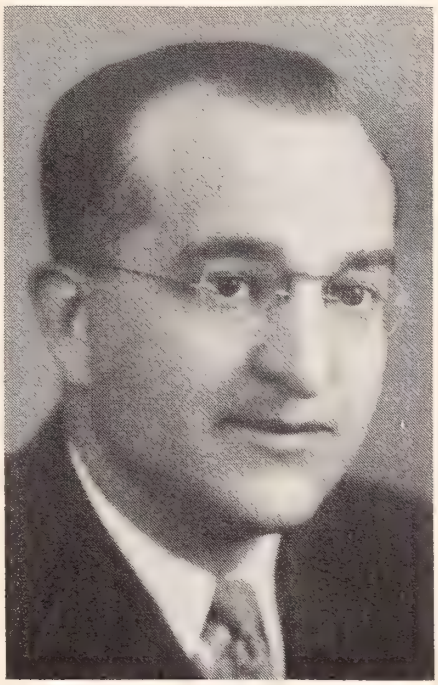
Act Under Review ▪ Now as president of the FCBA, Mr. Beelar is presiding over what may be one of the most significant assaults on the Communications Act. These are suggestions by members of a special FCBA committee to revise portions of the statute which, it is believed, may very well change the direction of broadcast regulation from the path it has been following (BROADCASTING, Jan. 28).

These recommendations have been published in the *FCBA Journal* and are already in the mails for the consideration of members as well as by 40-50 government and outside lawyers interested in their implications.

Before summer, the FCBA is expected to hold a general meeting to discuss these proposals and to determine what it should do about them.

Not Quite A Ham ▪ Although Mr. Beelar doesn't claim to have been a radio ham, as so many in communications were, he does have a background in radio.

It was World War I and America had just entered the war to end all wars. Young Mr. Beelar and a friend had rigged up a homemade transmitter just powerful enough to put the two boys in touch with each other all of three blocks apart in their hometown of Warrenton, Ore. Soon rumors were rife that a clandestine radio station was broadcasting to the enemy. The local sheriff finally appeared and confiscated the baling wire job for the duration.



Mr. Beelar
FCBA president

Railroad 'Brat' ▪ Donald Casper Beelar was born June 10, 1903, at Sand Point, Idaho. Both of his parents were telegraphers for the Great Northern Railroad, and consequently young Donald spent his childhood and youth on the move: from Sand Point to Spokane, Wash., to Great Falls, Mont., and finally to Warrenton, Ore.

He received his BA from the University of Oregon in 1928, where he was president of his class. His eye on the law, he hied himself to Washington and worked as a clerk in the Department of Justice while going to George Washington University law school at night. After receiving his LLB in 1932, he joined the Reconstruction Finance Corp. as an attorney, and continued his legal education at Georgetown University law school, receiving a JD in 1935.

In between he joined the Caldwell law firm.

In 1941, when the U. S. entered World War II, Mr. Beelar joined the Air Corps, entering as a major and leaving as a colonel. He spent most of the war on the staff of the Army Airways Communications System, with headquarters at the Pentagon working on agreements with the Allies throughout the world for the establishment of AACS stations. AACS was the worldwide communications system used by the U. S. Air Force during the war.

Appellate Specialty ▪ In more recent years Mr. Beelar has been active in aviation law as well as in appellate cases involving the broadcast field.

Mr. Beelar, who carries his 5 feet 6 inches and 165 pounds in almost ramrod erectness, loves golf and sailing.

He is married to the former Virginia Patterson, also of Oregon. She is a physician and practices as an internist in Washington. The Beelars live in a cooperative apartment in the Foggy Bottom section of the capital, a section recently "Georgetownized" via a slum clearance program. They have a daughter, Barbara, 21, a student at Northwestern University. Mr. Beelar has a daughter by a former marriage by whom he is a grandfather.

During the war, flying around the world on his assignments, Mr. Beelar got a feel for piloting. Many times he took the stick while en route—"wildcatting" it's called when a non-pilot flies a plane. After the war he learned to fly, and now holds a pilot's license and has about 500 hours to his credit. This may be the reason a colleague, speaking of Mr. Beelar's automobile driving habits, expressed it so forcibly:

"He drives like a madman!"

News break

THE press had its big week in New York last week. There were the annual meetings of the American Newspaper Publishers Association, the Associated Press, United Press International and other organizations and syndicates identified with the field. A week earlier the American Society of Newspaper Editors had its meeting in Washington.

There were more problems than usual. The New Frontier, with its propensities for news management, limiting access and even toying with truth, gave the editors an extraordinarily active agenda. The publishers, meeting in New York in the wake of two damaging newspaper strikes, grappled with the worsening economics of publishing.

These worrisome events overshadowed other matters usually debated whenever editors and publishers have met. But they were there nevertheless. Editors insist they must spruce up their news handling to meet the faster and sprightlier competition of radio and television news. Publishers—even those who own radio and television stations—are distraught over mounting competition for the advertising dollar.

These problems are genuine. Newspapers have reason to be disturbed. There should be a willingness to recognize that radio and television are here to stay—as are newspapers. The competition should make for better newspapers and better broadcasters. Both media have a bigger problem in dealing with government restraints and should learn to live together if they wish to develop as free institutions.

Although radio is more than 40 years old and television has been a full-blown medium for more than a decade, it is still painfully evident that most publishers refuse to recognize broadcasters as journalistic brethren. Newspapers do not seem to resent magazines which compete for the same advertising dollar and for the attention of the same public. Perhaps it's because they've been around longer and have the smell of printer's ink.

We have yet to find a publisher who resents having broadcasters pick up what we understand has become the biggest part of the tab for newsgathering by the press associations (actual figures are hard to come by). They know that if broadcasters were not around, their AP and UPI costs would become prohibitive.

Although broadcasters have become the most numerous customers of the press associations, they have little voice in the management of these fine and efficient organizations.

It may be mere coincidence that last week, while all newspaperdom was meeting in New York, a number of broadcasters (as noted elsewhere in this issue) revived questions about what they regard as take-it-or-leave-it five-year contracts purportedly required by the press associations.

Rating realism

AMONG all the proposals that have so far been advanced to introduce order into audience measurement, one has particular attractions. It is the proposal that broadcasters, advertisers and agencies unite in the creation of an auditing system to check the validity of commercial research services and, hopefully, to engage in exploration of ways to make research more meaningful.

Other proposals incline toward extremes of action. One school suggests that a new bureau be organized to do all the audience research for radio and television. Another suggests that nothing be done on the theory that the fuss raised by the Oren Harris hearing will soon blow over. The latter, we suggest, is wishful thinking. The former has practical defects that have proved fatal in the past.

Broadcasting has had two experiences with centralized bureaus of audience measurement. The first was the Cooperative Analysis of Broadcasting which disappeared years ago because it failed to compete with the commercial rating service provided by C. E. Hooper. The second was the Broadcast Measurement Bureau, a cooperative venture that was scuttled because influential broadcasters felt the medium was shortchanged by the BMB technique of measurement.

There is no reason to assume that another cooperative venture would be more successful than the two that failed. With so many radio and television stations in competition with one another, it is impractical to hope that all could be persuaded to accept a single source of measurement of their audiences.

A diversity of ratings services must be considered a continuing fact of life in radio and television. The problem that confronts broadcasters and their customers is to assure that the several services adhere to reasonable standards of reliability. An auditing system seems to give the most promise in the solution of that problem.

But no auditing system will work unless broadcasters are willing to increase their budgets for research. It will take some money to support the auditing bureau. It will take considerably more money to enlarge the samples and make the other improvements that will be demanded of the ratings services if standards are to be raised. To some extent the users of broadcast advertising may be persuaded to share in the added expense, but broadcasters must face the fact that they will bear the principal burden.

The least expensive way to create a system of auditing is to create a single bureau to operate it. At the moment several different elements in broadcasting are individually working on plans to do something about ratings. On the theory that radio and television have different problems in audience research the Radio Advertising Bureau and the Television Bureau of Advertising have been engaged in separate planning. It seems to us that there are more similarities than differences in radio and television research and that it makes sense for radio and television broadcasters to join in the study of the problem by the research committee of the National Association of Broadcasters, which represents both radio and TV.

Fragmentized efforts are apt to produce more confusion in a field where confusion already reigns.



Drawn for BROADCASTING by Bill Davey

"I know you like your new name, Mrs. Grey, but will you please let me finish shaving!"



Miss Texas, Penny Lee Rudd

SUMMER

WBAP-TV

NBC

5

DALLAS-
FORT WORTH

PLAN
AHEAD

BMI

LICENSED FOR PERFORMANCE

70

OF THE TOP 100 TUNES IN 1962*



* *As listed in the year-end compilations of both* BILLBOARD *and* CASHBOX

BROADCAST MUSIC, INC.

589 FIFTH AVENUE, NEW YORK 17, N.Y.

CHICAGO • LOS ANGELES • NASHVILLE • TORONTO • MONTREAL

35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

MAY 6, 1963

Increased buys in smaller markets reflect change in spot TV strategy 27

The 23 members of Congress who have ties with broadcasting stations 58

NAB banner flying over industry's approach to solving ratings problem 28

Georgia broadcasters protest entertainment 'programing' on ETV 80

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SPOT TV

ODERN SELLING

MODERN AMERICA

t Television stands out for its effective results. It can used to reach more people more often. With Spot. ertisers can also pick and sell the markets with the atest potential. These quality stations offer the best pot Television in their markets.

TV	Albuquerque	WVUE	New Orleans
-TV	Atlanta	WTAR-TV	Norfolk-Newport News
D-TV	Bakersfield	KWTV	Oklahoma City
L-TV	Baltimore	KMTV	Omaha
-TV	Buffalo	KPTV	Portland, Ore.
-TV	Chicago	WJAR-TV	Providence
A-TV	Dallas	WTVD	Raleigh-Durham
-TV	Duluth-Superior	WROC-TV	Rochester
M-TV	Flint-Bay City	KCRA-TV	Sacramento
C-TV	Houston	KUTV	Salt Lake City
F-TV	Kansas City	WOAI-TV	San Antonio
K-TV	Little Rock	KFMB-TV	San Diego
P	Los Angeles	WNEP-TV	Scranton-Wilkes Barre
N-TV	Milwaukee	KREM-TV	Spokane
P-TV	Minneapolis-St. Paul	WTHI-TV	Terre Haute
I-TV	Nashville	KVOO-TV	Tulsa

W YORK • CHICAGO • ATLANTA • BOSTON • DALLAS
ROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS



TELEVISION DIVISION

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

GOOD SOUND RADIO

wgar

RADIO 1220

NBC

Good Sound Listening

. . . that appeals to grown-ups of all ages . . . variety shows . . . complete news coverage . . . good music . . . sports . . . special events . . . featuring top local and NBC personalities.

Good Sound Market

. . . a vast buying audience in Greater Cleveland Growthland and northeastern Ohio respond to *wgar's* kind of service . . . good sound radio to help make your sales prospects, *your customers.*

PEOPLES BROADCASTING CORPORATION

WGAR . . . . . Cleveland, Ohio
WRFD . Columbus-Worthington, Ohio
WMMN . . . Fairmont, West Virginia
KVTV . . . . . Sioux City, Iowa
WNAX . . . Yankton, South Dakota

JIMMY HOFFA IN PERSON ON FLORIDA FORUM



SOUTH FLORIDA'S 2 MILLION RESIDENTS plus 5 MILLION ANNUAL*VISITORS SEE

WCKT CHANNEL 7 NBC MIAMI

Year 'round, Florida residents and visitors alike are attracted by top-notch programming on Channel 7, WCKT, NBC-Miami. Above, union leader Jimmy Hoffa discusses his plans to invest $4,000,000 in Miami. The Teamster boss was interviewed on Sunbeam-WCKT's weekly discussion program, "Florida Forum." Questions were directed at Hoffa on the air by Dr. Tom Wood and Dr. Ross Beiler, government professors at the University of Miami, by WCKT newsman Wayne Fariss, moderator Don Fischer and by the studio audience. Other guests on the program in weeks past have been Pierre Salinger and Lt. Col. "Shorty" Powers.

* Most of Florida's visitors come in the summer† months! Summertime is TV-Time in Florida, contrary to viewing habits nationally. Resident audience tune-in is 12% above national average according to ARB-Top 30 Market Summer Reports . . . and millions of visitors enjoy the cool comfort of air-conditioned hotel-motel rooms to watch Channel 7, because there's more to see on WCKT!

CAMERA 7—Sundays 5:30 to 6 p.m. A most interesting documentary series that penetrates local glamour and glitter for a candid view of South Florida people—their problems, projects and ideals.

FLORIDA FORUM—Sundays 6:30 to 7 p.m. Weekly town-meeting series in which a panel of experts explores issues timely to South Florida . . . and answers questions from the audience. Educational and entertaining, too!

OUTLOOK—Mondays 10:30 to 11 p.m. A local news documentary that probes the facets behind current South Florida problems . . . as presented by those most closely involved. An informative program produced in a manner to offer interest and entertainment to our viewers.

WCKT CHANNEL 7 NBC MIAMI

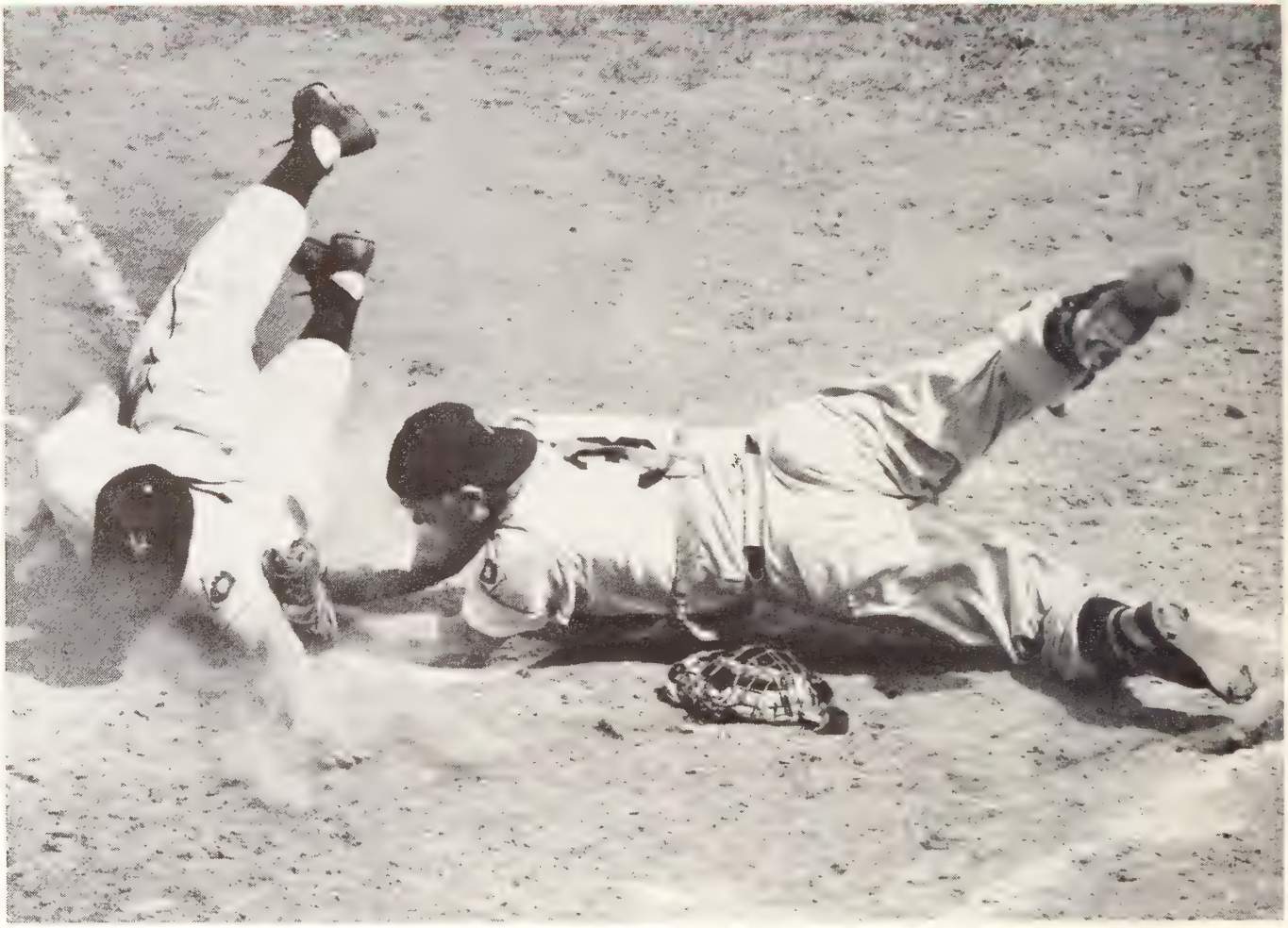
SEAL OF GOOD PRACTICE

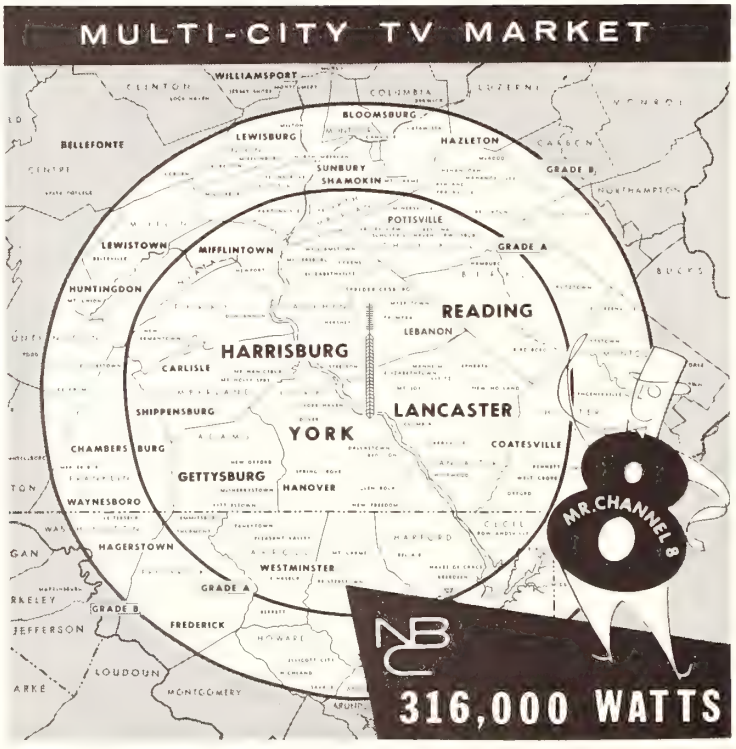
SUNBEAM TELEVISION CORPORATION

P. O. BOX 1118, MIAMI, FLORIDA
National Representatives: HARRINGTON, RIGHTER AND PARSONS
For the South: BOMAR LOWRANCE AND ASSOCIATES

†Source Florida Development Commission
July — 1,600,000 visitors — 50% more than Jan., Feb., or March!

you always WIN when you use WGAL-TV





Only single medium assuring full sales power in the entire region . . . a multi-city market including the metropolitan areas of Lancaster, Harrisburg, York, and many other communities. And, area-wide, the Channel 8 viewing audience is unequaled by all other stations combined. This is full sales power. Use it to build sales and increase profits.

WGAL-TV
Channel 8
Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Commercial restrictions

Plea to FCC to drop its proposal to impose limitations on commercial time (through embracing of NAB code provisions) was made last week by John B. Soell, vice president-general manager, KTVE (TV) El Dorado, Ark., in interest of small market television stations. At NAB convention last month, Mr. Soell had urged code review board to eliminate commercial provisions of code because of hardships imposed on secondary market stations. In letters to each member of FCC last week, Mr. Soell asked for privilege to explain his position and is expected to see majority this week.

FCC figures, Mr. Soell said, show that in top 25 television markets, 95 TV stations with 60% of TV homes get 44% of all network revenue and 59% of national and regional spot. In top 45 markets, 148 stations with 71% of TV homes, get 55% of network affiliate revenue and 75% of national and regional spot. Remainder of TV commercial roster in 228 markets with 372 stations divides 25% of network and national and regional spot revenue.

Sindlinger moving in

Albert E. Sindlinger Co., which was enlisted to conduct national radio listening reports for ABC Radio last year, will announce this week local radio survey service in major markets. Firm will work with samples of at least 2,000 in each of top 15 markets.

Print rep eyes radio-TV

Quiet appraisal of broadcast station representation business—with eye to possibility of entering it—has been conducted by Moloney, Regan and Schmitt Inc., New York, one of largest firms in newspaper rep field. From preliminary soundings, however, prospects appear slim that company will make such move soon—if ever. According to Moloney firm, broadcast field looks near-prohibitive for outsider to crack, but if there's good chance company can profitably enter station rep business, it might well consider doing so.

What's in a name

Broadcasters can cite New York World's Fair's Press Building, which opened over past weekend, as another example of archaic terminology perpetuating itself. Building accommodates working newsmen of all media, and fair authorities—including several with strong radio-TV backgrounds—say they spent long time picking name, considered "communications center" and "news center," among others. One justification for choosing "press" building: White House's Pierre Salinger serves all media but is called "press" secretary, and National Press Club and Overseas Press Club are all-media organizations although they carry designation most commonly associated with print. Another reason for not choosing name more clearly identified with radio-TV: Public would try to get in.

The watchers watched

One top investigator for House ratings subcommittee has become intrigued with invention that photographs reactions of viewers while they watch TV. Device is called DynaScope, is placed on or near TV set in sample homes and every 15 seconds takes picture of those watching set. It's invention of Dr. Charles E. Allen, director of Oklahoma State University School of Journalism, and was described in BROADCASTING last July 23.

Subcommittee staffer went to Oklahoma to see DynaScope in action, and although he won't endorse it, he intends to write favorable report. Inventor claims that experimental DynaScope studies show present audience figures are inflated, that sets are on with no one watching 25.1% of time.

New CATV approach

FCC Commissioners Robert T. Bartley, Frederick W. Ford and Kenneth A. Cox have been constituted as special panel to meet with National Community Television Association representatives on CATV legislation. NCTA board announced two weeks ago it was appointing committee of five CATV operators to meet with commissioners in apparent effort to break impasse blocking agreement on proposed CATV legislation (BROADCASTING, April 29). Three commissioners represent spectrum of opinion on CATV regulation: Commissioner Bartley is generally against it, Commissioner Cox in favor and Commissioner Ford in middle. Meanwhile there is tentative—and unofficial—discussion on compromising differences over protection for one-station or multiple-station markets, by settling on three-station protection.

Already agreed to is new definition of what constitutes CATV system for regulatory purposes. Definition follows: " 'Community Antenna System' means a facility utilizing a receiving antenna or antennas, connecting wire, cable or relay facilities and associated equipment, for the reception by subscribing members of the public of the signals of one or more broadcast stations but such terms shall not include for the purposes of this Act: (1) any such facility which serves fewer than 50 subscribers, or such other small number of subscribers as the commission, in the public interest, may from time to time determine to be appropriate; (2) any such facility which serves only the residents of one or more apartment dwellings under common ownership, control or management, and commercial establishments located on the premises, or (3) any such system or part thereof during the period of time when used for purposes other than reception of radio broadcast signals."

Filing fee delay

Because of absence in West of Commissioner Rosel H. Hyde, FCC last week postponed final action on filing fee schedule for licensees, but indications were order would be forthcoming soon—perhaps this week—establishing schedule but with waiting period before procedure becomes effective. As now drafted, plan envisages collection of about $1 million instead of nearly $7 million originally contemplated in, of that amount, about $100,000 would be absorbed in administrative costs. Only fraction of FCC's licensees are in broadcast field but they consume most man hours of commission work.

Down under—in spades

After feuding for full year, CBS and Australian television station operators have come to terms on prices for CBS-TV programs to be carried concurrently in Australia. Network, through CBS Films, declined to sell its 1962-63 *True, Beverly Hillbillies* and *The Nurses* series in Australia, claiming fixed prices set by agreement among station owners there ($1,250 for half-hour episode and $2,500 for hour) were inadequate. These series now have been sold in Australia, but neither CBS Films nor Australian representatives in New York would reveal price structure.

Crown colony TV

Commercial television is on its way to Hong Kong, and number of U. S. broadcasters want in. Among several applications on file is one by Time-Life interests in association with Roy Thompson, British publisher and international TV investor. One or more U. S. networks may be involved in other applications. Hong Kong now has wired TV system, owned by Rediffusion Ltd., British program distributor.

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CLEVELAND

Well rounded . . . good Judgement . . . Worth while . . .
That's Channel 8 programming with "Buy Appeal"

STORER BROADCASTING COMPANY	LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	MIAMI WGBS	TOLEDO WSPD	DETROIT WJBK
	NEW YORK WHN	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV

WEEK IN BRIEF

Spot TV on rise this season with small and medium markets benefiting. Overall national TV spot is up an average of 17%, with some stations reporting 50% increase. See level continuing all year. See . . .

SMILE ON SMALLER MARKETS . . . 27

Sense of urgency in air to do something about ratings. NAB trying to pull various sectors under one tent as congressional committee prepares to resume next week. RAB insists on going it alone. See . . .

RESEARCHERS PUSH FOR ONE VOICE . . . 28

It's not only what you say but how you say it that makes radio advertising successful, Los Angeles Ad Club told. Robert W. Light demonstrates that the right sound evokes the right response in listeners. See . . .

RADIO'S SOUND IS THE KEY . . . 38

Quiz show specter arises in NBC Philadelphia renewal hearing, as Philco lawyer essays point that network was not as careful as it should have been. The two Bobs contend stations have served community well. See . . .

SKELETONS IN THE CLOSET? . . . 50

Ten senators and 13 representatives have interests in broadcasting stations either directly or family-related. This is same number as last year, but there are new names taking place of some old ones. See . . .

CONGRESSMEN IN BROADCASTING . . . 58

UHF committee wrangles about study of programing resources, ratings, network affiliations, CATV and pay TV, but finally approves investigations with some strong dissents. Other studies approved. See . . .

CONTROVERSY AT ALL CHANNEL . . . 84

Storm is brewing on Georgia airwaves over ETV showings of entertainment films, particularly when educational outlet airs feature film scheduled to be shown later by nearby commercial station. Investigation ordered. See . . .

GEORGIA PROBE OF ETV . . . 80

Radio is up 11.46%, TV, 24% in Canadian national advertising for 1962. Food advertisers lead billings, with drugs and toiletries and automotive following. Total national broadcast advertising is $75 million. See . . .

NATIONAL ADVERTISING IS UP . . . 78

David Susskind out, Richard Heffner in as Metromedia closes door on 'Open End.' Substitute program will continue level of Sunday night feature, but in calmer tempo. Susskind syndication continues. See . . .

DID HE QUIT OR WAS HE FIRED? . . . 70

Telstar II due to be launched tomorrow and may be used to bring 1964 Tokyo Olympics live to American viewers. Higher orbit and improved components expected to overcome radiation hazards. See . . .

TELSTAR II SET TO GO MAY 7 . . . 48

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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THE VOICE NO STORM CAN SILENCE

January 23, 1963 . . . Tennessee temperatures tumbling to record lows . . . transportation almost at a standstill . . . schools and industries and stores and offices shutting down under the icy arctic blast . . . frigid paralysis creeping across the entire state.

WSM was there . . . newsmen and announcers on duty all night. It has been this way many times during WSM's 37 years of service to the South.

32 county school systems depended on WSM to keep thousands of students at home during the blizzard . . . as did nine private and parochial schools and four colleges. 19 mid-state industries turned to WSM to spread the word of their closings.

The telephone rang all night . . . calls from 11 states . . . one from a listener in Canada who reported their weather better than ours!

Millions of people—and many other radio stations—depend on this, the largest radio news staff in the area and the only direct broadcast line to the U.S. Weather Bureau in Nashville, to keep them informed during any emergency.

In 37 years we have not let them down.

Just one of many reasons why more people—grown people—**listen** to WSM than to all other Nashville stations combined.

the WSMpire

WSM CLEAR CHANNEL 650

NASHVILLE, TENNESSEE

OWNED AND OPERATED BY THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY

NIELSEN TOLD TO GIVE UP CLIENTS

FTC charges firm with radio-TV ratings monopoly

Federal Trade Commission has accused A. C. Nielsen Co. of monopolizing radio-TV audience measurement business and proposes to require company to divest itself of 50% of its broadcast clients.

Nielsen immediately attacked FTC complaint in statement for release today (Monday), charging proposed order "appears to be without legal or factual justification." FTC complaint and proposed order have not been made public but they reportedly find Nielsen has attained monopoly position in radio-TV surveys with share of television network business in excess of 90%.

In proposed order, FTC seeks to prohibit Nielsen from providing broadcast surveys in future to more than one-half of its clients during 1961. Among clients Nielsen would be required to drop are at least one major TV network, major national advertiser and major advertising agency. Enforced reduction of Nielsen business would remain in effect for four years under proposed order.

Surveys for industries other than broadcasting are not covered under complaint against Nielsen. Radio-TV measurements account for 18% of firm's total business.

Nielsen Replies ▪ In today's statement, A. C. Nielsen Jr., president of firm, said FTC proposals would preclude Nielsen from selling its services to large portion of industry and would result in substantially higher costs to radio-TV and advertisers.

"We are confident that we will be able to demonstrate that our position in the national audience research field is due to the superiority of our service and that we and our clients should not be penalized. . ." Mr. Nielsen said. He said FTC proposal deserves careful study by all advertisers, agencies and broadcasters. "We believe that the entire industry needs access to all available information, and to deprive any user or segment of the industry of access to Nielsen or any other services would be most unwise."

It had been known that FTC was preparing to lodge complaint against Nielsen (CLOSED CIRCUIT, April 8), but Nielsen statement was first public announcement that action had been lodged. Under normal procedure, FTC attempts to obtain agreement from respondent before public announcement is made. If respondent refuses to sign agreement, FTC will make public charges and case will move through agency hearing procedures.

FTC observers sat through company's testimony during March-April hearing of House Subcommittee on Investigations. FTC complaint was issued under Section 5 of Trade Commission Act.

Henry not candidate; seeks free time rule

Commissioner E. William Henry acknowledged Friday he would like to be named chairman of FCC. He then proceeded to make tough speech recommending commission take action to increase amount of public service programing.

Commissioner Henry told reporters in Nashville that he would like to be FCC chairman "but isn't a candidate . . . in the sense that I am pressing for it."

He said President Kennedy should have free hand in naming successor to FCC Chairman Newton N. Minow, who reportedly plans to resign this spring (BROADCASTING, Feb. 11).

In speech before Radio and Television Council of Middle Tennessee, Commissioner Henry criticized broadcasters for failing to meet needs of minority groups not satisfied with TV offerings designed for mass audience. He suggested commission take two steps to deal with situation:

Adopt staff proposal regarding commission policy on sustaining programs. "The percentage of sustaining time in the broadcast day is one of many appropriate yardsticks . . . for use in the examination of a station's overall performance in the public interest," he said.

Propose rule requiring broadcasters to use their facilities to inform audience of TV stations' legal responsibilities "to serve their listening public's needs and interests—at the same time soliciting public response, criticism, and suggestions for improved programing."

Collins urges removal of advertiser influence

LeRoy Collins, president of National Association of Broadcasters, again has called on broadcasters to begin efforts to eliminate advertiser influence over programing.

In speech scheduled to be delivered to Alabama Broadcasters Association in Florence Saturday (May 4), NAB president added that there are other pressing needs for advertising reforms, "improvement in the form and content of commercial announcements, more realistic limitations on program interruptions, and more effective means for assuring in advance the truth of advertising claims."

He also called for more broadcaster responsibility in creative programing.

He repeated, as he has in other recent speeches, that state associations should be strong. "I feel that weak state associations are a handicap to NAB," he said. Governor Collins and NAB have been criticized by some state groups for not taking stronger actions to combat government incursions.

New FCBA unit to make further study of act

Executive board of Federal Communications Bar Association has decided more work should be done on its study of Communications Act, and authorized President Donald C. Beelar to appoint special committee to carry on further study.

New committee will look into other problem areas and solicit ideas from membership.

Consensus of FCBA executive board meeting May 2 was that it would be premature to hold general meeting on monographs submitted last January until whole act was studied.

Documents prepared earlier this year were by Leonard H. Marks, on FCC organization; W. Theodore Pierson, on Sec. 326 (censorship); Philip J. Loucks, on Sec. 315 (equal time), and Reed Rollo, common carrier provisions (BROADCASTING, Jan. 28). Documents were reprinted in latest issue of *FCBA Journal*.

Storer gives 45 cent 1st quarter dividend

Storer Broadcasting Co. directors declared quarterly dividend of 45 cents a share on common stock, payable June 7 to stockholders of record May 24. Board also voted quarterly dividend of 12½ cents a share on Class B stock. Storer common is listed on New York Stock Exchange.

Board announced it had completed on April 30 purchase of 439,700 shares of Class B common from George B. Storer, chairman and chief executive officer. Purchase reduced outstanding shares to 2,001,200 (1,218,460 com-

more AT DEADLINE page 10

mon and 782,740 Class B). Company paid $12,531,450 for Mr. Storer's stock which will be held as treasury shares. This reduces Mr. Storer's ownership of Class B shares to 20.9% of total outstanding. He also retains right to vote 10.4% regular common, for total vote of 31.3%.

John J. (Chick) Kelly, director of advertising and promotion since 1959, was elected vice president of Storer.

FCC probing use of TV in Kentucky primary

FCC is investigating complaints involving television documentary figuring in Kentucky's Democratic gubernatorial primary contest between A. B. (Happy) Chandler and Ned Breathitt.

Supporters of former Governor Chandler say documentary uncomplimentary to him was shown on two TV stations without indicating sponsors were backers of Mr. Breathitt.

FCC official said stations alleged by Chandler aides to have carried program are WHAS-TV Louisville and WLAC-TV Nashville. Latter station reportedly edited film sharply.

Commission will seek to determine whether stations carried program without identifying its actual sponsors and, if so, what effort they had made to determine who the sponsors were, as required by FCC rules.

Early educational shows defended by WRCV-TV

NBC executive defended on Friday WRCV-TV Philadelphia's practice of scheduling educational programs before 7 a.m.

Raymond Welpott, executive VP of NBC's owned and operated stations and general manager of its Philadelphia outlets, said station has developed audience for such programs before 7 a.m.

He made comment as comparative hearing involving NBC-Philco Corp. fight for channel 3 Philadelphia took on aspect of investigation of WRCV-TV's local programing (see story page 50).

Philco's counsel, Henry Weaver, in cross examining Mr. Welpott, brought out that many of station's educational programs were scheduled before 9 a.m. and after 1 a.m.

Referring to 30-minute filmed series carried by station 6:30-7 a.m. in 1959, Mr. Weaver asked whether it wouldn't be easier to attract larger audience between 10 a.m. and 5 p.m.

Mr. Welpott said he didn't agree. He said early morning audience for educational programs has been developed, and if continuity of service was maintained, "there was good possibility of attracting good audience"

ARB expansion plan attacked by Kearney

Charge that American Research Bureau's plan to double size of its sample is attempt to make "a grandstand play in Washington" was leveled by Don Kearney, sales director of Corinthian Broadcasting, in speech prepared for delivery Saturday (May 4) at West Virginia Broadcasters Association meeting at Charleston.

Mr. Kearney's text did not mention ARB by name, but there was no doubt about his target. ARB disclosed some time ago, and reasserted last week, it plans to double sample sizes (see page 30).

Mr. Kearney also claimed ARB Director James Seiler—again, not mentioned by name—had tried to "virtually sandbag" broadcasters into spending more money with his company by implying broadcasting is "miserly" toward research.

Of proposal to double sample sizes he said:

"All sound research people know that there is a lot more to improving the stability and reliability of ratings than just doubling the number of people you interview. If the people are not properly selected in the first place, the results can be worse than twice as bad as the original small sample.

"Doubling a sample, at best, reduces the margin for error by only 25% . . . improves the stability only 5%. That is not much of an improvement and I think you will agree. The whole matter needs much more study, particularly with voracious computers being installed in ad agencies."

Mr. Kearney quoted "this same researcher" as saying one-half of 1% of TvAR gross revenues are spent on research.

"This is a completely misleading statistic," Mr. Kearney said. Engineering research that goes into equipment bought by broadcasters, stations' own engineering research, program research at all levels, customer research beyond ratings—all these, he asserted, represent "another part of research and development in broadcasting that isn't included in that man's demeaning estimate."

Musicians' trust fund to pay $6 million fees

Recording industries trust funds are expected to expend $6 million in paying union musicians for public performances in fiscal year beginning July 1, Samuel R. Rosenbaum, trustee of fund, is scheduled to say today in accepting University of Kansas citation for services to cause of American music.

Since 1948, trust funds have spent over $50 million. In 1962, funds received almost $6.3 million, and spent over $6.1 million, Mr. Rosenbaum reported in issuing 28th annual report on funds.

Based on contributions from record manufacturers and TV film producers, funds are used to pay members of American Federation of Musicians for performances open free to public.

Bureau urges FCC ignore new charge in WMOZ case

FCC's Broadcast Bureau told commission last Friday that affidavit by Lester Foster, telling of conspiracy against Edward H. Estes' renewal application for WMOZ Mobile, Ala., should not be believed.

Mr. Foster had recently made affidavit which detailed alleged conspiracy against Mr. Estes said to have been planned by competitor of WMOZ (BROADCASTING, April 29). WMOZ is subject of license-renewal proceeding. Oral arguments in case will be heard before commission May 13.

Broadcast Bureau said that no credence should be given to Mr. Foster's statement as "it is quite obvious that the allegations in Foster's . . . affidavit are unworthy of acceptance." Bureau said that the several contradictory statements which Mr. Foster has made (previous affidavits by Mr. Foster were made against Mr. Estes) demonstrate his untrustworthiness.

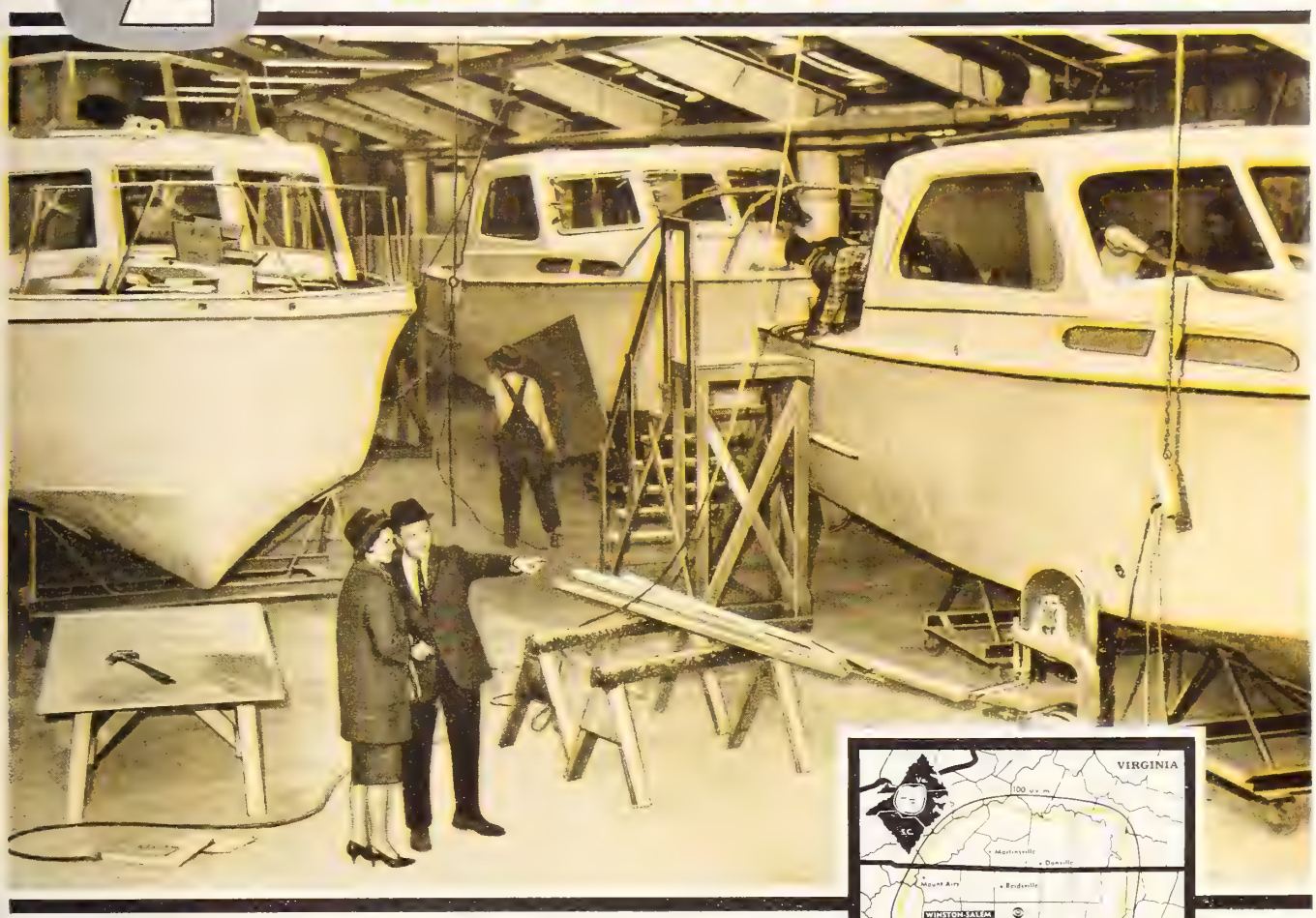
Bureau added that if Mr. Foster is telling the truth this time, then Mr. Estes has lied during hearing. Mr. Foster's latest affidavit said that he helped falsified station's program records requested for renewal application, but testimony has already been given that Mr. Estes dictated false logs, bureau said. Both Mr. Foster and Mr. Estes can't be telling truth, bureau reasoned. It added that conspiracy described by Mr. Foster seemed absurd.

Ambassador Rivkin to testify for WYNR

William Rivkin, ambassador to Luxembourg, and former attorney for McLendon Corp., will appear in behalf of McLendon at FCC's investigation of WYNR Chicago programing.

Ambassador Rivkin will testify at Friday (May 10) hearing to be held in Washington. Hearing was moved last week from Chicago, where Chief Hearing Examiner James D. Cunningham originally conducted investigation (BROADCASTING, April 29).

CHANNEL 2 in **HIGH POINT**





Built for the high seas in High Point . . . 200 miles from the ocean! WFMY-TV's John McMullen and wife see why the nation's largest mass producer of fiber-glass hulled yachts chooses to build in this Piedmont North Carolina city. As the center of the greatest concentration of furniture manufacturing in the world, High Point affords the craftsmen, fine woods and fabric to meet the demands of a variety of industries. A famous furniture capital with 92 furniture factories and a mammoth exposition building covering 23 acres . . . a leading textile center . . . home of the world's largest commercial still-photo studio and the huge bureau serving as state Junior Chamber of Commerce headquarters . . . this is High Point, selected by the National Municipal League and Look Magazine as a "1962 All-America city." High Point, Greensboro and Winston-Salem form the largest metro tv market in the Carolinas, the heart of the 51 county area served by another **see-worthy** performer, WFMY-TV.

CHANNEL 2 CBS

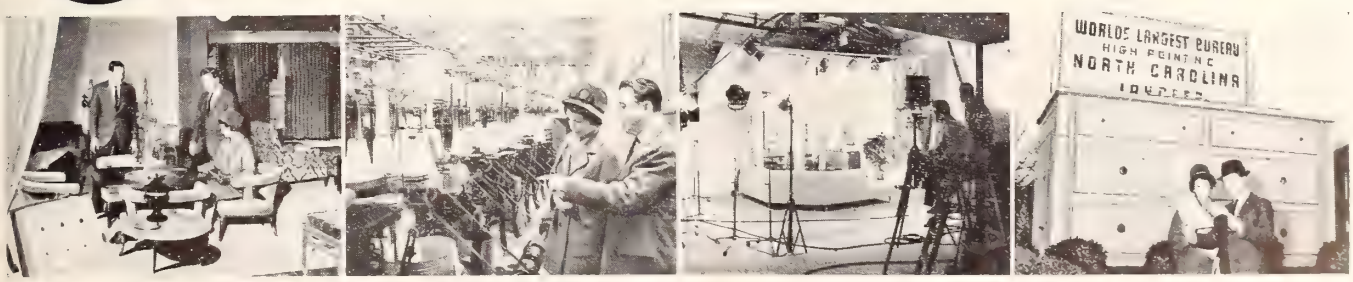
wfmy-tv

GREENSBORO, N. C.

"Now In Our 14th Year Of Service"

SEAL OF GOOD PRACTICE

Represented nationally by Harrington, Righter & Parsons, Inc.



SERVING THE LARGEST METROPOLITAN TV MARKET IN THE CAROLINAS



Good-Cheer Leader

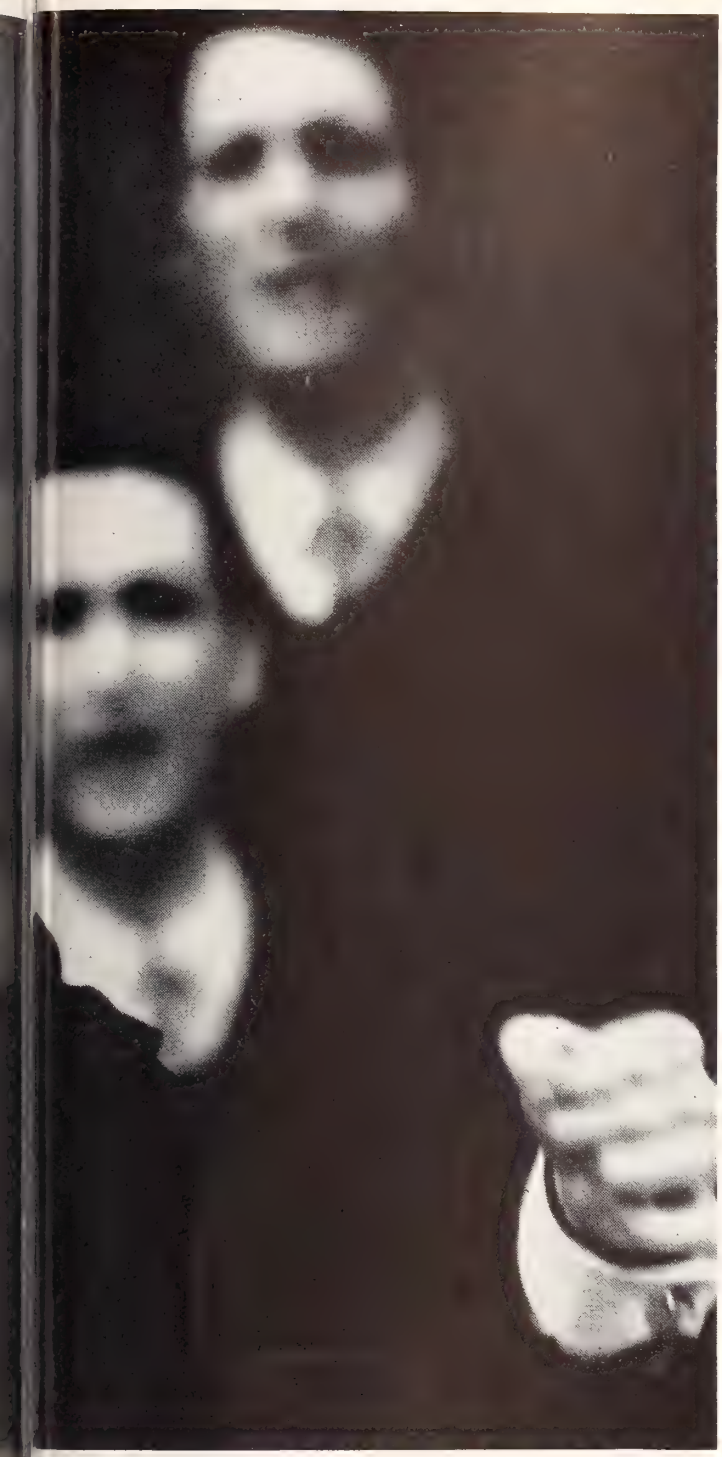
You might call Mitch Miller "the man with the happy arms." But it's also true that the same viewers who are so familiar with song-leader Mitch's "cheerful" arms and hands never quite know what's up his sleeve.

It's this element of surprise—along, of course, with the show's solid musical and visual values—that will make "Sing Along with Mitch" so worthy an ingredient in NBC-TV's Fall line-up.

During the current season, the program's most talked-about "little-innovation" has been its practice of planting a celebrity among its 25 male choristers in the concluding, lyrics-on-screen segment of each show.

The celebrity is not identified (nor is the "bit" even referred to on the air). Viewers who "think" they've spotted such unlikely choristers as Sir Cedric Hardwicke, Walter Slezak or Milton Berle simply have to go on wondering.

Next season's "Sing Along with Mitch" audi-

















ences can look forward to additional surprises—which we have no intention of tipping here. But among the new "regular" features will be the appearances of guest choral groups from all over the nation and solo performances by young, outstanding musicians (professional) making their television debuts.

Back again, naturally, will be Mitch himself; the Sing Along Gang; soloists like Leslie Uggams, Bob McGrath and Victor Griffin; the 10 lovely girl dancers; and the rest of the beguiling company that's made this weekly color series a national favorite for two seasons.

Come Autumn, "Sing Along with Mitch" (which is moving to Monday nights) will be the singingest part of a varied NBC-TV roster that includes the front-rank drama of "The Richard Boone Show"; the news treatments of the expanded "Huntley-Brinkley Report"; and the buoyant comedy of Imogene Coca's "Grindl." We don't believe there's ever been a more attractive schedule.

Look to NBC for the best combination of news, information and entertainment.

NORMAN & NORMAN Inc.

BROKERS
ANALYSTS
APPRAISERS
CONSULTANTS

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1800 WATROUS AVE.
34-B — 288-1186
DES MOINES 15, IOWA



$1.11 an hour STAFFS YOUR STATION with IGM SIMPLIMATION

Get the details! Find the way to bigger audiences, lower costs, higher profits with unparalleled flexibility and consistently better sound. Write for free folder. "The Sound of Money."

IGM SIMPLIMATION,

P. O. Box 943, Bellingham, Washington.

DATEBOOK

A calendar of important meetings and events in the field of communications

•Indicates first or revised listing

MAY

May 5-7—**Television Programing Conference** annual meeting (formerly SWAPDT). Royal Orleans hotel, New Orleans. Speakers include: FCC Commissioner Kenneth Cox, Washington; Lynwood King, NBC, New York; Pamela Ilott, CBS, New York; Walker Spangenberg, Spangenberg Scenic Studios, New Orleans; Robert Buchanan, Soundac Films, Miami. For further information contact Jerry Romig, WDSU-TV New Orleans.

May 6—**Food Industry Associates of Allentown, Pa.**, meeting, The Lehigh Valley Club. Theme: "Radio: Checks Out Best At the Checkout Counter." Winfield R. Levi, vice president-sales, BROADCASTING Magazine, will speak.

May 6—**Los Angeles Ad Women**; presentation of Lulus to winners of the LAAW's 17th achievement awards competition at champagne reception at 7:30 p.m. at Los Angeles Building Center, 7933 W. 3rd Street. $5 a ticket.

May 6-7—Fifth annual meeting of **Council on Medical Television** of the Institute for Advancement of Medical Communication, National Institutes of Health, Bethesda, Md.

May 6-7—**Internal Revenue Service** hearing on proposed regulations on deductibility of travel, entertainment and gift expenses. Auditorium, Department of Health, Education and Welfare, Washington.

May 6-8—Spring meeting of **Kentucky Broadcasters Association**, Louisville Sheraton hotel. FCC Commissioner Robert T Bartley and John F. Box Jr., managing director of the Balaban Station, will speak.

*May 7—Luncheon meeting of the **Advertising Club of Metropolitan Washington**, 12:30, Presidential Arms. Guest speaker is Representative Oren Harris (D-Ark.).

May 7—Annual **RCA** stockholders' meeting, 30 Rockefeller Plaza, New York City.

*May 7—**Sales Executive Club** luncheon features A. C. Nielsen Jr., president of A. C. Nielsen Co., as its speaker. Hotel Roosevelt, New York, 12:25 p.m.

*May 7—Annual advertising awards luncheon of Chicago chapter of **Station Representatives Association**, 12 noon, Guild Hall, Ambassador West.

May 7-9—**Electronic Components Conference**, International Inn, Washington. The conference will be opened with a keynote address by Dr. James H. Gardner, deputy director of defense research and engineering. D. Brainerd Holmes, director of manned space flights, NASA, will be 8 p.m. banquet speaker May 8.

*May 8—**Advertising Club of Greater Miami**, Du Pont Plaza hotel, Miami, Fla., on subject "What's with Ratings," at 6:30 p.m. Panelists: Blair Vedder, vice president and media director at Needham, Louis & Brorby; Ralph Crutchfield, station sales manager for American Research Bureau, and Murry Woroner, station manager of WAME Miami. Moderator: Bill Brazzil, vice president in charge of sales for Wometco TV stations.

*May 8-10—Forty-first annual convention of **Public Utilities Advertising Association**, International Inn, Tampa, Fla.

May 8-11—Annual convention of the **Montana Broadcasters Association**, Bozeman.

May 9—Annual stockholders meeting. **Reeves Broadcasting & Development Corp.**, New York.

May 9—Meeting of the scientific section of **Toilet Goods Association**, Sert Room, Waldorf-Astoria hotel, New York City.

May 9-10—**Chesapeake AP Broadcasters Association**, Sheraton-Belvedere, Baltimore.

*May 9-10—**CBS-TV Affiliates** meeting in New York. All events will be held at Waldorf-Astoria except for one—the opening session will be at the Trans-Lux Theatre at 52nd and Lexington Avenue, where scenes from next fall's shows will be shown.

May 9-11—Second annual convention of **North American Broadcasters Idea Bank**, Holiday Inn, Danville, Va.

May 10—Effective date for new **FCC** rule allowing automatic logging and requiring daily, five-times-a-week inspection of transmitting facilities of AM-FM stations.

May 10-11—Annual convention of **Kansas Association of Radio Broadcasters**, Lawrence. Speakers include: Dr. James A. McCain, president of Kansas State University; Carle E. Bolte, National Fidelity Life Insurance Co., Kansas City; former District Judge Joseph M. McDonald of Denver, who presided at the John Gilbert Graham murder trial, and Lee Fondren, general manager of KLZ Denver.

*May 10-11—Ninth District Convention of the **Advertising Federation of America**, Indian Hills Inn, Omaha. Among the speakers are Mark Cooper, AFA president; Mel Blanc, president of Mel Blanc Associates, Hollywood; Jack Baxter, senior vice president-creative director of Post-Keyes-Gardner, and Cleo Hovel, vice president of Leo Burnett Co.

*May 10-11—**University of Wisconsin Journalism Institute's** advertising seminar, Madison. Speakers include: Dr. Ithiel de Sola Poole, Simulmatics Corp., New York, "What Do Simulation and Linear Programming Offer Media Buyers?"; Pierre Martineau, *Chicago Tribune*, "What Do the Mass Media Mean to Their Audiences?"; Vermon Royster, *Wall Street Journal*, "The News Philosophy of the *Wall Street Journal*," and Dr. Donald Kanter, Tatham-Laird, Chicago, "What Contributions Can Communication Theory Make in the Evaluation of Advertising Media?"

*May 10-12—Spring conference of Second District of **Advertising Federation of America**, The Inn, Buck Hill Falls, Pa. Keynote speakers include Theodore E. Callis, Dow Jones & Co.; Mark F. Cooper, AFA president; and John P. Cunningham, Cunningham & Walsh.

*May 11—**California AP Radio-TV Association's** annual meeting at 10 p.m., Charter House, Anaheim, Calif.

*May 13—**Hollywood Ad Club** luncheon

TVB SALES CLINICS

May 6—Texarkana, Tex.; Wichita. May 7—Shreveport, La. May 8—Dallas-Ft. Worth; Topeka, Kan. May 10—Oklahoma City; Kansas City, Mo.

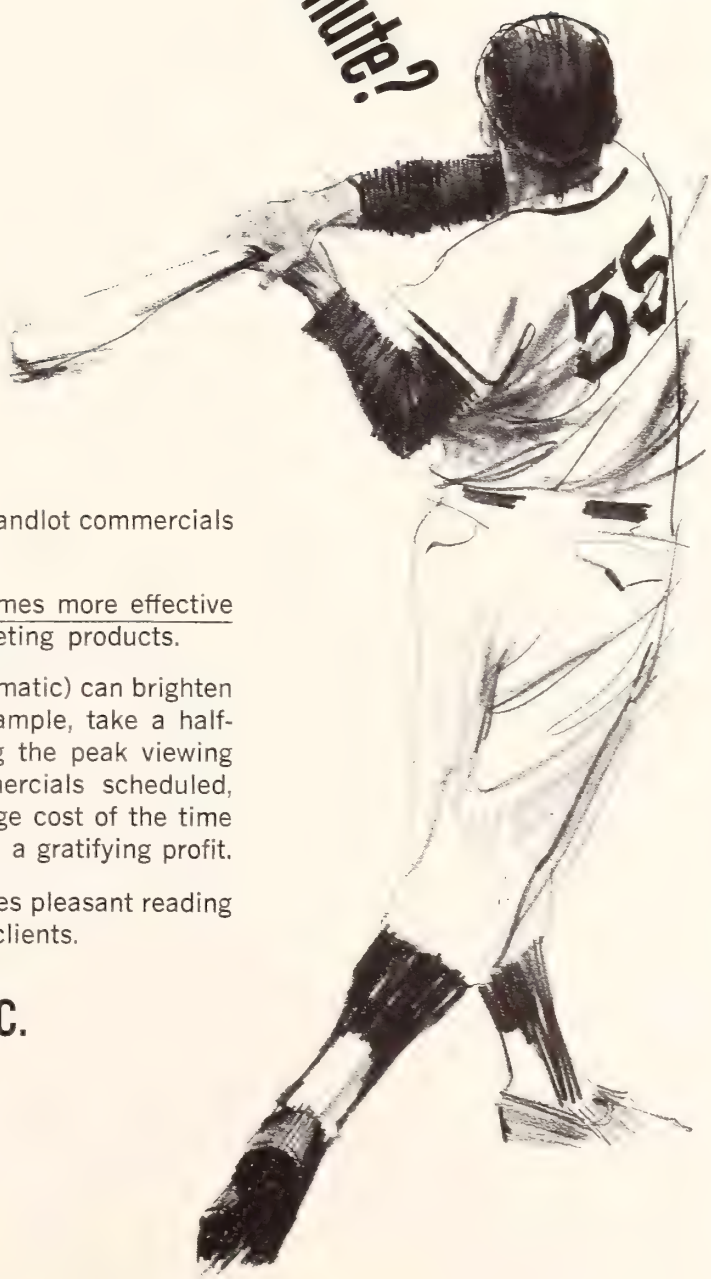
May 13—Tulsa; Binghamton, N. Y.; Nashville; Lincoln, Neb. May 14—Utica. N. Y.; Omaha. May 15—Houston; Evansville, Ind. May 16—Rochester, N. Y.; Sioux City, Iowa. May 17—Lake Charles, La.; Buffalo; Louisville, Ky.; Sioux Falls, S. D.

May 20—Providence, R. I.; Cleveland; Milwaukee; Terre Haute, Ind. May 21—Indianapolis. May 22—Portland, Me.; Toledo, Ohio; La Crosse, Wis. May 23—Cincinnati. May 24—Bangor, Me.; Detroit; Rockford, Ill.; Wheeling, W. Va.

May 27—Burlington, Vt. May 29—Albany, N. Y. May 31—Springfield, Mass.

June 3—Boise, Idaho; Abilene, Tex.; Minneapolis. June 4—Duluth, Minn. June 5—Seattle; Odessa, Tex. June 6—Fargo, N. D. June 7—Portland, Ore.; El Paso, Tex.; Bismarck, N. D.

What is the batting average of your $38,000 minute?



As in baseball, there are far more sandlot commercials than big leaguers.

Some commercials can be forty times more effective than other commercials for competing products.

Swings like this (and some less dramatic) can brighten your television arithmetic. For example, take a half-hour evening network show during the peak viewing season. If you have three commercials scheduled, each must return its $38,000 average cost of the time and talent. Then go on to give you a gratifying profit.

This is our goal. Getting there makes pleasant reading on the income statements of our clients.

N. W. AYER & SON, INC.

The Commercial is the Payoff

NOTHING LIKE IT IN BROADCASTING—
anywhere • anytime anyhow!

"50-50 CLUB"

in color

on WLW TV and WLW Radio

12 NOON-1:30 MON. thru FRI.



the show with the Lyons share of sponsors and mail!

Ruth Lyons sponsors are among the happiest people in the world. And they stay happy for years. Prime proof of the pudding! Nu-Maid Margarine has been on the show for 21 years; Fels soap products and Folgers Coffee for 11 years; Frigidaire for 5 years. And the list goes on and on.

A big part of Ruth's 1,726,000 pieces of mail last year was her fabulously successful Telephone Exchanges for various sponsors with valuable prizes. Even though audience was not required to send in sponsors' labels, an overwhelming 98% did!

need we say more?

CROSLEY COLOR TV NETWORK

WLW-T Television Cincinnati | WLW-D Television Dayton | WLW-C Television Columbus | WLW-I Television Indianapolis

WLW Radio—Nation's Highest Fidelity Radio Station

CROSLEY BROADCASTING CORPORATION
a subsidiary of Avco

meeting 12 noon at Hollywood Roosevelt. Radio Day with Maurie Webster, vice president, CBS Radio Spot Sales, New York, speaking on "New Creative Dimensions in Radio." Bob Sutton, VP and general manager of KNX Los Angeles, is chairman.

*May 13—1963 **Emmy Awards** dinner, Great Hall, Pick-Congress hotel, Chicago. Awards program will be televised by WNBQ (TV) Chicago from 9:30-10 p.m.

*May 13-15—NAEB national conference on **Instructional Broadcasting,** University of Illinois, Urbana. Participants will observe how instructional television is used at the university, and visit the Urbana public schools to see the reception and use of Midwest Program on Airborne Television Instruction programs.

*May 14—Annual stockholders meeting, **Metromedia Inc.,** New York.

*May 14—Annual stockholders meeting, **Macfadden-Bartell Corp.,** Milwaukee.

*May 15—Membership meeting of **Radio, TV, Recording, and Advertising Charities** of Hollywood, 12 noon, Continental hotel.

*May 15—Annual stockholders meeting, **The Outlet Co.** (WJAR-AM-TV Providence, R.I.), Providence, R. I.

*May 15—**Catholic Apostolate of Radio, TV and Advertising,** "spring fiesta" at Starlight Roof, Waldorf Astoria hotel, New York, 6-11 p.m. Fashion show, cocktails, buffet supper and dancing. Co-chairmen: Martha Palmer, public relations consultant; John McArdle, vice president and general manager, WNEW-TV New York, and Jane Huntley, Compton Adv., chairman of ticket committee.

*May 16—**FCC** deadline for reply comments in proposed rulemaking to allow daytime radio stations to go on the air at 6 a.m. or sunrise, whichever is earlier.

*May 16-17—Annual spring meeting of **Ohio Association of Broadcasters,** French Lick-Sheraton hotel, French Lick, Ind. Reggie Martin, vice president and general manager of WSPD-AM-FM Toledo, is conference chairman.

May 16-18—**Western States Advertising Agencies Association** annual conference, Riviera hotel, Palm Springs, Calif.

May 16-18—**Iowa Broadcasters Association** annual meeting, Sheraton-Warrior hotel, Sioux City.

*May 17—**Iowa AP Radio-TV News Association,** in conjunction with the Iowa-Nebraska Broadcasters meeting at the Sheraton-Warrior hotel, Sioux City.

*May 17—**South Dakota AP Broadcasters Association,** Cataract hotel, Sioux Falls.

*May 17-18—**Seminar on Educational Television** by University of Wichita, in cooperation with the Wichita Board of Education. Principal speaker will be Charles A. Siepmann, chairman of Department of Communications in Education, New York University. Further information, write Richard J. Meyer, director of educational television, University of Wichita, Wichita 8, Kan.

May 17-18—**Iowa Radio News Directors Association** annual meeting, Sheraton-Warrior hotel, Sioux City.

May 17-19—**Louisiana-Mississippi AP Broadcasters meeting, Lafayette, La.**

May 18—**Florida AP Broadcasters** annual meeting, Cape Colony Inn, Cocoa Beach, Fla. News panels in the morning, a luncheon, afternoon tour of Cape Canaveral and an awards dinner at night.

*May 19-21—**Pennsylvania Association of Broadcasters** convention, Pennsylvania State University, University Park, Pa. Speakers include: LeRoy Collins, NAB president; Eric Walker, president of Pennsylvania State University; Honorable William W. Scranton, governor of the Commonwealth of Pennsylvania; Edmund Bunker, RAB president; and William Kaland, Westinghouse Broadcasting Co.

May 19-21—**Association of National Advertisers** meeting, Waldorf-Astoria, New York.

May 20—**Georgia Radio Day,** Atlanta Advertising Club, Atlanta.

*May 20—**Composers and Lyricists Guild of America,** western branch, annual dinner at Sportsman's Lodge, North Hollywood, Calif.

*May 20—**Southern California Broadcasters Association** annual "whingding" at Lakeside Country Club, Burbank, Calif. Ed Lytle of KFI and Ed Loveton of KFAC (both Los Angeles) are co-chairmen of the stag event, golf followed by dinner.

*May 20—Fifty-seventh annual **Boys' Clubs of America** convention, Toledo, Ohio. Keynote speaker is LeRoy Collins, president of National Association of Broadcasters.

May 20-22—**Electronics Parts Distributors Show,** Conrad Hilton, Chicago.

*May 21—Annual stockholders meeting, **20th Century-Fox Film Corp.,** New York.

*May 21—Annual stockholders meeting, **American Broadcasting-Paramount Theatres Inc.,** New York.

*May 21—**Kiwanis Club of Hazleton** (Pa.), Altamont hotel. Robert F. Hurleigh, president of Mutual Broadcasting System, will speak. His remarks will be broadcast on WAZL, MBS affiliate in Hazleton.

May 22—Annual spring managers meeting, **New Jersey Broadcasters Association,** Rutgers University, New Brunswick, N. J.

*May 22—**Advertising Club of Wilkes-Barre** (Pa.), Sterling hotel. Robert F. Hurleigh, president of Mutual Broadcasting System, will speak.

*May 24—Annual dinner for President Kennedy, **White House Correspondents Association** and **White House News Photographers Association,** Sheraton-Park, Washington.

*May 24—Deadline for comments on **FCC** proposal to bar applications under multiple ownership rules unless applicant first disposes of one interest.

*May 25—Meeting of **UPI Broadcasters of Wisconsin,** County Stadium, Milwaukee.

May 26—**Academy of Television Arts & Sciences,** "Emmy" awards telecast. NBC-TV, 10-11:30 p.m. EDT.

*May 27—**Hollywood Ad Club** luncheon 12 noon at Hollywood Roosevelt. Jack Samuels, director of marketing, Lucky Lager Brewing Co., San Francisco, will speak. Jack O'Mara, western manager for Television Bureau of Advertising, is chairman.

*May 27-29—15th annual conference of **International Advertising Association,** Stockholm, Sweden. Theme is "How to Sell in World Markets." Among the speakers are: Sherwood Dodge, vice president of Colgate-Palmolive Co., "Advertising's Role in the Engineering of Preference"; William Belson, director of survey research unit at London School of Economics and Political Science, "Recent Progress in Audience Measurement"; and Alfred W. de Jonge, vice president for international operations of Benton cies Abroad—the Leaders or the Led," and cies Abroad—the Leaders of the Led," and Leonard H. Lavin, president of Alberto-Culver Co., Melrose Park, Ill.

*May 30-June 1—**Texas AP Broadcasters,** Jack Tar hotel, Galveston.

JUNE

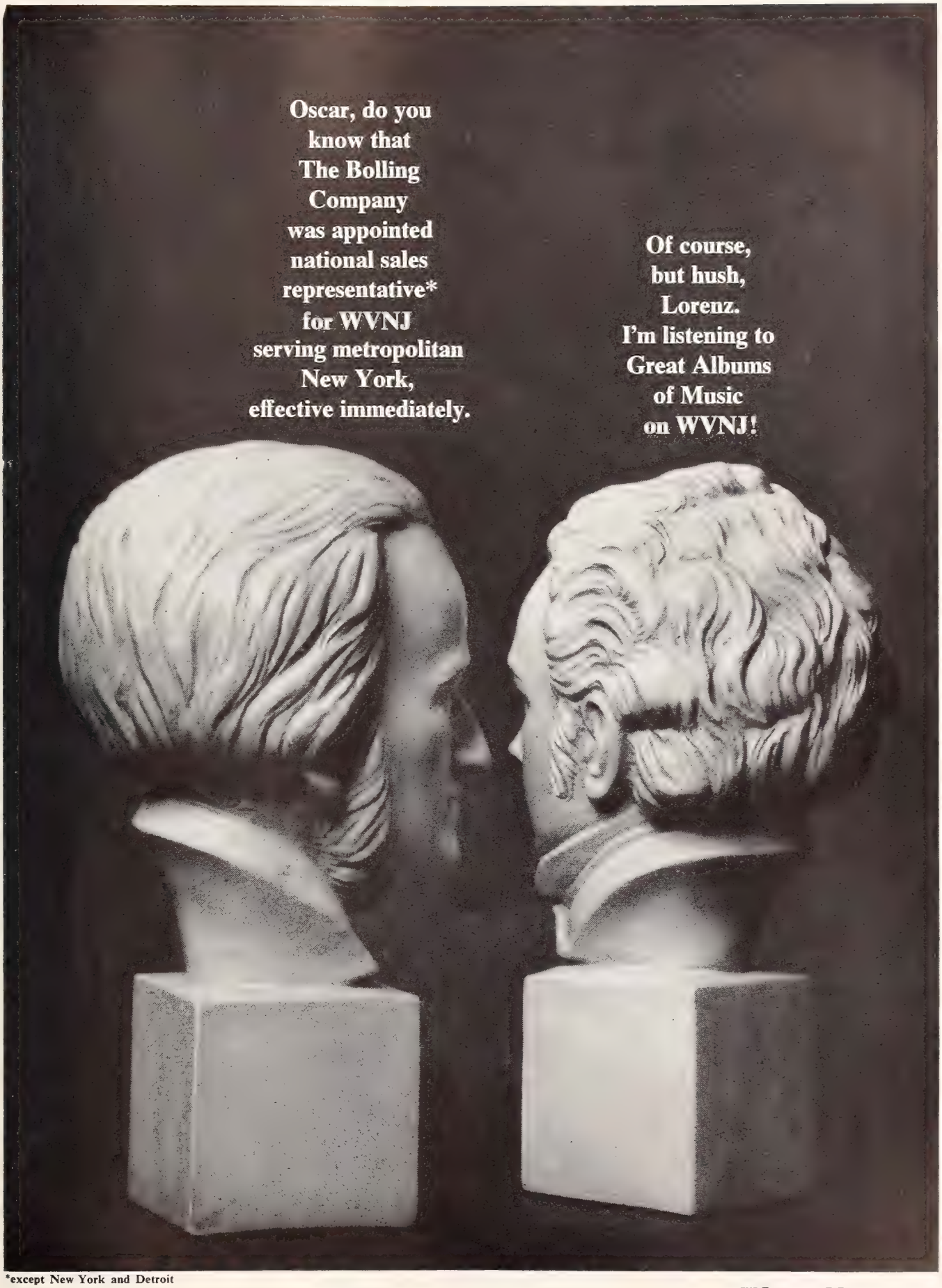
June 1—**UPI Broadcasters of Illinois,** Hotel Jefferson, Peoria.

*June 3—**Hollywood Ad Club** luncheon at the Hollywood Roosevelt, 12 noon. Max Factor, founder of the cosmetic firm bearing his name, will receive the club's Founder's award. Marvin L. Mann, director of advertising for Max Factor & Co., will be program chairman.

June 4—**Board of Broadcast Governors** hearing, Ottawa.

*June 4-6—**National Visual Presentation Association,** Hotel Commodore, New York.

*June 4-6—Annual convention and exhibition of **Armed Forces Communications & Electronics Association,** Sheraton-Park hotel, Washington.



*except New York and Detroit

New York/Chicago/Atlanta/Boston/Dallas/Denver/Detroit/Kansas City
Los Angeles/Memphis/Minneapolis/Philadelphia/St. Louis/San Francisco

THE bolling CO.





In Pittsburgh, WON + WON = 11


WIIC's Caley Augustine, repeat winner of the NBC Promotion Managers Award

Caley Augustine has won it again! For the second year in succession (third time in four years) WIIC's dynamic Director of Public Relations and Promotion has captured first place* in the NBC Promotion Managers' Awards Campaign. We thank the judges for again recognizing WIIC as NBC's top promotional station.

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CHANNEL 11 NBC
WIIC Pittsburgh's promotion-minded station

Represented nationally by Blair-TV

United Press International
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United Press Movietone Newsfilm
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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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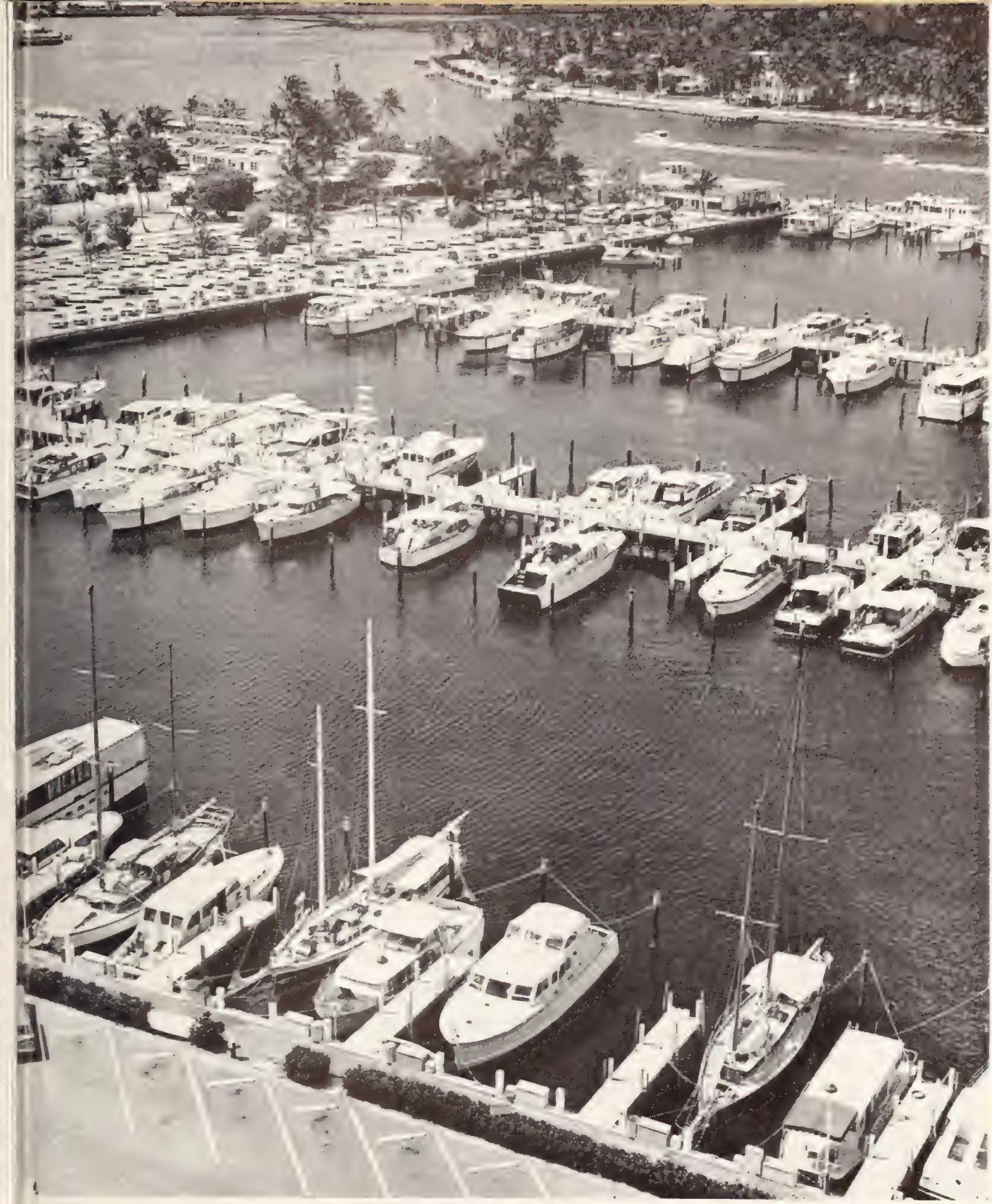
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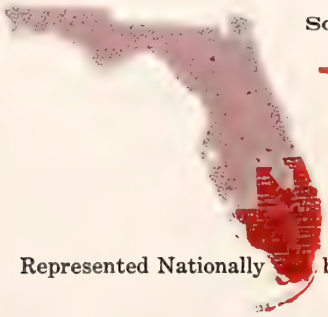
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Only the sunshine covers South Florida better than WTVJ



South Florida's Largest Daily Circulation

WTVJ

A WOMETCO ENTERPRISES, INC. Station

Represented Nationally by Peters, Griffin, Woodward, Inc.

WTVJ
WLOS-TV
WOMETCO ENTERPRISES INC

FOR EARLY EVENING : LATE AFTERNOON AUDIENCES

157 HALF-HOURS

BACHELOR FATHER STARRING JOHN FORSYTHE

5-YEAR PROVEN AUDIENCE COMPOSITION:

28%.....MEN
31%.....WOMEN
11%...TEEN-AGERS
30%.....CHILDREN

234 HALF-HOURS

LEAVE IT TO BEAVER

6-YEAR PROVEN AUDIENCE COMPOSITION:

23%...MEN
35%...WOMEN
12%...TEEN-AGERS
30%...CHILDREN

NOREEN
CORCORAN
AND
SAMMEE
TONG





HUGH BEAUMONT
BARBARA
BILLINGSLEY
TONY DOW
AND
JERRY MATHERS
AS
"BEAVER"

'BACHELOR' FIRST SALES

STATION	MARKET
WAGA-TV	Atlanta
KTBC-TV	Austin (Tex.)
WGR-TV	Buffalo
WCIV	Charleston (S.C.)
WNBQ	Chicago
WJW-TV	Cleveland
WBNS-TV	Columbus (O.)
WOC-TV	Davenport
WXYZ-TV	Detroit
KEZI-TV	Eugene
KJEO-TV	Fresno
WANE-TV	Ft. Wayne
KPRC-TV	Houston
WDAF-TV	Kansas City
KNBC	Los Angeles
WISN-TV	Milwaukee
WTCN-TV	Minneapolis
KNOE-TV	Monroe
WNBC-TV	New York
WDBO-TV	Orlando
WRCV-TV	Philadelphia
KPHO-TV	Phoenix
KOAM-TV	Pittsburg (Kan.)
KGW-TV	Portland (Ore.)
KCRA-TV	Sacramento
WBOC-TV	Salisbury
KNTV	San Jose
KIRO-TV	Seattle
KXLY-TV	Spokane
WMAL-TV	Washington, D.C.
WBRE-TV	Wilkes Barre-Scranton

'BEAVER' FIRST SALES

STATION	MARKET
WOI-TV	Ames
WJW-TV	Cleveland
WJBK-TV	Detroit
KTRG-TV	Honolulu
WKBT	La Crosse
WGAL-TV	Lancaster
KTLA	Los Angeles
WISN-TV	Milwaukee
KMSP-TV	Minneapolis
WCBS-TV	New York
WOW-TV	Omaha
WDBO-TV	Orlando
KPHO-TV	Phoenix
KATU	Portland (Ore.)
KCRA-TV	Sacramento
KOMO-TV	Seattle
WBRE-TV	Wilkes-Barre

WJW-TV, Storer Broadcasting Co.'s CBS affiliate in Cleveland,
first to plan 'Beaver' and 'Bachelor' back to back, 4:30-5:30 P.M.

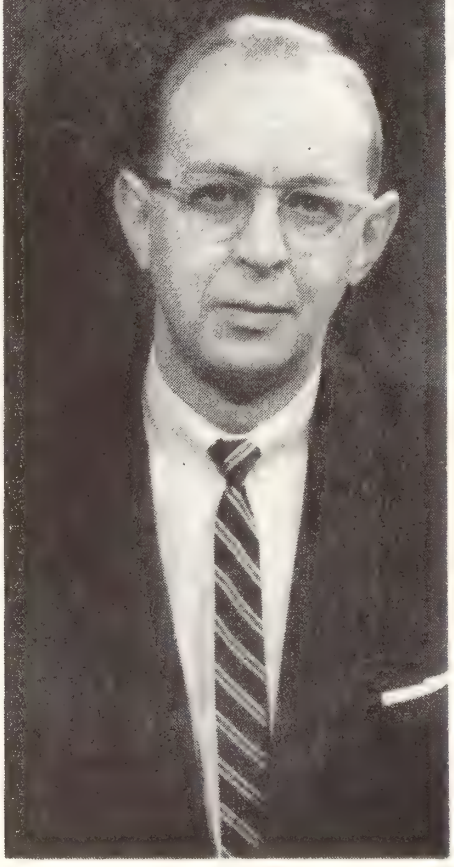
mca INC
TV FILM SYNDICATION

GLITTER !! VIEWPOINT



FIRST STATION . . . TO TELECAST THE GLITTER AND GLAMOUR OF THE MISS VIRGINIA PAGEANT TO A STATE-WIDE AUDIENCE . . .

FIRST STATION . . . IN VIRGINIA TO EXPRESS OUR VIEWPOINT ON CURRENT AFFAIRS THROUGH REGULARLY SCHEDULED TV EDITORIALS . . .



TWO SALIENT REASONS WHY THE PEOPLE IN THE 325,600 TV HOMES* THAT MAKE UP VIRGINIA'S NO. 1 TV MARKET VIEW WSLS-TV FIRST !!

* Source - Television Magazine

WSLS·TV NBC ROANOKE, VA.

THE KATZ AGENCY, INC.
National Representatives

"THERE IS NO SUBSTITUTE FOR INTEGRITY"

OPEN MIKE ®

Radio-TV must be 'nuts'

EDITOR: I think we in the broadcasting industry must be nuts. While we struggle for equal access to the courtrooms, fight for comparable tax treatment with our print media friends, while we are burdened with more and more FCC regulations and while we struggle for that same advertising dollar, we take time out to pat the newspaper boys on the back.

What I am referring to is the New York newspaper strike which claimed about as much wire time, TV and network radio news time as did the troubles in Laos, Cuba, Berlin and all the other "hard" news stories. One network went so far as to mention on their TV newscasts "that during the newspaper strike,—has added—men to its news staff at a cost of $—." This is a public admittance that we in broadcasting have been doing less than complete and ample news coverage in the past, that we have been, in a way, forced to do it now and that we don't care to do it unless we have to in the future. How much better it would have been if the network concerned had just made the improvements, said nothing and let the results speak for themselves.

We get 75 cents of the local advertising dollar and don't pat the newspapers on the back. We have proven that radio news coverage is superior in most cases. . . If the fellows up the line would adopt a similar attitude, the regional and national revenue for all radio and TV stations would be increased. *C. Curtis Sigmon, manager and vice president,* WYCL *York, S. C.*

FCC was not there

EDITOR: . . . On page 86 of the April 8 issue, the article [describing equipment exhibited at the NAB convention] indicated that we flew FCC representatives and broadcast consultants to Cedar Rapids for a symposium. We did bring engineering consultants, but there were no FCC representatives either invited or present.—*A. Prose Walker, Collins Radio Company, Cedar Rapids, Iowa.*

Wronged by a release

EDITOR: In your April 8 issue, page 39, you stated Plumrose Inc. has appointed Crestwood Advertising as its advertising and publicity agency.

Crestwood will handle only publicity for Plumrose. The advertising will continue to be the responsibility of Croot & Accola Inc., formerly Croot & Brant.

. . . Admittedly, the release sent out by Crestwood was somewhat ambiguous.—*A. J. Accola Jr., Croot & Accola, New York City.*

Why not put $4 million behind your commercial

(without paying a cent extra)

So begins the sales pitch of one of our more ebullient salesmen. And you must admit, it's a good way to call attention to the size and scope of WFAA's facilities.

Two years ago we invested $4 million, give or take a few thousand, in our new operations headquarters. And for a purpose. Communications Center was designed to be the pace setter for all Southwest broadcasting. And this it became . . . with the best facilities for everything: programming, sales, continuity, production, promotion, and even traffic. It meant installing the finest equipment. (The personnel to utilize it we already had!)

This was money well spent to our way of thinking. And if you've run a schedule with us recently, you'll agree. Because in one way or another you feel the weight of these dollars everytime your commercial is aired on the station.

You feel it in the efficient handling of your schedule . . . in the superb production . . . in the creative, practical merchandising. You feel it in the responsiveness of a loyal audience that knows it can depend upon WFAA for quality programming.

To us, the pursuit of excellence is never a gamble. It's a blue chip investment. No doubt you agree, so phone your Petryman today.

WFAA
820

WFAA-AM-FM-TV
Communications Center / Broadcast services of The Dallas Morning News / Represented by Edward Petry & Co., Inc.

MONDAY MEMO

from JACK W. SMOCK, president, Smock, Debnam & Waddell, Los Angeles

Sports fan's loyalty transfered to sponsor's product

Sports fans are a strange breed. They are most vociferous in expressing their likes and dislikes and as changeable as an American actress starring in an Egyptian story made in Rome.

Yet they possess one innate quality which, when recognized, can be a major factor in assisting an advertising agency in determining the best way to promote a client's product.

That quality is loyalty. It's not the same loyalty as that of a Nathan Hale, but rather a strangely incongruous blend of proprietary interest, emotional involvement, and just plain enjoyment.

Fans Are Loyal ▪ Perhaps the best way in which this loyalty can be illustrated is in the hard, proven fact of the so-called home team advantage. Certain athletes and teams have the faculty of responding to the cheers of an excited throng, and this fact has long been recognized by the gentlemen who are willing to test your willingness to back up faith in the ability of a team with the fruits of your financial harvest.

There's another aspect of this loyalty, however, which is far more important to those of us in the advertising industry. That is the appreciation which sports fans have for the companies which make it possible for them to enjoy spectacular events. If you don't think these people *do* buy the sponsor's products, you're missing out on a fact of life which has been subscribed to by leading companies.

It's Got To Be Live ▪ However, there is one disclaimer. Sports programs which are live attract tremendous audiences and outstanding sales results. On the other hand, filmed or otherwise canned shows just don't rate this kind of loyalty. Perhaps it's the lack of excitement and the air of immediacy . . . but it's just not the same.

Back in the winter of 1955, the Union Oil Co. made its first venture in the sports programing field by sponsorship of the feature race each Saturday during the Santa Anita race track meeting. The success of the sponsorship of this racing meet can be illustrated by the fact that the Santa Anita meeting has been a regular part of the Union Oil Co. sponsorship program ever since. Additionally, the same thing has been done with the Hollywood Park meeting since 1957.

Something For Everyone ▪ From that somewhat uncertain beginning in sports, the radio and television program developed for Union Oil has mushroomed. To date it now includes sponsorship of the Pacific Southwest Tennis Tournament, Los Angeles Dodger baseball games (on both radio and TV), five Pacific Coast League baseball teams, the Los Angeles Blades and San Francisco Seals hockey teams, San Diego Charger football, University of Washington and Oregon State football and basketball, and an off-baseball season Vin Scully commentary program. Mr. Scully, the head announcer of the Dodgers, has had off-season identification with the sponsor since 1959.

That's quite a package. However, its success has been proven time and again through sales results. The loyalty of the sports fan just can't be questioned. This can sometimes be even more noticeable on a regional program such as the one carried out by Union. There's something for everybody, with the emphasis naturally in the key areas.

We've found out that most sports fans are just that: They're enthusiastic about sports. Sure, they might prefer baseball above everything, but they're not about to pass up a good hockey game—or a top college football contest if it's available to them. And they don't blame the sponsor if the home team doesn't win.

There weren't too many happy people in Los Angeles in early October of 1962, following the final Dodger playoff game against the San Francisco Giants. However, you can bet your life there were millions of people who appreciated the opportunity of looking in on that thriller, regardless of the game's outcome.

When you have great athletes such as Willie Mays, Don Drysdale and Maury Wills brought right into your living room . . . when you can watch the slam-bang of hockey . . . see the spectacle of top-flight amateur tennis . . . and watch the pulsing drama of the stretch run at the magnificent Southern California headquarters for improving the breed . . . you're being given an opportunity which is not available through any other medium.

Radio, Too ▪ And, radio's staccato delivery, detailing the spine-tingling suspense of a college football cliff-hanger, or a ball game with the home club trailing by three, with bases loaded, two out in the ninth and the pitcher due next at bat, are a part of our American way.

Naturally, when devising a comprehensive advertising program, you must take into consideration a number of other areas. But here again, your solid sports identification provides outlets not ordinarily available, and merchandising techniques which reach throughout the entire family.

Kids And Moms ▪ If you don't think a lot of juniors brought a lot of dads into Union Oil stations to "fill 'er up," and, also, pick up the latest Dodger portrait, you probably have also stopped believing in Santa Claus.

Well, what about the women who drive cars, you ask. They aren't sports bugs and couldn't care less about watching or listening to events which are broadcast, you say. Maybe that was true 10 or 20 years ago, but such is not the case today. Right now mom is often perhaps even more enthusiastic about sports events than the old man. Just ask Walter O'Malley about his ladies' night attendance.

We believe that the fans who listen to our broadcasts, be they male or female, know who the sponsor is. This, in itself, is an accomplishment. Furthermore, they know what product the sponsor dispenses, and they have shown a willingness to use that product.

Of course the fact that the product is an outstanding one must be assumed. Because we're realistic enough to know that without an outstanding product the loyalty we have built up in the sports fans over the years could never have come about.



Jack W. Smock entered the advertising business in 1938 with Lord & Thomas, predecessor agency to Foote, Cone & Belding. He remained with FC&B until 1953, when he was named to head the Young & Rubicam office in Los Angeles, a position he retained until the formation of Smock, Debnam & Waddell in 1962. A former Southern California council and western region chairman of the American Association of Advertising Agencies, he is a University of Wisconsin graduate.



You can't cover Indianapolis with Indianapolis TV!

**The Indianapolis Market, we mean!*

WTHI-TV in combination with Indianapolis stations offers more additional unduplicated TV homes than even the most extensive use of Indianapolis alone.

More than 25% of consumer sales credited to Indianapolis comes from the area served by WTHI-TV, Terre Haute.

More than 25% of the TV homes in the combined Indianapolis-Terre Haute television area are served by WTHI-TV.

This unique situation revealed here definitely suggests the importance of re-evaluating your basic Indiana TV effort . . . The supporting facts and figures (yours for the asking) will show how you gain, at no increase in cost . . .

1. *Greatly expanded Indiana reach*
2. *Effective and complete coverage of Indiana's two top TV markets*
3. *Greatly improved overall cost efficiency*

So, let an Edward Petry man document the foregoing with authoritative distribution and TV audience data.

WTHI-TV*

CHANNEL 10
TERRE HAUTE,
INDIANA

**An affiliate of WTHI AM & FM*

CBS TELEVISION

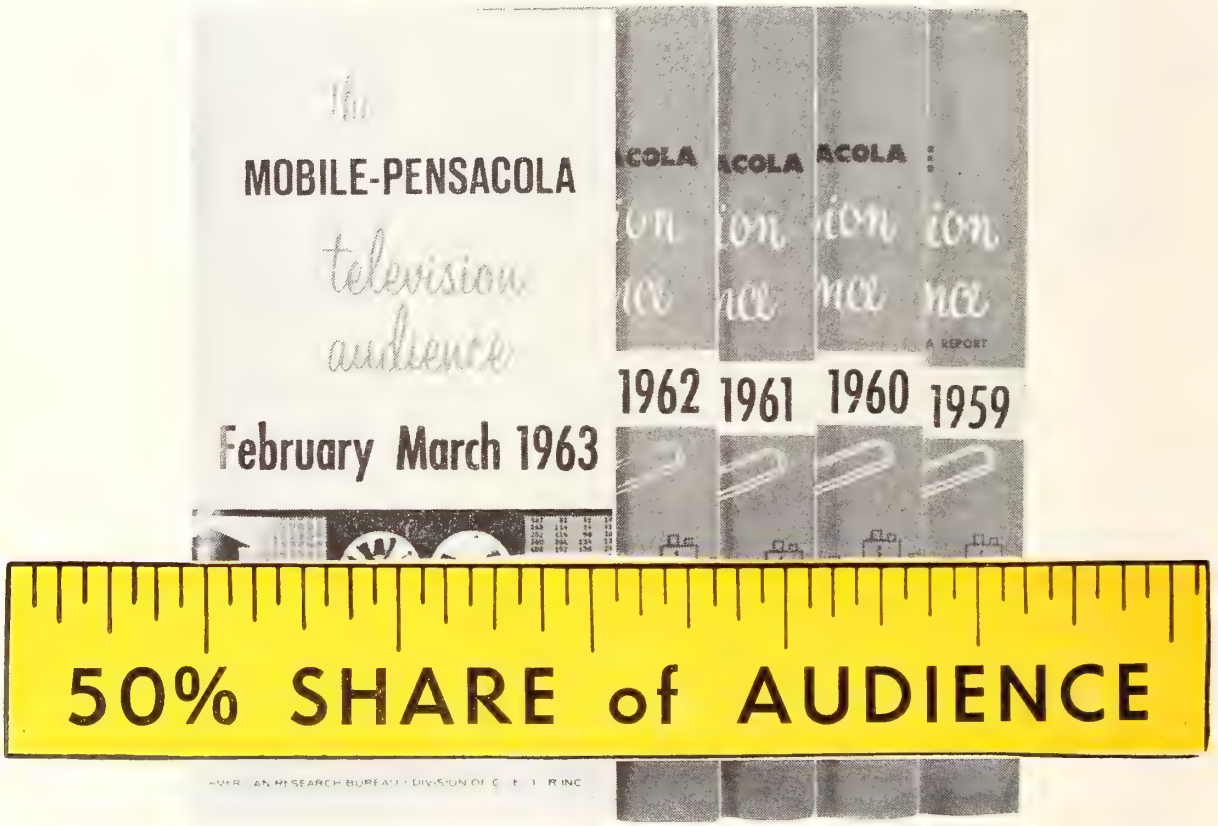
Edward Petry & Co., Inc

WTHI-TV delivers more homes per average quarter hour than any Indiana station* (March 1962 ARB)

*except Indianapolis

NO OTHER STATION CAN MAKE THIS STATEMENT

5 CONSECUTIVE YEARS



Exception To The Rule

WKRG-TV—Mobile—Pensacola

has averaged 50% or more share of audience in every March ARB measurement since 1959, from 9 a.m. to midnight.*

Represented by H-R Television, Inc.
or call

C. P. PERSONS, Jr., General Manager

*3 station VHF market.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
May 6, 1963, Vol. 64, No. 18

BUYERS SMILE ON SMALLER MARKETS

■ Spot TV sales volume reflects changes in buying strategy
■ All size markets show total sales well ahead of last year
■ Most stations expect spot gains to continue throughout 1963

Spot television business is cresting to a record for this time of year, with small and medium-market stations getting an uncommonly big share of the gains.

The unusually heavy volume of business evident in reports from outside the big markets was construed as reflecting revisions in national advertisers' buying strategy as well as generally stepped-up local business.

In markets of all sizes, eight out of ten stations (80.7%) reporting in BROADCASTING's annual Spring TV spot business survey, completed last week, said their national advertising volume currently is ahead of its mark a year ago. Where they gave estimates, the increases ranged as high as 50% and averaged 17%.

A little more than one out of ten (12.5%) showed declines in volume as compared to a year ago. These averaged 10.6% among stations that reported the extent of their drop-offs. Somewhat less than one station in ten (6.8%) said spot business now is holding even with the pace a year ago, when spot billing was in the midst of a strong rise from its levels of the preceding spring.

Optimistic View ▪ A majority of the stations willing to venture a forecast said they expected the current advances to continue and give them gains variously estimated at 5 to 40 or 50% for the full year. Some, more cautious, warned that unforeseen forces may slow or stall the currently rising cycle, and a few reported that, although their business was up now, there was enough instability to make them wary about the outlook for later in the year.

The most striking finding in the survey, however, was the strong showing among stations in small and medium-sized markets. The trend among many national advertisers, increasingly evident in prior studies, has been to concentrate their money in big markets.

The current survey indicates that medium and small markets, as a group, are enjoying a brisk comeback. In virtually all day parts the average station there is more substantially sold out of spot positions than its counterpart in the large markets (see table).

Fewer Availabilities ▪ The extent of this resurgence may be gauged by the fact that the average small market station was found to have fewer availabilities open now than during the peak pre-Chirstmas rush last December. Medium-market stations are often near their December levels. The average big-market station reports substantial business gains compared to a year ago but has somewhat more positions open now than in December, which is generally regarded as the normal relationship for the two seasons.

A sampling of station representatives buttressed the questionnaire survey's finding that business is considerably better than a year ago, both for television stations generally and for small and medium-market stations specifically.

One explanation advanced for the especially notable upsurge in the smaller markets was that national advertisers may be beginning, for various reasons, to deviate more frequently from the so-called big-market concept and thus expand more often into the smaller ones. It was also noted by many stations that local as well as national business is brisker now than a year ago.

The failure of the average big-market station to match its smaller-market counterpart's record in equalling or exceeding last December's unit sales also was given an explanation. A number of holiday-season advertisers, it was noted, were concentrating in major markets last December but have dropped out to wait for the next holiday push.

Minutes Needed ▪ BROADCASTING'S survey found that, as in similar studies in the past, one-minute availabilities are in by far the greatest demand among

Television spots sold by market size

Day Part	% IDs & 10-Seconds Sold			% 20-Seconds Sold			% 60-Seconds & Participations Sold		
	Small Markets	Medium Markets	Large Markets	Small Markets	Medium Markets	Large Markets	Small Markets	Medium Markets	Large Markets
Sign-on to noon	34%	34%	30%	33%	34%	29%	52%	54%	47%
Noon-6 p.m.	37	38	34	45	46	40	62	65	63
6-7:30 p.m.	69	73	57	78	80	61	89	86	85
7:30-11 p.m.	70	77	66	80	78	65	86	83	80
After 11 p.m.	32	42	56	28	41	55	43	64	71

Timebuyers looking at this table can get an idea of how hard or easy it will be to find the TV spot availabilities they want at the times and places they prefer. It shows the extent to which spot positions are currently (May 6-10, inclusive) sold out within given day-parts in markets of different sizes. Most striking feature is that in most cases small and medium-size markets show higher sold-out levels than large markets. This departure from prior findings, which normally have shown big markets with fewest availabilities, is attributed both to an apparent tendency among spot advertisers to expand beyond biggest markets, and to increased local sales generally. Figures are averages compiled from data supplied by stations in BROADCASTING's annual Spring spot business survey. Markets with one or two stations were classified as "small"; those with three as "medium"; those with four or more as "large."

agencies and advertisers and in shortest supply at the stations.

There was, however, noticeably more demand for 20-second positions than in the past. But these ranked far behind minutes in both demand and scarcity.

In the small markets (those with one or two stations) 87% of the respondents reported current spot business volume—specifically, sales for the week beginning today (May 6)—running ahead of the pace at this time in 1962. Many stations did not report the extent of their gains, but among those that did the average increase was 14%. In these same markets 13% of the respondents said business was trailing; the average drop-off, where estimates were given, was 9%.

In the medium-sized (three-station) markets, 71% said business was up (by an average of 18.5% where figures were reported); 16% said it was down (12.5% average), and 13% said it was about even with the level at this time last year.

Big Cities ▪ In the larger markets (four or more stations), 89% reported gains (averaging 20% where figures were given); 5.5% said business was off but no sigificant number specified by how much, and another 5.5% said it was unchanged from a year ago.

Optimism for the full-year 1963, although by no means unanimous, dominated the reports from markets of all sizes. Several small-market broadcasters forecast gains of 5, 10 and even 50% for the year, and similarly bullish outlooks were reported from medium and large markets. In all groups, most of those who expressed an opinion thought the full-year outlook now was brighter than 1962's was a year ago.

A sampling of station representation firms buttressed the stations' reports. Practically 100% of the respondent companies said business is better now than at the same point in 1962, and among those estimating the extent of the gains the average increase was 18% —almost identical with the stations' estimates.

The representatives stressed, however, that the traditional checkerboard pattern of increases and declines is still evident—that while many markets show gains, a number of others, often for unaccountable reasons, show a slippage. These fluctuations often occur within markets, and may also change from month to month.

One representative, reporting his own business was "going through the ceiling," predicted that spot spending as a whole would be 15 to 20% higher this year than last.

Another ventured that if the TV networks wind up the selling of their fall schedules reasonably soon, both summer and fall should be strong spot-business seasons, whereas a slackening of the network sales pace might contribute to "uneasiness" in spot selling.

Can NAB pull ratings out of the fire?

OTHERS JOIN ITS BUCKET BRIGADE, BUT RAB HAS RESERVATIONS

Broadcasters last week moved a step closer to a basis for agreement on what should be done to solve the problems turned up by the congressional investigation of the ratings services.

With one major exception, the approaches seemed moving toward convergence under the banner of the National Association of Broadcasters, which on Monday sketched "preliminary plans" not basically dissimilar from those proposed by the Television Bureau of Advertising (BROADCASTING, April 29).

The exception was the Radio Advertising Bureau, which has already initiated a radio research methodology project and which renewed its demand for radio research separate from that for television. The RAB called again for NAB cooperation, but made clear that it was ready to go it alone if necessary.

NAB Proposals ▪ The NAB's broad plans, developed by the association's research committee under Donald H. McGannon of Westinghouse Broadcasting, did not seem capable of accommodating the RAB demand without adjustments on one or both sides. With details yet to be worked out, the NAB's plans were announced as:

"Evolution and development of approved minimum criteria and minimum standards for audience measurement services.

"Establishment of a Broadcast Audit Service (BAS).

"Development of a long-range research program to improve methodologies conducted under the direction and aegis of NAB."

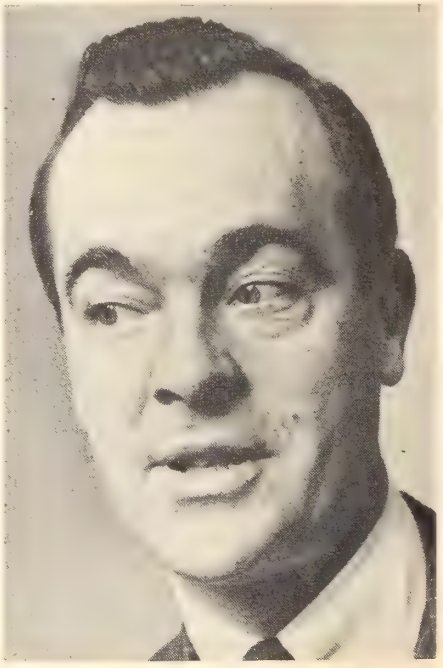
Chairman McGannon said that LeRoy Collins, president of the NAB, and other NAB representatives would meet shortly with the American Association of Advertising Agencies, the Association of National Advertisers, TvB and RAB "to work out plans for cooperation and support among the various organizations."

TvB authorities indicated a willingness to mesh their efforts with NAB's and an eagerness to push ahead with it. Officials of the AAAA and ANA indicated interest in the plan but otherwise were noncommittal pending details on what it would involve and how it would work. There seemed no doubt of their willingness to discuss the subject with Governor Collins, although it appeared likely that the extent of their participation in the project itself would depend on how the project shapes up.

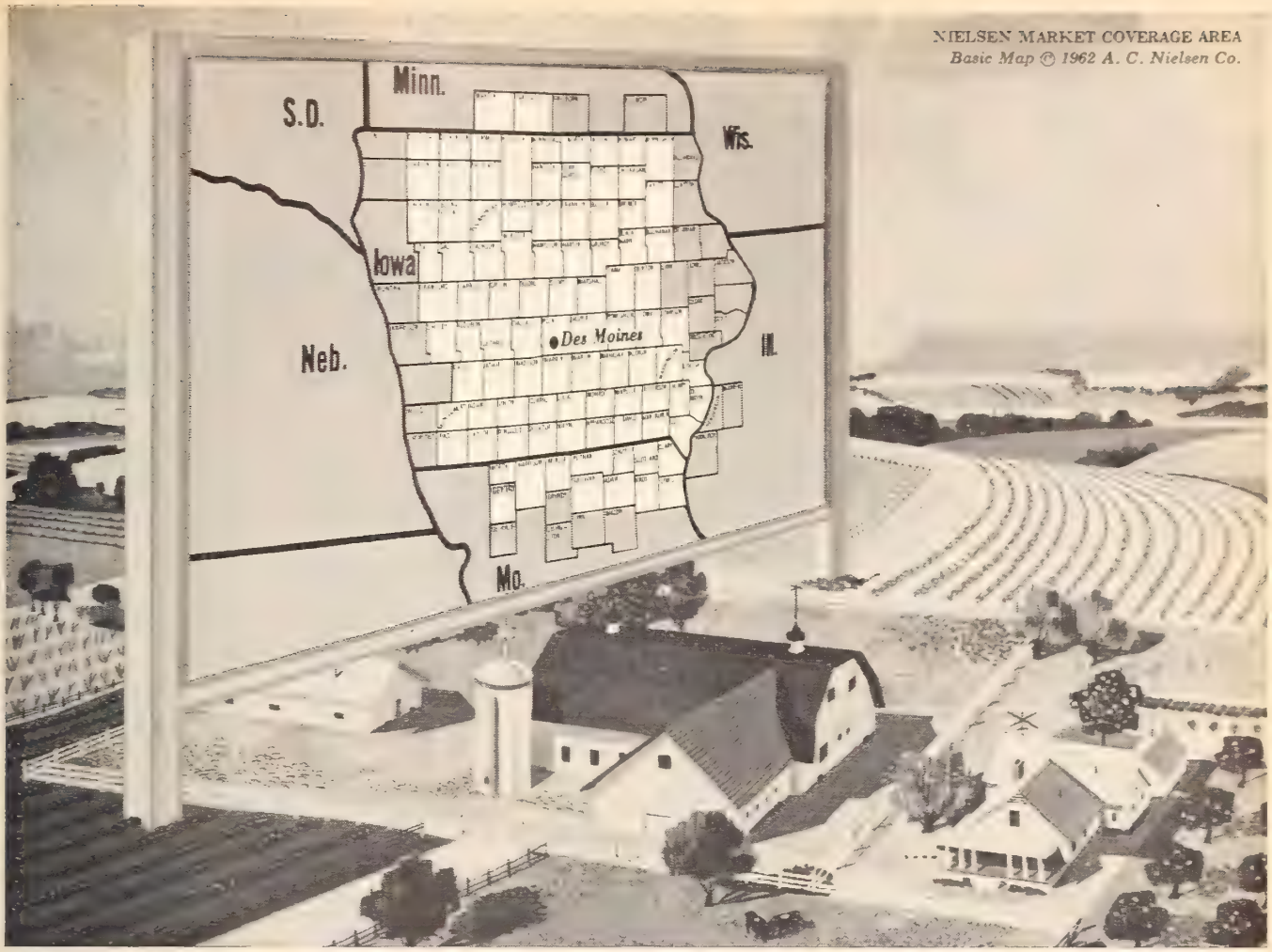
RAB Stand ▪ RAB, meanwhile, made clear where it stood. The NAB's plan for "long-range" methodology work,



Mr. McGannon



Mr. Bunker



WHO Radio reaches up to 300% more farm homes*

Last year, The Pulse, Inc. made a "farm pullout" in the 93-county area indicated by the white section of the NCS '61 map above.

This 93-county area has 84% of all farm families in the 117 counties shown on WHO Radio's NCS '61 map.

WHO Radio's share of "farm homes using radio" exceeded that of any other station in 100% of all quarter hours surveyed —

exceeded that of the next TWO *stations combined in 90% of the quarter hours — of the next* THREE *stations in 73% of the quarter hours — exceeded the next* SIX *stations in 48%.†*

And farm families constitute only 25% of the 805,000 radio homes in WHO Radio's NCS '61 area. Only 22 radio markets in America offer you a larger audience than WHO Radio (the 23rd U. S. radio market!). *Ask PGW* for all the facts.

†Pulse 93-County Area Farm Homes, March, 1962.

**It's 164%, from 6:00 A.M. to 8:30 A.M., Mon. thru Fri. From 12 noon to 1:00 P.M., it's 300%. From 5:30 P.M. to 7:00 P.M., it's 286%.*

WHO RADIO

for Iowa PLUS!

Des Moines . . . 50,000 Watts . . . NBC Affiliate



Peters, Griffin, Woodward, Inc., *National Representatives*

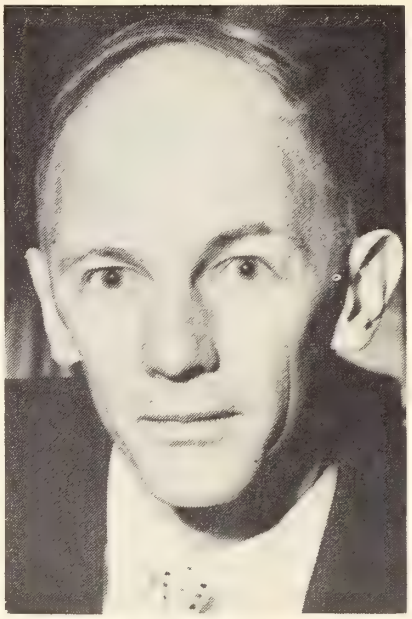
ARB sticks with plan to double its local samples

The American Research Bureau announced last week that it had rejected a plea for a "moratorium" on changes in its television ratings and would proceed with its plan to double its sample sizes in all local markets.

The announcement came after a Thursday morning session with the Television Bureau of Advertising, which had asked for the moratorium (BROADCASTING, April 29), and while a number of individual broadcasters were complaining privately that doubling the sample would increase prices by 50 to 60% without significantly improving the accuracy of ARB ratings.

James W. Seiler, director of ARB, contended the larger sample size would improve accuracy appreciably and would be especially meaningful in relation to demographic data on audiences and also in reference to low-rated programs, where a few aberrant or exceptional returns can have a much greater effect on the rating than in the case of high-rated shows.

Critics contended that it would be necessary to quadruple the sample in order to double the accuracy. Doubling the sample, they argued, would decrease the range of error



Mr. Seiler

by only 25%. Thus a 20 rating, whose extreme ranges now are a low of 16 and a high of 24, would have extremes of 17 and 23.

Mr. Seiler maintained that, even viewed in this way, the improvement in accuracy from doubling the sample would actually be about 29%, and if viewed another way would be closer to 50%. Either way, he said, it would "add a lot to the value of the service."

He said ARB decided to go ahead with its sample increase because it had been planned long before TvB asked the ratings services to defer any changes; because the industry-wide group which TvB proposed to consider such changes "has not even been formed, and may never be"; because delay beyond another week or two would make it impossible to "add this improvement for the coming broadcast year," and because indefinite deferment of all changes by ratings services could, in ARB's view, cause "serious damage to the research industry."

Mr. Seiler said that when the proposed industry committee has been formed, ARB will be "happy to work with it in order to insure that all future changes and improvements in the service meet the needs of the entire industry."

A. C. Nielsen Co. meanwhile has disclosed plans for a sample-rotation plan that would mean a 100% turnover of its current 1,200 Audimeter-equipped homes by 1968. The first revision, affecting about 100 homes, would be made by this fall.

RAB President Edmund C. Bunker said, is inconsistent with the fact that RAB already has a radio methodology project under way, that radio needs immediate rather than long-range action in order to get a complete measurement of the radio audience for use as a sales tool, and that the best interests of radio require that RAB remain in charge of it.

But he called again for NAB cooperation. In a telegram to Governor Collins on Friday he asked for a meeting this Thursday to discuss "cooperative efforts" on methodology work. He also suggested that Governor Collins appoint an all-radio subcommittee of the NAB research committee to work with RAB.

"On a separate matter, the NAB plan for auditing present research practitioners, we will be glad to participate," Mr. Bunker said. "But we suggest auditing of present systems should not be allowed to take priority over expeditious launching of vitally needed methodology experiments to develop better radio measurement techniques. Radio broadcasters, working to solve the radio problem, can break ground for problems television will face some years hence. Let us work together for fastest possible effective industry-wide action."

In a separate statement Mr. Bunker said he was "sure that a situation in which RAB proceeds to develop a tangible plan as rapidly as possible is best for radio. I am hopeful that NAB will want to work with us but their need to coordinate both television and radio interests necessarily makes for a somewhat slower pace. . .

"RAB must, of course, continue to guide development of this project because RAB is the industry's prime channel of communication with agencies and advertisers who must be consulted every step of the way if the methodology study is to have any value in creating tomorrow's sales tools for radio. RAB is best qualified through its experience to achieve this objective for radio."

Early Start ▪ Mr. Bunker also disclosed that RAB hopes to have its methodology study in the field by Sept. 1 and then to complete the field work in six weeks. He said the plans, which are being developed in consultation with the Advertising Research Foundation, anticipate that one of the nation's top three markets will be selected for the pilot study, with other studies also indicated for another major city and a small market.

RAB said the cost of the first proposal for a major-market study blending several measurement methods exceeds $75,000.

The NAB's preliminary plans came on the heels of a somewhat similar proposal by TvB. The latter had suggested formation of a broadcast auditing bureau to audit the practices of ratings services, and creation of an office of research to seek improvements in research standards and techniques.

TvB also had asked for a "moratorium" in which ratings services would defer any currently contemplated changes until the changes could be "properly evaluated." This proposal was rejected by the American Research Bureau last week in an announcement that it would proceed with its proposed doubling of its sample sizes in local markets, effective this fall (see story above).

Prepared for Harris ▪ The NAB's plans, when developed, are slated for presentation to Rep. Oren Harris (D-Ark.) and his special House Investigations Subcommittee, which conducted the ratings hearing.

There were divergent reports last week about the control contemplated for the auditing service and the project for "minimum criteria and minimum

BAILEY'S SUPREME BUY



*NSI Nov.-Dec. 1962; NCS '61 **Sales Management 1962

SUPREME: WSB gives Bailey's Supreme Coffee and other food advertisers dominant coverage (37.3% tune-in share*) in the five-county Metro Atlanta market, where retail food sales ring to the tune of $293,259,000** annually.

SUPREME: WSB reaches 132 counties* (in Ga., Ala., S.C., N.C. and Tenn.), where retail food sales total $925,372,000** annually.

Buy the one that gives you two . . .

WSB RADIO



Georgia's 50,000 watt clear channel station

Represented by Edward Petry & Co., Inc.

NBC affiliate. Associated with WSOC-AM-FM-TV, Charlotte; WHIO-AM-FM-TV, Dayton; WIOD-AM-FM, Miami.



Molding of a Marine

Give a 24-year-old Marine officer his first command, and you have a man with problems, even in peacetime. If the man is as sensitive as he is devoted to his job, you have the makings of standout television drama.

We thought so much of the idea, we told it to the Marines – at Camp Pendleton, California. They agreed to use of the base as background, and even assigned a Navy Cross-winning officer as our technical adviser. The result is "The Lieutenant," an authentic new series that becomes part of NBC-TV's wide-ranging schedule this Fall.

The young officer in question is Bill Rice (played by Gary Lockwood), toughened by four years of training at Quantico, but modest enough to know that gold bars do not a lieutenant make.

How he proves himself on duty – in such situa-



tions as a night of rugged shore patrol, a brainwash experiment, and the handling of a rebellious recruit who happens to be a close friend—involves no stereotyped heroics, and wins him no medals. But it will, we think, win viewers by the million.

(How he proves himself off-duty is a winning story, too. With a young officer as handsome as this, it's a rare girl who has no time for lieutenants).

Gary Lockwood, an acting protege of Elia Kazan and Joshua Logan, earns his starring assignment after impressive performances in Hollywood's "Splendor in the Grass," and Broadway's "There Was a Little Girl." The rigors of Marine camp life should hold no anxiety for Lockwood, a former movie stunt man and star college athlete. Lest anyone feel we *had* to summon the Marines, may we add that "The Lieutenant" is only one of a diversified span of programs helping to make the upcoming season the most exciting in NBC history.

NBC

Look to NBC for the best combination of news, information and entertainment.

standards" as embodied in the NAB proposal.

One report said the NAB would be in charge of both, as it specifically proposed to be in the case of the long-range methodology improvement project. Another report said plans contemplated that the audit service would be under a tripartite control of broadcasters, advertisers and agencies.

Agency and advertiser association comment was brief.

John Crichton, president of the AAAA, said that "the AAAA is interested in improving the performance of the ratings services and in verification of that performance. We are studying the problem ourselves and in combination with other groups. We certainly will be interested in proposals made by broadcasters leading to better performances in the ratings field and hopefully lower costs to users of ratings services."

ANA Views ▪ Peter Allport, president of ANA, said he had not seen the TvB proposal. Of NAB's, he said: "Any comment has to wait on more finalized plans than we have been able to discuss with NAB. We welcome and commend the appropriate initiative of the NAB in seeking to develop a plan in the area of audience measurement."

Marion Harper Jr., head of Interpublic Inc. and retiring chairman of the AAAA, shocked broadcasters at the AAAA convention 10 days ago by suggesting that the ratings "crisis" is overrated, that tripartite research activities should be avoided and that the ratings firms should be free to work out their destinies—and researches—in free and open competition (BROADCASTING, April 29).

Although Mr. Harper was speaking his personal views, not the AAAA's, they appear to represent the general agency consensus insofar as his appraisal of the "crisis" is concerned. There is a feeling that agencies would participate in an auditing or verification service—provided that the ratings firms are not forced to submit to audit, but do so voluntarily.

AAAA officials and members of its broadcast committee have been looking into the ratings situation for some time. But it is understood that their main focus is on determining what sort of information agencies need from audience measurement services and what it is worth—the same questions that Mr. Harper said could, if clearly answered in advance, eliminate "almost all the complaints about the inaccuracies of present research."

Broadcasters To Pay ▪ Agency authorities almost certainly will insist that any auditing that is done be paid for by the broadcasters, as print media pay the bulk of the costs of the Audit Bureau of Circulations.

The Advertising Research Foundation, itself a tripartite organization, has offered to audit measuring procedures "if representative segments of the advertising industry are ready to support such an activity" (BROADCASTING, April 22). ARF officials said last week they had no immediate comment on the NAB and TvB proposals but that these probably would be considered at an ARF board meeting May 23.

In a separate development, Cowles Magazines and Broadcasting, which cancelled its contracts for A. C. Nielsen Co. broadcasting and magazine measurement services following the Washington hearings, last week offered $150,000 to ARF for the measurement of large-circulation magazines. This offer also will be considered at the ARF's May 23 meeting.

In another move last week Robert F. Hurleigh, president of Mutual, reiterated his advocacy of a single ratings system. He developed the plea, which he first advanced in 1959, in an editorial in the May issue of the Mutual *Newsletter*. He wrote:

"Let's have ONE rating system. We don't need multiplicity; it's just plain wasteful. Let's have one system for radio, another for TV. They are not the same, in our opinion, and should be measured differently. Let's get everyone concerned involved in the act. Let's make it as rig-proof as possible and always open for all to see. Broadcasting is just too valuable to settle for anything less."

Meanwhile in Washington last week, a joint FCC-industry committee launched its own ratings investigation limited to the extent that ratings influence UHF (see page 84). This group, a subcommittee of the Committee for the Full Development of All-Channel Broadcasting, will consider the basis for accurate UHF surveys, UHF sample size in major markets and UHF vs. VHF sample homes and the economics of stable surveys.

Harris sets another round on ratings

HE'LL ASK REGULATORS, AGENCIES AND NAB WHAT'S TO BE DONE

The House subcommittee that set off the ratings row will resume its recessed hearing in Washington, probably next week, by calling in the heads of government regulatory agencies, advertising agency executives, the president of the National Association of Broadcasters, and possibly a rater.

Two members of the Special Subcommittee on Investigations—one a Democrat, the other a Republican—made it clear last week that the group is far from through with its work.

The nine-member subcommittee met for an hour in closed session on Monday (April 29) to plan its next steps. A six-week hearing was recessed early last month (BROADCASTING, April 15) by Chairman Oren Harris (D-Ark.), who has allowed raters and their clients several weeks in which to come up with proposals to improve rating methods and reliability.

Expected to be called as witnesses: Federal Trade Commission Chairman Paul Rand Dixon, FCC Chairman Newton N. Minow, NAB President LeRoy Collins (who asked last month for an opportunity to present industry proposals for rectifying the ratings mess), agency people and maybe A. C. Nielsen Jr., president of the Nielsen rating firm, who has complained publicly that the subcommittee failed to allow him to testify last month. (Chairman Harris has explained to Mr. Nielsen that the latter actually passed up an opportunity to testify April 5 [CLOSED CIRCUIT, April 22].)

Moss Wants Action ▪ A ranking Democratic member of the subcommittee said in an interview Thursday that the group is well aware of published reports that indicate some influential advertising agency people believe the rating controversy will "blow over."

"The subcommittee is very alert to the ill-advised commentary of some of the raters and agencies . . . and is cognizant of some of the distortions of the raters," said Representative John E. Moss (D-Calif.). "If the agencies think for one moment that we can permit the type of audience measurement which has taken place [to continue], then they underestimate the sense of responsibility of the Congress," he continued.

Asked whether the subcommittee intended to propose legislation on ratings, Representative Moss said, "The consensus of the subcommittee, without a single exception, is that something definite must be done. . . . We are willing to hear from the industry itself [see page 28], but in absence of constructive



MAL KLEIN, Vice President and General Manager KHJ-TV, Los Angeles, California.

Why KHJ-TV bought Volumes 1, 2, 3, 4 & 5 of Seven Arts' "Films of the 50's"

Says Mal Klein:

"We bought these features because, their bigness makes them equal or superior to any network Specials that could ever be offered! In other words, if a blue chip national advertiser such as P & G, Colgate or Revlon went to a network and said, 'Don't worry about the budget. We want the most important spectacular you can possibly produce . . . with the biggest writer and director, largest cast, full color, the works — they couldn't possibly create a special to match the bigness of Warner Bros. 'Mr. Roberts', 'Auntie Mame' or 'Sayonara' or 20th Century-Fox's 'The Man In The Gray Flannel Suit', 'The Revolt of Mamie Stover' or 'No Way Out.'

"With the acquisition of such films as these, KHJ-TV has, in effect, added to its production staff: Joshua Logan, Billy Wilder, Mervyn LeRoy, Elia Kazan and a dozen other of the best producers and directors in the business. In addition, such top writers as Budd Schulberg, Ernest Hemingway, George Abbott, Ben Hecht . . . and such stars as . . . Rosalind Russell, Doris Day, Kirk Douglas, William Holden, James Stewart, Marlon Brando . . . and many, many others too numerous to list.

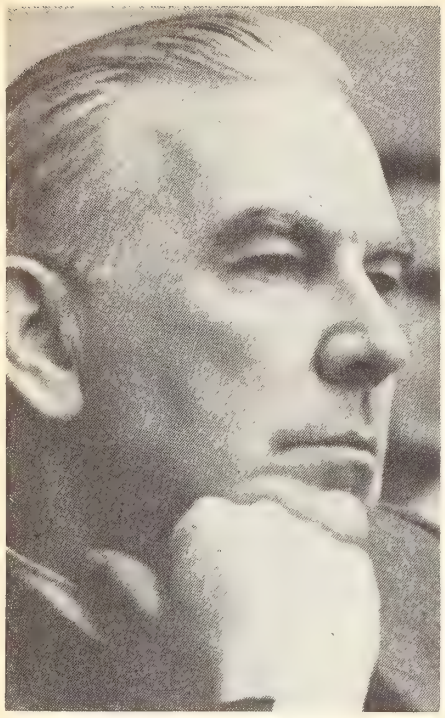
"Volumes 1 and 2 launched our campaign to be the #1 independent in Los Angeles. The campaign was successful. The acquisition of Volumes 3, 4 and 5 assures us of a continuation of this success."

SEVEN ARTS ASSOCIATED CORP.

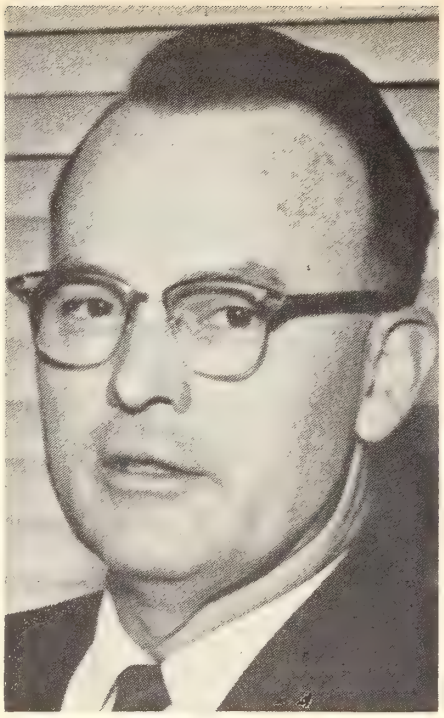
A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

NEW YORK: 200 Park Avenue	972-7777
CHICAGO: 4630 Estes, Lincolnwood, Ill.	ORchard 4-5105
DALLAS: 5641 Charleston Drive	ADams 9-2855
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif.	STate 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West	EMpire 4-7193

For list of TV stations programming Seven Arts' "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)



Representative Springer



Representative Moss

proposals, the committee must take steps of its own."

A Republican Speaks ▪ In a speech on ratings prepared for delivery Friday (May 3) to the convention of the Illinois Broadcasters Association in Springfield (see page 86), Representative William L. Springer (R-Ill.) said he would prefer an approach whereby "the industry—with a continuing and extremely close scrutiny by broadcasters and advertisers—could take the necessary action to police itself."

"The question of the reliability of broadcast ratings, I believe, is a matter of concern for the Federal Trade Commission," Representative Springer said. "And, putting it mildly, perhaps the FTC has not done all that it might have done to assure the accuracy of those ratings." But ratings reliability also "is a matter of prime concern for the advertisers who must ultimately foot the bill—and whose very existence, perhaps depends on the intelligent use of reliable figures," he said.

Recalling press reports in which Mr. Nielsen said the subcommittee was unfair and failed to provide his firm an opportunity to rebut testimony of three former field men (BROADCASTING, April 8), the congressman said the subcommittee is unaware of any request to testify on the subject.

A "clean bill of health" which Mr. Nielsen has implied was given his firm two years ago by three experienced statisticians hired by the subcommittee actually was a report "prepared by the statisticians' spending one day in the offices of each of the rating services being investigated [in 1960-61]—taking at face value any and all information offered by the service—and then projecting that information to get the 'accurate and reliable' label referred to by Mr. Nielsen," Representative Springer said.

"In all fairness to the industry," he said, "I must say that three companies —American Research Bureau, the C. E. Hooper Co. and Albert E. Sindlinger Co.—while their results may or may not have been good, were given a clean bill of health as far as their honesty was concerned."

The congressman also said he does not think Nielsen Audimeters "are placed in typical homes with typical viewing and/or viewing habits."

Florida Rating Proposal ▪ Another development last week showed interest at the state level in regulating the ratings problem.

Broadcaster-State Senator C. W. Mapoles has introduced a bill in the Florida legislature which would require radio and TV audience measurement firms to be licensed by the state. The measure, Senate Bill 568, has been referred to the Veteran's Affairs and Judiciary Committee.

The bill would put survey firms under the regulation of the secretary of state and require them to post $1,000 bond and pay an annual $500 license fee to do business in Florida. Senator Mapoles, owner of WEBY Milton, Fla., also would require ratings firms to notify the secretary of state and all stations to be measured 30 days in advance of field work. Violation of provisions of the bill calls for a fine up to $1,000, 60 days imprisonment, or both.

Rating companies would be required to keep detailed records of their operations in Florida, including dates, areas, methods used, names of interviewers and amounts paid to employes. The bill permits any station challenging a rating, upon paying a $100 fee, to have a spot check made to determine whether any misrepresentation or fraud occurred in the survey being questioned.

The bill exempts from licensing stations, networks and associations who conduct their own surveys, providing not more than $300 is spent for this purpose over any given six-month period. The exempted groups would, however, be required to maintain detailed records of their own surveys for inspection by the secretary of state.

The Florida Association of Broadcasters has not taken a position on the Mapoles bill.

Babbitt buys time on 3 radio networks

B. T. Babbitt Inc., on behalf of three of its household products—Bab-O Cleanser, Cameo Copper Cleaner, and Hep Oven Cleaner—has purchased radio campaigns this spring on ABC, Mutual and NBC.

One campaign—on Mutual—began April 24 with 11 announcements each week for a 32-week period. The other campaigns begin May 27 with 156 time announcements in 26 weeks on NBC Radio and 130 announcements in 26 weeks on ABC Radio. The agency is Geyer, Morey, Ballard Inc.

Michael Cerra, Babbitt's manager of marketing services, said that the company is using radio "because it will enable us to achieve both wide reach and message frequency. Our campaign can also be directed to the housewife effectively and economically, particularly during the morning hours." He estimates that the three-network buy "will deliver nearly 13 million home impressions weekly."

Writers association announces key awards

Winners of the Advertising Writers Association's annual Gold and Silver Key copywriting competition have been announced in New York. Jerry Gerber of Young & Rubicam, New York, won a Gold Key for his TV commercial for Goodyear snow tires. Silver Key Awards for television went to Bob Levenson of Doyle Dane Bernbach (Volkswagen) and John Flagg of Benton & Bowles (Gravy Train dog food).

Peter Nord of Hicks & Greist won the Gold Key for radio writing, with his commercial for La Rosa Marinara Sauce. No Silver Key was awarded in the radio category.

yawn

Yawns usually follow dawns. But too often in broadcasting yawns come with dragging programs, lagging interests, nagging commercials, and sagging ideas. Our stations retain the conviction (bred of success) that good broadcasting is not spawned on yawns but carefully nurtured with programming that is sound, exciting, responsible. People watch. People listen. People know.

POST · NEWSWEEK STATIONS

A DIVISION OF THE WASHINGTON POST COMPANY

WTOP-TV, WASHINGTON, D.C.
WJXT, JACKSONVILLE, FLORIDA
WTOP RADIO, WASHINGTON, D.C.

Success of radio commercial is in its sound

SEVEN ADMEN DESCRIBE THEIR CAMPAIGNS TO AD CLUB

Members of the Los Angeles Ad Club got audio proof at last Tuesday's (April 30)) meeting of why seven advertising men consider their respective radio campaigns successful. The commercials advertise food products, automobiles, a fertilizer, a water softener, and appliances. All supported the speech of Robert W. Light, president of the Southern California Broadcasters Association, that radio can "present things exactly as you want them."

Jingles are featured in four spots and humor is used in the other three. All have a common denominator; salient sales points are blended with entertainment.

▪ Fred Heaton, vice president, Pacific Cracker Co., reported a strong, consistent growth of Patty Cake cookies and said, "the credit clearly belongs to radio." Copy featured a catchy jingle. Agency: Compton Advertising, Los Angeles.

▪ Ed O'Neill of McCann-Erickson, Los Angeles, said that after a year of humorous radio commercials based on names like "Gordon Baker" for the head baker and "Rush Loaf" for a driver, a survey showed consumer consciousness of Gordon bread had increased 46% and salesmen said the buyers could play back the latest commercials word for word. The campaign is continuing after three years.

▪ Philip Peoples, advertising manager, Gaffers & Sattler Division of Utility Appliance Corp., said that the radio campaign, employing a fast-patter jingle sung as a duet by "Mr. Gaffers" and "Mr. Sattler," had given "positive results" and was "a vital part of our advertising." Agency: Charles Bowes Advertising, Los Angeles.

▪ Ken Edwards, advertising manager of Culligan Inc., said that the comedy, "Oh, Culligan man," radio spots had found such favor with the dealers handling the water softeners throughout the country that they have made radio their favorite advertising medium (replacing newspapers), both in terms of numbers of dealers using the medium and in the total amount of money expended. Agency: Alex T. Franz Inc., Chicago.

▪ Donald E. Jones, vice president, MacManus, John & Adams, Los Angeles, said that the saturation radio campaigns used for the Los Angeles Pontiac Dealers Association have been so successful that much more radio has been used nationally for Pontiac. The commercial played was the "Wide Track Town" jingle.

▪ Bob Humphreys, executive vice president, Grey Advertising, Los Angeles, credited a radio campaign with a 26% increase in the sale of Johnston's frozen pies in Southern California last fall, when radio was the only consumer advertising used, and said that after this local success the radio campaign was being extended into other markets. The commercial, with a background of regal trumpets, salutes "The Queen," the housewife listener, and urges her to serve her family king-size Johnston pies and "watch your loyal subjects bow and scrape—their plates."

▪ Byron Reynolds Jr., sales manager, Bandini Fertilizer Co., said that from its first use of radio in 1954, his company had come to depend almost entirely on this medium for its consumer advertising. Amusing commercials (the one played satirized a sing-along session) have played a major part in making Bandini a top-selling fertilizer in Southern California. Agency: Davis, Johnson, Mogul & Colombatto, Los Angeles.

In his introductory remarks, with illustrative sound effects, Mr. Light showed how we live in a world of sounds, happy sounds, sad sounds, alarming sounds, sounds which alone can arouse emotions and evoke reactions as surely as Dr. Pavlov's bell did for his hungry dogs. When Mr. Light reproduced the sound of a sizzling steak, he said he could see his audience swallowing as if savoring a tasty mouthful, even though they had just finished lunch. "And," he commented, "such is the magic of sound, that each of you had your steak exactly as you prefer—rare, medium or well-done. That's the rare beauty of radio; it can present things exactly as you want them."



The Devil on radio

Ray Goulding (l) and Bob Elliott (r) find the Devil an amusing fellow. The trio will be heard on 1,095 spots a week over 54 radio stations in 20 cities from today (May 6) through Labor Day for Wm. Underwood Co., Watertown, Mass., whose red devil is the oldest food trademark in use. The current flight marks the first time Underwood has attempted to project the devil's voice. Underwood Deviled Ham will be dramatized as quick, inexpensive summertime fare. Portraying the devil with Bob and Ray is actor-photographer Carey Sutlive. Underwood's agency is Kenyon & Eckhardt, Boston.

ANA SPRING MEETING

Several television sessions are on the bill-of-fare

Television topics dot the program released last week for the spring meeting of the Association of National Advertisers which will be held in New York on May 20 and 21.

The afternoon of May 20, for example, will be devoted to a session on communications, presided over by John B. Hunter Jr., director of advertising at the B. F. Goodrich Co. On this part of the program:

"The Future of Television—Its Problems and Opportunities" discussed from the advertiser's view by John W. Burgard, vice president-director of advertising, Brown & Williamson Tobacco Corp., and chairman of ANA's broadcast committee, and from the broadcaster's view by Donald McGannon, president of Westinghouse Broadcasting Co., and chairman of the research committee, National Association of Broadcasters.

The ANA program, which will be held at the Waldorf Astoria, is made up of morning and afternoon sessions on both days. Also on the program is a pre-meeting feature May 20 of a special screening of selected foreign television commercials, and a run-through early May 21 of final candidates for awards in the American TV Commercials Festival.

The May 20 morning session is "The Economic and Advertising Perspective." On the schedule: a presentation by *Fortune* editors on the rate and pattern of U. S. economic growth; a talk on consumer and industrial buying motives by Richard H. Holton, assistant secretary of commerce; a speech on marketing efficiency by Dr. Clarence Walton, associate dean of Columbia University's Graduate School of Business, and a luncheon address by John K. Hodnette, executive vice president of Westinghouse Electric Corp.

Communications Is Topic ▪ Others on the afternoon session on communications: Thomas Dillon, general manager, BBDO, will talk on how adver-



Well, how would you feel if you'd just won the Peabody Award?

Great.

That's how we felt at any rate. Partly because we're human. But mostly because we're convinced that radio programs can and should stimulate—even illuminate—as they entertain. And "Adventures in Good Music"—the show that won the award—is a good example of this philosophy.

The program features all sorts of fine music—presented and discussed with the very special intelligence of WJR Fine Arts Director and distinguished pianist Karl Haas.

Our mailbox tells us how our listeners feel about this and other WJR programs. But winning the support of the Peabody Board, as well—that is *indeed* gratifying!

WJR
760 KC 50,000 WATTS
DETROIT

WJR salutes Michigan during Michigan Week, May 19—25

Art Directors Club announces annual awards

A sharp and visual attack on look-alike advertising was delivered by George Gribbin, chairman of the board at Young & Rubicam, in an address last week before the Art Directors Club of New York.

His remarks, cutting at sameness in advertising for such mass products as cigarettes, automobiles, beverages and facial soaps, were followed by the annual presentation of the club's advertising awards.

Mr. Gribbin based his visual presentation on "cliché" advertising in magazines but said the same fault could be found with TV commercials, noting that a TV commercial demonstration would prove that "the commonplace doesn't become unusual just because it moves."

He said that many advertisements, including commercials, could be freshened "if the creative team took into consideration what other advertisers, in other industries, were doing —and if they made a conscious attempt to develop a distinctive product identity."

Voice In Media ▪ Mr. Gribbin, in tracing the greater role of the art director in the agency and publication fields, said that today's art director "often has a voice in media selection, frequently comes up with the best headline, and occasionally does more client contact than anyone in the product group except the account man himself."

Emphasized by Mr. Gribbin was the search for and discovery of a difference in advertising. He said, there "is so much advertising today that it requires truly brilliant work if your advertisement is to have the impact it should have."

In the competition, Doyle Dane Bernbach and Campbell-Ewald each won a medal award for commercials entered in the TV category. Both DDB and Campbell-Ewald won awards of distinctive merit.

Papert, Koenig and Lois won three distinctive merit awards. The medal awards were DDB's commercial for the Cracker Jack Co., and C-E for its Chevrolet commercial (see pictures).

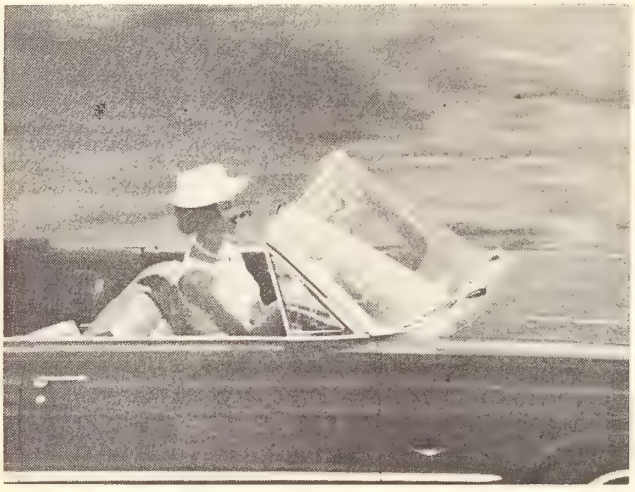
Louis Dorfsman, art director at CBS-TV, won a medal award for a network advertisement entered in the newspaper ad category (black and white).

The full list of TV winners follows.

Medal Winners

Art directors: Lee Savage, Jack Schnerk; writer: Jack Goodford; designer: Jo Ann Mitchell; producer: C. Mano; production company: Elektra Productions Inc.; photographer: Jack Schnerk; agency: Campbell-Ewald Co.; client: General Motors—Chevrolet Division.

Art director: Bob Gage; writer: Judy Protas; producer: Ernie Hartman; production



Campbell-Ewald's Chevrolet commercial



Doyle Dane Bernbach's Cracker Jack winner

tisers and agencies make more effective use of "communications forces"; a discussion of media's "dual" responsibility to the audience and the advertiser by Max Banzhaf, director of advertising, promotion and public relations, Armstrong Cork Co., and a two-man look at advertising's role in shaping the U. S. image abroad by Stanley Plesent, general counsel of the U. S. Information Agency, and Sanford Marlowe, USIA's director of the office of private cooperation.

The May 21 morning session over which Thomas B. McCabe Jr., Scott Paper Co.'s vice president of marketing, will preside, will have six speakers viewing ways toward marketing efficiency and effectiveness. They are Dr. Peter Drucker, professor of management at New York University and a consultant; Dr. Carl Rush, senior vice president of Ted Bates & Co.; Paul E. J. Gerhold, vice president at Foote, Cone & Belding; Gilbert H. Weil, ANA's general counsel; Dr. James L. Hayes, dean of Duquesne University's School of Business Administration, and at lunch, Demarquis D. Wyatt, director of programs at the National Aeronautics and Space Administration. Dr. Gerhold will speak of the audience size for TV commercials.

In the afternoon session, with Kenneth R. Baumbusch, American Home Products, presiding, the following speakers are scheduled in a discussion of advertising's creative resources:

Edwin E. Ebel, vice president, advertising, General Foods Corp.; Alfred J. Seaman, president of Sullivan, Stauffer, Colwell & Bayles; David C. Stewart, president of Kenyon & Eckhardt, and Harry McMahan, TV consultant.

Business briefly . . .

Milani Foods, Los Angeles, will start a five-to-six-month, $400,000 radio campaign in eight major markets this week for its line of dressings. The campaign, through Riedl & Freede, Clifton, N. J., will cover stations in San Francisco, Los Angeles, Atlanta, Washington, Chicago, New York, Philadelphia and Boston. Supplementary markets include Fresno, Modesto, Sacramento, Stockton, Bakersfield and San Diego, all in California.

Gulf Oil Corp. will sponsor two one-hour NBC-TV specials next fall, one

company: Rose-Magwood Productions Inc.; photographer: Ernie Caparas; agency: Doyle Dane Bernbach Inc.; client: Cracker Jack Company.

Distinctive merit awards

Art director: Jack Delaney; writer: Dick Kiernan; designer/producer: Jack Delaney; production company: On Film; photographer: Bert Spielvogel; agency: Kenyon & Eckhardt; client: Buitoni.

Art director: Len Sirowitz; writer: Ron Rosenfeld; producer: Dick Feldman; production company: V P I; photographer: Arne Zucksdorf; agency: Doyle Dane Bernbach; client: Crown Zellerbach Corporation.

Art director: Art Koch; writer: William Muyskens; designers: Fred Mogubgub, Irene Trivas; producers: Art Koch, William Muyskens; photographers: David Vine, Fred Mogubgub; production company: Ferro, Mogubgub, Schwartz; agency: J. Walter Thompson; client: Ford Motor Co.—Ford Division.

Art directors: Blair Collett, Hisashi Nakamoto; writer/producer: James C. Nelson Jr.; production company: Davidson Films; photographer: Don Duga; agency: Hoefer, Dietrich & Brown; client: Harrah's.

Art director: George Lois; writer: Monty Ghertler; producer: Herb Gompertz; production company: Elliot Unger & Elliot; agency: Papert, Koenig and Lois; client: Pharmacraft.

Art director/writer: Steve Frankfurt; designer: Paul Kim; producer: Chet Novich; production company: Paul Kim & Lew Gifford Productions Inc.; photographer: Antifilm Studio (animation); agency: Young & Rubicam; client: Personal Products Corp.

Art director: George Lois; writer: Fred Papert; producer: Ed Murphy; production company: D&R Productions Inc.; agency: Papert, Koenig and Lois; client: Upjohn.

Art director: Sam Scali; writer: Mike Chappell; producer: Ed Murphy; production company: Elliot Unger & Elliot; agency: Papert, Koenig and Lois; client: Xerox Corporation.

Art directors: John Hubley, Faith Elliott; designer: William Littlejohn; producer: John Hubley; production company: Storyboard Inc.; photographer: Jack Buehre; client: WNDT(TV) New York.

Art director/writer: Don Miller; producer: Dick Willis; production company: Alexander Film Company; photographer: Roger Monteran; music: Walter Scharf; agency: Campbell-Ewald; client: General Motors—Chevrolet Div.

dealing with education, and the other with the training of a quarterback of the New York Giants football team. *An Experiment in Excellence* will be televised Thursday, Sept. 19 (10-11 p.m. EDT). *The Making of a Pro* is scheduled for Sunday, Dec. 15 (10-11 p.m. EST). Gulf's agency is Young & Rubicam, New York.

American Dairy Association, Chicago, will sponsor *The Pat Boone Show,* starting July 1 on CBS Radio. The show will be broadcast Monday-Friday, 7:35-7:40 p.m. EDT. Compton Advertising, Chicago, is American Dairy's agency.

Hunt Foods and Industries Inc. and **The Quaker Oats Co.** will sponsor *My Three Sons* on ABC-TV next season, Thursday, 8:30-9 p.m. [CLOSED CIR-

COMPARE FOR

ADVERTISING ACCURACY

Imagine — in one handy book, listed and cross-indexed for reference — 16,000 Companies with their 65,000 Executives listed by title, their Advertising Agencies, all subdivided into 47 product classifications, 19,000 Brand Names!

To have the Standard Advertising Register ready to use is a "must" for all Sales and Advertising Executives. Just drop us a line on your letterhead and we'll do the rest.



The Register Contains

- The Advertiser and Address
- Products with Trade Names
- Corporate Executives
- Advertising Manager
- Sales Manager
- Printing Buyer
- Advertising Agency Handling Account
- Account Executives
- Advertising Budgets
- Character, Extent of Distribution

The Agency List

The authoritative basic source of information about the 3600 U.S. and Canadian advertising agencies with data on their recognition, personnel, and over 45,000 clients. Issued three times yearly — the AGENCY LIST is part of STANDARD'S complete service or may be purchased separately.



FREE

Write for colored illustrated booklet giving full information about the STANDARD ADVERTISING REGISTER and Supplementary Services.

NATIONAL REGISTER PUBLISHING CO., INC.

147 West 42nd St., New York 36, N. Y.

333 No. Michigan Ave., Chicago 1, Ill.

2700 West 3rd St., Los Angeles 57, Calif.

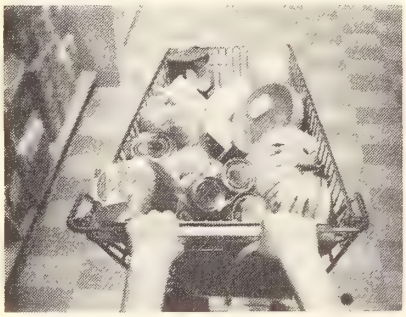
COMMERCIAL PREVIEW: Stancraft greeting cards

An interrupted trip through a supermarket by Mrs. Housewife is the format for a 60-second TV commercial which will launch a test market campaign for a new Stancraft greeting card dispenser.

The ad, developed for Stancraft by Smith Henderson & Berey, New York, will be used on four stations in Columbus, Ohio and Minneapolis-St. Paul beginning May 8.

Viewers of the commercial see the supermarket through the eyes of Mrs. Housewife and hear her soliloquize on her errands and surroundings. From lamb stew her thoughts turn to the automatic greeting card dispenser. Curiosity aroused, she examines it, selects a card for a sick friend and inserts a coin. She presses buttons corresponding to figure and letter next to the chosen card. And what does she get? Her card naturally; it's not a juke box. And then back to lamb stew.

Stancraft is a division of Standard Packaging Corp.



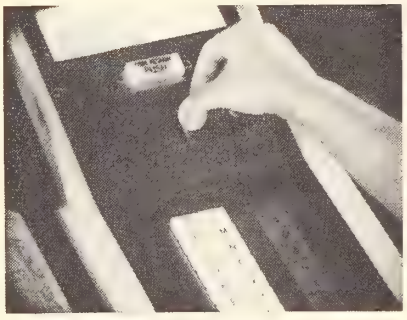
Lamb stew for tonight . . .



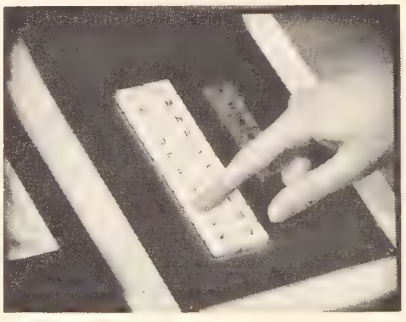
Here's something new . . .



Here's one. Now what? . . .



Oh, put in the coin . . .



Push the button . . .



Back to the lamb stew.

CUIT, April 8]. Agencies are J. Walter Thompson for Hunt Foods and Young & Rubicam for Quaker Oats. Don Fedderson Productions produces the series in Hollywood. The program will return for its fourth season on the networks.

Rep appointments . . .

▪ WKAB Denver and WBNB-AM-TV St. Thomas, Virgin Islands: Spot Time Sales Inc., New York, as national representative.

▪ WTHM Lapeer, Mich.: D-O Sales Service, New York, as national representative.

▪ WNMP Chicago: Herbert E. Groskin & Co., New York, as national representative.

▪ WVNJ Newark, N. J., and WAVI Dayton, Ohio: The Bolling Co., New York, as national representative.

▪ WPON Pontiac, Mich.: Mid-West Time Sales, Kansas City, Mo., as regional representative.

Coleman forms rep firm for good music FM

Roger Coleman, formerly vice president and general manager of the QXR Network, has formed his own representative firm. The new company will represent good music FM stations and provide custom programing prepared for advertisers.

Mr. Coleman, who joined QXR Network in early 1962, was previously director of FM for WABC-FM New York (1960-62), and sales manager of the Concert Network (1958-60).

Roger Coleman Inc. is at 21 West 58th Street, New York. Telephone is Plaza 5-1621.

Agency appointments...

▪ Grove Laboratories Inc., St. Louis, has appointed Doherty, Clifford, Steers & Shenfield Inc., New York, as agency for a new test product. DCSS also handles five other Grove products.

▪ Borden Chemical Co. has appointed Fuller & Smith & Ross Inc., for Mystik Tape consumer and industrial products. The consumer account will be handled in FSR's New York office; the industrial in the Chicago office. Billing is about $300,000.

▪ Penny Pak Inc., Danville, Ill., marketer of aerosol household products, beauty aids and men's shaving products, to M. M. Fisher Associates, Chicago. Firm is introducing new 14-ounce package of its products which will retail for less than $1 and will test market with TV spots in selected markets.

McLendon to make UA spots

United Artists Corp., New York, and Gordon McLendon, president, McLendon Stations, Dallas, have signed an agreement for the production of specially designed radio spots for the film company's major motion picture releases.

The radio spots will be created and produced by the McLendon staff working closely with the advertising department of United Artists, Fred Goldberg,

HEY YOUNG & RUBICAM!

Want to know why WABC Radio became a leader in New York radio?

Ask this dentist from the Bronx.



While you're at it, ask a busy housewife from Manhattan.

Ask a mailman from Brooklyn.

Ask a young secretary from Staten Island.

Ask almost anybody from anywhere.

You name them...we reach them. We know what they like. We offer it to them. That's why they listen.

All four of the leading research organizations document this. So does WABC's audience response and sponsor acceptance.

If it's your job to reach and sell people—all kinds of people—the right kind of people—come to WABC RADIO.

It's the station that became a leader in New York radio in just two short years.

Now tell us, Young & Rubicam, isn't that worth shouting about?

NEW YORK'S FIRST STATION
WABC RADIO 77

AN ABC OWNED RADIO STATION
770 KC 50,000 WATTS CLEAR-CHANNEL, NON-DIRECTIONAL

vice president, UA, said.

"Dr. No" and "The Caretakers" will be the first UA films to use the McLendon spots.

The McLendon stations are KLIF-AM-FM Dallas; KILT and KOST (FM) Houston; KTSA San Antonio, Tex.; KABL Oakland-San Francisco; WYSL-AM-FM Buffalo, and WYNR Chicago.

Is there too much emphasis on big markets?

National and regional advertisers too often fail to take advantage of valuable marketing data that local radio stations can provide, Keystone Broadcasting System has reported on basis of survey it conducted among its affiliates.

Results of the survey made these major points: too much emphasis is placed on listenership surveys of large-city stations and not enough attention is paid to actual market and sales figures stations can supply; advertisers frequently do not have accurate picture of competitive media in a given area (how effective are newspapers in reaching buyers? What kind of sales response TV advertising prompts?); advertisers often choose radio outlets incompatible with product or service they sell.

Station managers also suggested that advertisers recognize the cumulative effects of their radio commercials. Advertisers should utilize day-in, day-out schedules to intensify product identification and listener interest, the respondents stated.

Spot TV getting half of Bonomo test budget

Bonomo Manufacturing Co., New York, which is introducing a new line of cosmetics in a test campaign this summer, will put half of its $1 million test budget into spot television, according to a company spokesman.

Bonomo, which now manufactures hardware, housewares, furniture, toys and other products, is introducing Adoree Informative Cosmetics with a three-month test scheduled to begin in June. Commercials will be seen in six markets around the country. Station orders have not yet been placed.

If the test is successful, the company will begin a $7 million national campaign in September or October. Results of the test drive will determine TV's share in the increased billing.

Accurate Advertising, New York, is the agency.

M-E gets Suave account

Helene Curtis Industries Inc., Chicago, announced the appointment of McCann-Erickson, Chicago, for its Suave line of shampoo and hair dressings. Billing is estimated at $2 million, of which approximately $600,000 is in spot TV.

The account has been at J. Walter Thompson Co., Chicago. An official of Curtis said its association with Thompson was terminated "regretfully" because of the "strong possibility" in the future of a competitive product situation. The addition of the Suave product line raises the Helene Curtis billing at McCann to about $7 million.

'Lee Marvin Show' sold to 2d regional sponsor

A second regional buy on *The Lee Marvin Show* was announced last week by M. J. Rifkin, executive vice president in charge of sales for United Artists Television, who disclosed the first-run series has been purchased by the Lincoln Life Insurance Co., Louisville, in Oklahoma City, Louisville and Lexington, Ky. The agency is Fred R. Becker Advertising, Louisville.

The initial regional sponsor, Savannah Sugar Refining Co. has added Charleston, S. C., to its original lineup of seven markets (BROADCASTING, April 15). Latest station sales, he said, were to WTAR-TV Norfolk, Va.; KOGO-TV San Diego; WJXT (TV) Jacksonville, Fla.; KELP-TV El Paso, Tex.; KOTV (TV) Tulsa, Okla.; KTBS-TV Shreveport, La., and WNDU-TV South Bend-Elkhart, Ind. The series is sold in a total of 78 markets.

FINANCIAL REPORTS

Reeves first quarter better than all '62

TV HOLDINGS GET CREDIT FOR MUCH OF THE GAIN

Reeves Broadcasting & Development Corp., owner of three television stations, reported last week that earnings for the first quarter of 1963 exceeded the corporation's net profits for the entire 1962 calendar year.

Attributing the rise in profits to "increased revenues in the broadcasting and studio division," Reeves President J. Drayton Hastie said that the corporation earnings for the quarter ending March 31 totaled $82,739 as compared with a profit of $72,451 for all of 1962. First quarter earnings in 1962 were $14,952.

Earnings in the 3 months were 6 cents a share, compared to 1 cent a share for the first quarter of 1962, and 5 cents a share for all of 1962.

Sales for the first quarter of this year totaled $1,297,559, an increase of 15% over the $1,126,481 in sales for the first quarter last year.

Sales Go Up ▪ The television stations, with an average of 20% boost in sales, contributed an increased percentage to the company's 1962 gross revenue.

Overall the company had a net income after taxes of $72,451 (5 cents a share) on total income of $4,719,016. This compared with net income of $15,283 (1 cent a share) on a gross of $4,340,240 in 1961.

Income from TV broadcasting, sound and video recording, film developing etc. amounted to $4,022,787 in 1962, 83% of total revenues. In 1961 these activities resulted in revenues of $3,177,319.

The annual stockholders meeting is scheduled for Thursday (May 9) in New York. Hazard E. Reeves, chairman, owns directly or beneficially 41.9% of the outstanding common stock. Mr. Hastie owns 72,801 shares out of 1,408,893 shares outstanding, and received $34,996 as salary in 1962. Chester L. Stewart, vice president, received $35,000.

Reeves company owns WUSN-TV Charleston, S.C.; KBAK-TV Bakersfield, Calif., and WHTN-TV Huntington, W. Va. It also owns sound and video recording studios in New York and real estate in Wilmington, N.C. and Charleston, S.C.

New name for Reeves

Reeves Industries Inc. is the new name of Reeves Soundcraft Inc. Stockholders voted to change the name at the annual meeting last week. Hazard E. Reeves, president of the company, said the new name reflects the changing character of the company, which is no longer just a magnetic tape producer. One of the new products in the company's diversification, Mr. Reeves announced, is an office photo-copying machine which is due to be placed on the market in the third quarter of this year.

Filmways reports profit

A net profit of $58,036 for the first six months of the 1963 fiscal year, ended Feb. 28, has been reported by Filmways

HEY DANCER-FITZGERALD-SAMPLE!

Want to know why WABC is a leader in New York radio?

Ask this housewife from Manhattan.



While you're at it ask a beautician from Mount Vernon.

Ask a writer from Darien.

Ask a salesman from Newark.

Ask almost anybody from anywhere.

You name them...we reach them. We know what they like. We offer it to them. That's why they listen.

All four of the leading research organizations document this. So does WABC's audience response and sponsor acceptance.

If it's your job to reach and sell people—all kinds of people—the right kind of people—come to WABC RADIO.

It's the station that became a leader in New York radio in just two short years.

Now tell us, Dancer-Fitzgerald-Sample, isn't that worth shouting about?

AN ABC OWNED RADIO STATION
770 KC 50,000 WATTS CLEAR-CHANNEL, NON-DIRECTIONAL

NEW YORK'S FIRST STATION
WABC
RADIO 77

Inc., New York. This compares to a loss of $54,155 for the similar period in 1962. Revenues for the 1963 half year were $5,195,896; in the first six months of the 1962 period they were $4,775,158. Working capital has been increased by almost $100,000 to over $1 million.

Filmways produces series for television (*Beverly Hillbillies, Mr. Ed,* etc.), and feature films for theatrical exhibition.

Four Star net drops in current half

Substantial write-offs depressed the first half net income of Four Star Television to $187,117 (31 cents a share) on a gross income of $11,776,321 for the 26 weeks ended Dec. 29, 1962. In the first half of the previous fiscal year, net income was $367,471 (60 cents a share) on a gross of $9,939,751.

The write-offs, being taken in equal parts in each of the two halves of the current fiscal year, apply to costs incurred in the development of a number of properties and pilot films over the last few years, as well as higher amortization costs. Operating, selling and administrative expenses in the first half of the year also reflect large charges.

The company has received a tax-free payment of $500,000 from a company-held insurance policy on the life of the late Dick Powell, founder and first chairman of Four Star Television. This will apply to the second half of the current fiscal year.

Tele-Broadcasters shows loss in '62

Tele-Broadcasters Inc. suffered a net loss of $192,962 on net broadcast revenues of $987,094 for the year 1962, according to its annual report. This compares with a net loss of $117,049 on net revenues of $988,074 for the same period in 1961.

In addition Tele-Broadcasters has reserved $107,650 as a reserve for loss based on notes from Thermoil Corp. now in bankruptcy. Tele-Broadcasters sold its manufacturing subsidiary, Tele-Communications Corp., to Thermoil Corp. last year and received notes as well as mortgages on the equipment.

Last January Tele-Broadcasters arranged to sell WPOP Hartford, Conn., to Joseph C. Amaturo and group for $665,000. This is still pending FCC approval. Mr. Amaturo owns WIRE Indianapolis and is half owner of WFTL Fort Lauderdale, Fla. Other Tele-Broadcasters stations: KUDL Kansas City; KALI Los Angeles, and KOFY and KUFY (FM) San Mateo-San Francisco. Earlier this month Tele-Broadcasters received a grant for ch. 9 in El Centro, Calif. (BROADCASTING, April 15).

Cowles' stations ahead of last year

Business volume of stations owned by Cowles Magazine and Broadcasting, Inc., New York, during the first half of 1963, is "running well ahead" of volume in the like period a year ago, Gardner Cowles, president, told stockholders at the company's annual meeting last Thursday (May 2). (CMBI owns KRNT-AM-TV Des Moines, Iowa and WREC-AM-TV Memphis, Tenn. and publishes *Look* and *Family Circle* magazines, *Insider's Newletter,* the *Gainesville* (Fla.) *Daily Sun,* the *San Juan* (P.R.) *Star* and books and encyclopedias).

Mr. Cowles said that earnings of the parent company during the first six months of the year will be lower than in the same period last year. He attributed the lower earnings to a decline in advertising of *Look* magazine, largtest unit of the company.

Although Mr. Cowles said it was too early to estimate earnings for 1963, he pointed out that advertising revenue of *Look* will be up in the third quarter and prospects for the magazine's volume in the fourth quarter are "encouraging."

Hoyt B. Wooten, founder of WREC-AM-TV, was elected to the board of directors of CMBI at the meeting (CLOSED CIRCUIT, April 29). The FCC approved sale of WREC-AM-TV to CMBI on April 23 (BROADCASTING, April 29).

Mr. Wooten will also become chairman of the board of directors of Cowles Broadcasting Service Inc. Charles Brakefield and Jack Michael, both with WREC-AM-TV and sons-in-law of Mr. Wooten, were elected vice presidents and directors of Cowles Broadcasting Service. Mr. Brakefield was named general manager while Mr. Michael will be director of programing (CLOSED CIRCUIT, April 29).

CMBI declared a dividend of 10 cents a share on its common stock to holders of record as of the close of business on May 31. The dividend is payable June 15. Payment of the regular semi-annual dividend on its preferred stock covering the period Jan. 1, through June 30 was also authorized by the board.

Oak Manufacturing has drop in net income

Consolidated net income of Oak Manufacturing Co., Crystal Lake, Ill. (manufacturer of VHF and UHF tuners and other products) for the first quarter of 1963 ended March 31 was $240,685 (35 cents a share) on net sales of $9,345,333. This compares with net income for the same period last year of $276,013 (42 cents a share) on net sales of $7,415,802.

E. A. Carter, president of the company, said he foresaw the possibility of a slack period in TV set sales during the "transition period" prior to April 30, 1964 when all channel receivers must be produced.

Oak previously had reported a net income of $907,031 ($1.32 a share) on net sales of $30,591,623 for the year 1962. This compares to a net of $557,662 (85 cents a share) on sales of $23,017,077 in 1961.

In this report the company said that UHF tuners made in Japan by the firm's subsidiary, Noble-Oak Ltd., should be in volume production by the third quarter of this year. UHF tuners are also made at the company's Elkhorn, Wis., plant.

Plough's net up

Plough Inc. net earnings after taxes for the first quarter of 1963 were over 10% better than for the same period last year, Abe Plough, president of the Memphis pharmaceutical company (which owns five radio stations), reported at the annual stockholders meeting. Earnings were $900,000 (33 cents a share) on sales of $12,850,000. This compares with the 1962 first quarter earnings of $810,000 (30 cents a share) on sales of $12 million.

Plough Stations are WMPS-AM-FM Memphis, WJJD-AM-FM Chicago, WCOP-AM-FM Boston, WCAO-AM-FM Baltimore and WPLO-AM-FM Atlanta.

Wometco's earnings up 16.8% in first quarter

First 1963 quarter earnings and net income for Wometco Enterprises reached new records with earnings after taxes for period ended March 25 up 16.8% to $524,647 (36 cents a share) on gross of $5,035,824. Last year's 12-week period had earnings of $449,088 (31 cents a share) on revenues totaling $4,436,441.

Wometco owns WTVJ (TV) Miami; KVOS-TV Bellingham, Wash.; WLOS-AM-FM-TV Asheville, N. C., and 47.5% of WFGA-TV Jacksonville, Fla. It also owns and operates chain of theaters in Florida, Miami Seaquarium, engages in vending operations in Florida and Caribbean area, and holds soft drink franchises in Caribbean.

Dynamics Corp.'s profit drops

Dynamics Corp. of America has reported 1963 first quarter earnings on common shares of 24 cents as compared to 25 cents a share for the first three months of 1962. Income for the three-month period was $17,476,958 which compares to $18,254,593 in the same period last year. The company

HEY CAMPBELL-EWALD!

Want to know why WABC Radio jumped from 9th place to a solid leader?

Ask this mailman from Brooklyn.



While you're at it, ask a little old lady from the Bronx.

Ask a professional from Westchester.

Ask a young secretary from Staten Island.

Ask almost anybody from anywhere.

You name them...we reach them. We know what they like. We offer it to them. That's why they listen.

All four of the leading research organizations document this. So does WABC's audience response and sponsor acceptance.

If it's your job to reach and sell people—all kinds of people—the right kind of people—come to WABC RADIO.

It's the station that became a leader in New York radio in just two short years.

Now tell us, Campbell-Ewald, isn't that worth shouting about?

AN ABC OWNED RADIO STATION
770 KC 50,000 WATTS CLEAR-CHANNEL, NON-DIRECTIONAL

NEW YORK'S FIRST STATION
WABC
RADIO 77

reported a backlog of orders worth $25 million as of April 1.

Net profits for the first quarter this year were $824,099, a drop of $38,527 from last year's figure.

C-C 3 month net falls

Crowell-Collier Publishing Co. had a net income of $162,639 (5 cents a share) on sales and revenues of $21,-810,066 in the three months ended March 31. This compares with net income of $226,869 (7 cents a share) on $16,989,671 for the comparable period in 1962.

C-C owns KFWB Los Angeles, KEWB Oakland-San Francisco and KDWB Minneapolis-St. Paul.

Polaris Corp. registers stock offering with SEC

Polaris Corp., Milwaukee diversified company which owns radio and TV stations, has registered with the Securities & Exchange Commission an offering of 90,122 shares to be sold at an estimated $17 a share to stockholders on the basis of one new share for every seven held.

Expected to be realized is over $1.5 million which will be used as working capital, including the reduction of short-term bank indebtedness.

In 1962, Polaris had an operating income of $11.6 million, of which $1.3 million came from broadcasting. Its net income after federal and state taxes amounted to $666,990 (83 cents a share). Principal owners of the group are headed by Eliot G. Fitch of the Marine Bank, Milwaukee. Ferris Traylor and family own about 20%.

Polaris owns or controls WTVW (TV) Evansville, Ind., KXGO-TV Fargo, KNOX-TV Grand Forks and KCND-TV Pembina, all North Dakota; KXOA-AM-TV Sacramento, Calif., and WKYW Louisville, Ky. It has applications pending FCC approval for the purchase of KOME Tulsa, Okla., WTAM-TV (CP) Louisville, Ky., and KJAX Santa Rosa, Calif. The company also owns the Klau-Van Pietersen-Dunlop advertising agency in Milwaukee and is engaged in real estate development.

EQUIPMENT & ENGINEERING

Telstar II to be placed into higher orbit

AT&T USING NEW TRANSISTORS TO KEEP SPHERE ALIVE

Telstar II, a virtual twin of the first AT&T space communications satellite, is scheduled to be launched tomorrow (May 7) from Cape Canaveral, and may be used to bring the 1964 Olympic Games in Tokyo to the United States via television.

Because Telstar I suffers from radiation sickness—it was launched July 10, 1962, failed for the first time Feb. 21 and has functioned off and on since then—the new satellite will use "evacuated" transistors to prevent ionization of the gasses in the transistors caused by high radiation from the Van Allen belt. To overcome radiation hazards Telstar II also will be placed in a higher orbit—from 575 miles to 6,560 miles—in comparison with Telstar I (592 miles to 3,531 miles).

The satellite will be used for experimental communications between AT&T's Andover, Me., ground station, and those in England, France and Italy and, in part, in Brazil. Two satellite communications ground stations are under construction in Japan; one of them is due to be in operation by October.

As before, AT&T will pay about $3 million to the National Aeronautics & Space Administration for the launching. A 90-foot Delta rocket will be used.

Telstar II will not only join its sister, Telstar I, in space, but also Relay, manufactured by RCA for NASA and launched in December 1962. Last February NASA also launched Syncom, the stationary satellite built for the government by Hughes Aircraft which failed to achieve its exact 22,300-mile-high orbit or to operate on command.

Other news of advanced technology last week: A commercial system of satellite operation should begin in 1967 and might show a slight profit sometime between 1969 and 1971. Leo D. Welch, chairman of the Communications Satellite Corp., made these predictions to a House space committee.

Both Mr. Welch and Joseph V. Charyk, president of Comsat, were sharply questioned by committeemen about government space communications efforts benefitting the "private" company. They responded by urging that NASA be permitted to continue research in space communications in the interest of the U. S. space effort, even if Comsat benefits.

Research on underground radio communications was described by scientists at the annual meeting of the U. S. National Committee of the International Scientific Radio Union, meeting in Washington. Radio waves can be sent underground, it was pointed out. The work is being underwritten by the Defense Department which is eager to interconnect its underground missile sites and command posts with secret, jamproof, secure communications links.

January, February set sales and production

Television sales and production moved forward for the first two months of 1963 compared with the same period last year, but radio sales and production fell behind.

Figures for TV and radio distributor sales and production for January-February of this year, as reported by the Electronic Industries Association:

DISTRIBUTOR SALES

Period	Television Totals	Television (With UHF)	Radio Totals	Radio (With FM)
January-February 1963	1,039,820	.....	1,069,384	.....
January-February 1962	987,111	.....	1,260,762	.....
PRODUCTION				
January-February 1963	1,042,346	(121,745)	2,619,159	(163,185)
January-February 1962	1,030,363	(86,324)	2,815,427	(156,223)

Philco gets color TV patent after 13 years

Philco Corp. announced last week that it had been granted a patent which applies to equipment used for transmitting and receiving color television signals—and the implications are that transmitting and receiver manufacturers are going to have to get a license from the Ford Motor Co. subsidiary.

The patent (No. 3,087,011) was granted two weeks ago. It follows a long drawn out interference proceeding which began after the filing of the patent application in 1950. The basic conflict was settled earlier this year when RCA and Philco came to an agreement on a settlement of long-standing litigation over patents, including color TV whereby RCA paid Philco $9 million for non-exclusive rights to use Philco patents (BROADCASTING, Jan. 7).

This agreement, it's understood, covers only RCA-manufactured equipment. Other manufacturers are expecting to hear from Philco, although at the mo-



Sacramento, California, capital city of the nation's number one state in population and home of . . .

KXOA

KXOA, under new ownership of Producers Incorporated (R. E. Shively, Executive Vice President; John Bayliss, Vice President and General Station Manager) appoints . . .

BLAIR RADIO
as its exclusive national representative and adds its selling power to the Blair Group Plan, America's most influential group of radio stations.

ment they have not.

For the last 30-odd years, manufacturers were able to take out a single license from a single source, RCA. RCA either had patents in critical fields, or secured the rights to sublicense from others. The color TV area may mark the first departure from this arrangement in the broadcast manufacturing field; where transmitting and set makers may also be required to take out a license from Philco as well as RCA.

The patent covers apparatus which processes color information from the television camera to the circuit in the receiver which extracts the color information from the signal for picture reproduction. It was invented by Wilson P. Boothroyd, former manager of electronic engineering for Philco, and Edgar M. Creamer Jr., manager of Philco's advanced development electronic engineering laboratory. Both assigned their rights to Philco.

With the patent issuance, Philco will begin manufacturing a complete line of color receivers soon, it was announced.

$225,000 USIA contract

Continental Electronics Manufacturing Corp. of Dallas, a division of Ling-Temco-Vought Inc., has been awarded a $225,000 contract by the U. S. Information Agency to provide six 50 kw single-sideband transmitters for the Voice of America at its Delano and Dixon, both California, and Bethany, Ohio, stations, the agency announced last week.

11 video tape recorders being replaced by ABC

Eleven RCA transistorized television tape recorders, with built-in capability for color program operation, have been ordered by ABC. The order brings ABC's total purchases to 25 such units valued at more than $2 million, the RCA broadcast and communication products division announced.

The new recorders, the industry's first to use an all solid-state design, will replace older, tube-type equipment in ABC-TV's television center in New York. It was ABC-TV which last fall bought the first two such recorders from RCA for its news programing in Washington.

Since that time, the recorder has been manufactured on a volume basis.

GOVERNMENT

Philco tries to open NBC's closet

IT REVIVES QUIZ REVELATIONS IN ATTEMPT TO GET NBC'S CH. 3

NBC officials were taken on a walk down a memory lane peopled with the ghosts of the quiz-show era last week, as the FCC hearing involving the network's fight with Philco Corp. for channel 3 Philadelphia resumed.

Robert Sarnoff, NBC board chairman, and Robert E. Kintner, president, testifying in support of the network's application for renewal of WRCV-TV, cited the strength network ownership gives the station and the local autonomy it enjoys.

But Henry Weaver, counsel for Philco in its application for a new station on the channel that WRCV-TV now occupies, spent a considerable amount of his cross-examination dredging up such quiz-show era names as Charles Van Doren, *Twenty-One* and *Tic-Tac-Dough*.

With the complex hearing turning to the comparative issues in the case, Philco was attempting to demonstrate that the network was not as alert as it should have been to the possibility that something was amiss with the quiz shows it was airing.

In his cross-examination of Messrs. Sarnoff and Kintner and Raymond Welpott, executive vice president of NBC's owned-and-operated stations and general manager of WRCV-AM-TV, Mr. Weaver also attempted to bring out that the network is more interested in the Philadelphia TV station's earnings than in the local programing it's providing.

NBC, which is under a Justice Department consent decree to divest itself of the Philadelphia properties by June 30, 1964, is seeking renewal of the stations preparatory to swapping them for RKO General Corp.'s Boston stations, WNAC-AM-TV and WRKO (FM).

Quiz-Show Quiz ▪ Mr. Weaver introduced the quiz-show issue in his questioning of Mr. Sarnoff and continued it with Mr. Kintner. Both said they weren't aware that any of the shows were rigged until the New York grand jury began investigating charges of fixed shows in 1958.

Yet, Mr. Weaver said, "there was a mass of information available to NBC executives early enough for them to have taken action" before the grand jury inquiry. He introduced a number of newspaper and magazine articles published in late 1956 and early 1957 alleging that quiz shows weren't as pure as they were being represented.

And Mr. Kintner, restating the position NBC has taken previously, said he was convinced of Charles Van Doren's honesty until the fall of 1959, when the former quiz-show idol balked at testifying at the House Legislative Oversight Subcommittee hearing on quiz shows.

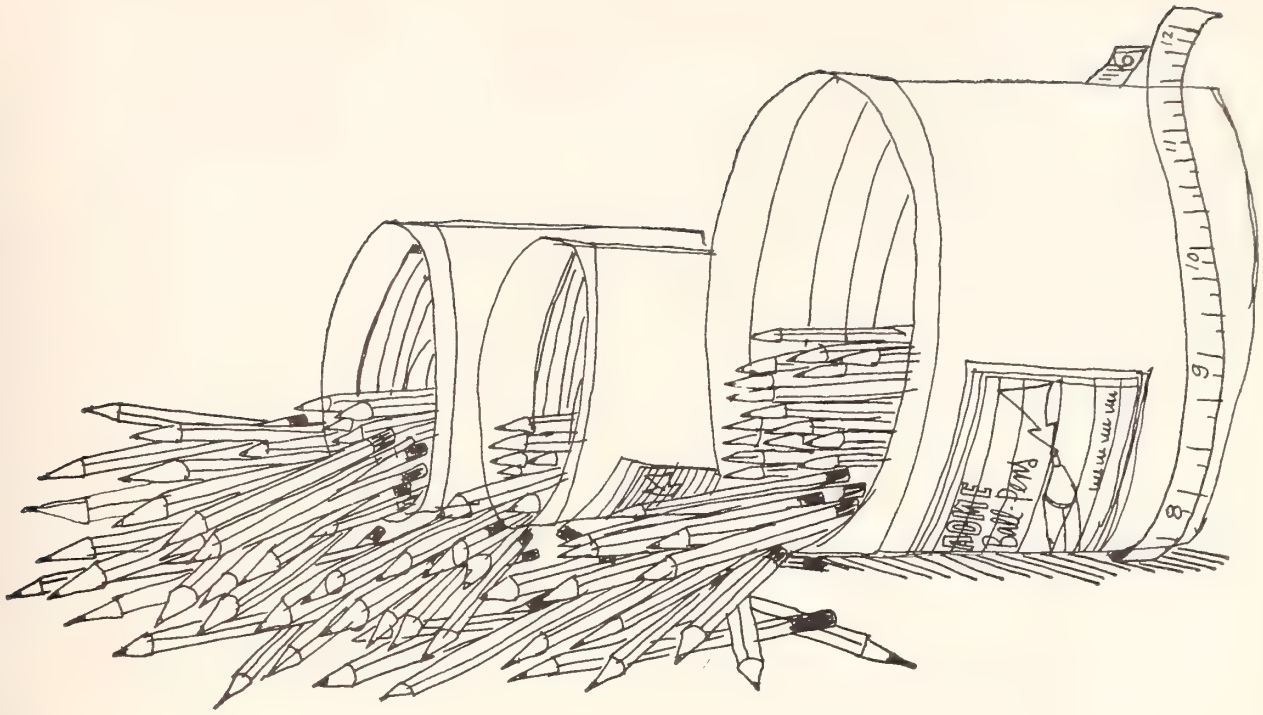
Mr. Van Doren, who had risen to fame as a contestant on *Twenty-One*, was under contract to the network at the time. He was suspended after he finally appeared before the subcommittee and confessed to his participation



Mr. Sarnoff



Mr. Welpott



puzzle:

Does Circular Reasoning Pay?*

"I think," reported executive secretary Betty Leslie to Dick Stakes, Assistant Treasurer and Controller, "that I have scored a tremendous buying coup."
"Great," said Dick, "what was it?"
"You know those ballpoint pens we buy in bulk for the Accounting Department? They used to come in a cardboard tube that was 12 inches around. I ordered some more this morning and the salesman told me they package them in six-inch round tubes now instead, but I could have two of the six-inch tubes for $5.00, the same thing I used to pay for one 12-inch. I told him it was more trouble to store and open two tubes than one, so he came down to $4.00 for the two of them. Wasn't that clever of me?"
"It was clever of somebody," said Dick. "I think you've been taken."
Had she or hadn't she, why and by how much? Tell us and win a good ballpoint pen.

**Straight reasoning will lead you to the audience-pleasing spot carriers scattered through our daily programing of comedy, drama, entertainment and information for the whole family. Why not send your product along for the ride? Harrington, Righter & Parsons, Inc. will supply times, rates, availabilities.*

Address answers to Puzzle #80, WMAL-TV, Washington 8, D. C.
Puzzle adaptation courtesy Dover Publications, New York 14, N. Y.

wmal-tv abc

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Represented by: HARRINGTON, RIGHTER & PARSONS, Inc.
Affiliated with WMAL and WMAL-FM, Washington, D. C.; WSVA-TV and WSVA, Harrisonburg, Va.

WNBQ is the State and Madison crossroads of Chicago television—the electronic mirror in which Chicago sees all aspects of itself reflected, accurately and vividly.

Many local issues have been illuminated on WNBQ's *City Desk*—where prominent Chicagoans face right-to-the-point interrogation by Channel 5 newsmen.

Len O'Connor spotlights the local political and social scene, with meaningful critiques. Chicagoland's brightest teenagers match knowledge on *It's Academic.* The city's young creative talent is displayed in the rich setting of *Artists' Showcase.* A documentary on race relations on *Dateline: Chicago* examined the city's conscience. And a preview of the Versailles exhibit reflected Chicago's pride in its famed Art Institute.

as much a part of Chicago as the Loop



For 15 years, WNBQ has been the busiest screen in town, interpreting Chicago with objectivity, candor, and pride. Like the *Loop*, WNBQ is a center of Chicago life. This kind of community-station link—joined with the wide ranging NBC Network programming of diversified entertainment and information—is distinctive to the programming of all NBC Owned Stations.

NBC

WNBQ, CHICAGO
KNBC, LOS ANGELES
WRC-TV, WASHINGTON
WNBC-TV, NEW YORK
WRCV-TV, PHILADELPHIA

NBC Owned. Represented by NBC Spot Sales.

in rigged shows.

Barry and Enright ▪ Mr. Weaver also revived memories of Jack Barry and Daniel Enright, and of their shows *Twenty-One* and *Tic-Tac Dough,* which NBC purchased for $2 million in 1957, and of contestants Herbert Stempel and James Snodgrass, whose charges about fixed quiz shows helped signal the end of the big-money game-shows.

Mr. Weaver also attempted to establish that NBC, after the disclosures by the Oversight Subcommittee, made "a deliberate attempt to obscure the real significance of the quiz rigging by using NBC as a medium." He cited statements in 1960 by Jack Paar and Dave Garroway on their shows, *The Jack Paar Show* and *Today,* expressing sorrow for Mr. Van Doren.

But Chief Hearing Examiner James Cunningham, who is presiding, sustained an objection from NBC attorney Irving Segal when the questioning turned to Mr. Paar's comment.

"There must be bounds" to the questioning, Mr. Cunningham said. "Jack Paar . . . has made thousands of pronouncements," he added dryly.

Station Relations ▪ In discussing NBC's relationship with its owned-and-operated stations, Messrs. Sarnoff and Kintner were in more congenial territory. Mr. Sarnoff cited the "balanced program service" available to the stations.

And Mr. Kintner, who disclosed an encylopedic knowledge of NBC programing, said the network in 1961-62 produced 482 special news, entertainment and religious programs.

He also spread on the record the scope of the NBC News Department, 800 full and part-time employes, 14 overseas news bureaus and four in the U. S., and expenditures this year of $30 million.

Mr. Weaver, however, who drew from that network officials the concession that NBC shows were available to affiliates as well as owned-and-operated stations, went into the question of local autonomy in detail with the witnesses. Mr. Kintner said the stations were expected to reflect the tastes and interests of their communities.

Local Pre-emptions ▪ But the NBC officials said local managers could preempt network shows for local offerings only after getting clearance from the president of the network. The only exception was in the case of fast-breaking news stories or other emergencies where, as Mr. Sarnoff put it, "time is of the essence."

Mr. Kintner said WRCV-TV has preempted network shows for emergency and "pre-planned" specials on several occasions, both before and after May 1960, when Philco filed its competing application for channel 3.

Throughout their cross-examination by Mr. Weaver, the NBC executives denied implications into questions that the station had upgraded its programing proposals, in an amendment filed to its renewal application in 1961, as a result of the Philco application.

Mr. Welpott said the amendment was merely to reflect changes that had been made in the schedule. He also said that 15 local live series of half-hour or longer programs were carried by the station as of October 1962, the cut-off date for exhibits. Of these, he said, seven were on the air before the Philco application was filed, and four others were in preparation.

Mr. Weaver was also interested in the liaison between the O&O stations and top network officials. Mr. Welpott, who became executive vice president of the O&O stations in August 1962, said he had "often talked" to his predecessor in that job, P. A. Sugg, about the station's programing, but had never submitted a written report on it.

Financial Reports ▪ In answer to another question, he said the station submits weekly reports on its sales figures and a profit-and-loss statement monthly.

At the resumption of the hearing last Monday, NBC won an important point when Examiner Cunningham ruled against Philco's request to exclude all of the network's programing exhibits dealing with the two-year period beginning October 1960, two months after the station's license expired.

The examiner, citing a ruling by the FCC on a similar question in a case involving WBAL Baltimore, said he wouldn't want to deny the commission the opportunity of considering recent WRCV-TV programing. "It would be harsh and unreasonable to do that," he said.

Another issue still to be resolved involves NBC's request to introduce affidavits from 30 civic and community leaders in the Philadelphia area who support WRCV-TV's bid for a license renewal. Mr. Weaver, however, has objected on the ground the affidavits go "far beyond" the proper limits for such exhibits. Unless an agreement on the matter is reached, Mr. Segal says he will present the 30 persons involved as witnesses.

One scheduled witness who won't testify is Elmer Engstrom, president of NBC's parent corporation, RCA. The opposing counsel agreed to enter his testimony for the record without requiring his appearance.

NAB seeks delay

The National Association of Broadcasters last week asked the FCC to extend from May 18 to July 1 the filing deadline for comments on the commission's controversial proposed rulemaking on the broadcast of horse race information (BROADCASTING, April 15).

The NAB's request for more time to comment on the proposal, which has provoked loud howls of protest from both horse racing fans and promoters (BROADCASTING, April 29), said that "we support the basic objectives of the proposal. . . ." but asked for additional time on the ground that "substantial questions of both a legal and public interest nature . . ." were raised by the proposed rulemaking.

$1 million fair figure, Essex tells L.A. court

Harold Essex, president of Triangle Broadcasting Corp. and general manager of Triangle station WSJS-TV Winston-Salem, N. C., told the Los Angeles Superior Court last week that in his opinion $1 million would be a fair evaluation of the price that WSJS-TV, if free of debt, would have brought if the station had been put on the market April 30, 1956.

Mr. Essex is also vice president of Piedmont Publishing Co., publisher of the *Winston-Salem Journal* and *Twin City Sentinel* (WSJS-AM-FM Winston-Salem) and general manager of the radio stations. He was testifying in a hearing to determine the value of the goodwill of WSJS-TV on April 30, 1956, date on which Piedmont Publishing exercised its option to buy the one-third interest in Triangle formerly held by Mary Pickford and her husband, Charles (Buddy) Rogers (BROADCASTING, April 29).

Mr. Essex, week's principal witness, took the stand Tuesday morning after Miss Pickford's counsel had completed his cross-examination of John Alden Grimes. Mr. Grimes, an appraiser called by Piedmont, had put a $1.1 million price tag on the station as of the option date. On Thursday afternoon the Piedmont counsel began questioning their third witness, W. K. Hoyt, former president-publisher of Piedmont, now retired.

Lower tax on UHF sets?

A proposal to encourage sales of all-channel television sets by reducing excise taxes was introduced in the U.S. House of Representatives last week. Offered Wednesday (May 1) by Representative Harold R. Collier (R-Ill.), H.R. 5988 would provide that the 10% tax on TV sets be reduced to 5% in the case of all-channel receivers.



Reach 'em with a SPOT OF TAE

(the "big movie" station in Pittsburgh)

Dyed-in-the-wool movie fans have one choice on Pittsburgh television. TAE. Because TAE has the choice movie library! Oh yes, we're also the only channel with a nightly 11:15 movie. And the only local channel to originate movies in color.

Current and choice: Million Dollar Movie (every night); Million Dollar Matinee (weekday afternoons); Pittsburgh Movie Special (Saturday nights at 7); Shirley Temple Theater (Saturday mornings); Family Movie Album (Sunday afternoons).

Take TAE and see

WTAE CHANNEL 4

Basic ABC in Pittsburgh

THE KATZ AGENCY

Non-broadcasters play 'follow the leader'

ASK NEXT FCC MEMBER BE FROM THEIR RANKS

Non-broadcast users of the radio spectrum, taking a leaf from the broadcasters' book, have begun to bombard President Kennedy to appoint someone to the FCC who has knowledge of the communications radio services.

On March 28, the Committee on Manufacturers Radio Use, affiliated with the National Association of Manufacturers, asked the President to consider "the urgent need for active planning to meet the dynamic growth requirements of all the non-broadcast radio services . . ." in his next appointment to the FCC.

On May 2, this plea was seconded by the Land Mobile Communications Section of the Electronic Industries Association, also in a letter to the White House.

More appeals are on their way, it is understood.

The non-broadcast groups were spurred to this move by the action of a half dozen state broadcast associations which in recent meetings have passed resolutions asking the President to appoint a broadcaster to the commission. The activity of both the broadcasters and the business communications users stems from reports, never denied, that FCC Chairman Newton N. Minow is resigning (BROADCASTING, Feb. 11).

Last year, the EIA group, acting independently, petitioned the FCC for UHF channels 14 and 15 for the mobile radio business service (BROADCASTING, Oct. 1, 1962). The FCC received comments on these proposals last December but has not yet acted.

Mobile radio users include business firms, taxicab companies, industrial corporations, and a host of other special users who find radio an aid in relaying orders and instructions, and in the manufacturing and transportation field.

What is lacking in the commission, according to Jeremiah Courtney, counsel for the manufacturers group, is some "active and progressive planning for the requirements of the non-broadcast radio service."

He added:

"The NAM letter to the President urging presidential consideration of a commission composition that will give 'equal time' and weight to all the publicly important uses of the spectrum, and the EIA support of Mr. Reis's recommendation, are simply forerunners of many other actions that may be expected by industrial, commercial and public safety licensees to gain a better knowledge of their problems and frequency requirements."

Hyde pessimistic about air freedom

The idea that government regulation of broadcasting stems from a premise that "the public owns the airwaves" is completely erroneous, FCC Commissioner Rosel H. Hyde told a seminar of radio broadcasters and community leaders in Los Angeles last week. The true basis for the power Congress has assigned to the FCC is the federal power to regulate interstate commerce, he stated.

In a brief review of the authority given the FCC by the Communications Act and the restrictions the act places upon the commission, Commissioner Hyde emphasized his belief that attempts of the FCC to inject itself into broadcast programing are unwarranted intrusions into the affairs of the broadcasters and are more likely to hurt than to help the quality of programs made available to the general public. General hearings like those held by the FCC in Chicago and Omaha are "not a desirable practice," he declared, commenting that they seem to have no real purpose but are put on "just to stir up the natives."

Public interest, convenience and necessity change with changing times and conditions, Mr. Hyde pointed out, and government direction would be more apt to restrict than to widen the programing offered by the nation's broadcasters. New ideas have difficulties enough in competing with established concepts and the resistance to change as it is, he commented. "We shouldn't be setting guidelines for programing, but encouraging creativity. Competition is better than government regulation to give the public the best service."

Asked whether there is any sign that his views, which he admitted are not those of the majority of the commissioners, may permeate the rest of the FCC, Mr. Hyde replied that he had felt so when he succeeded in getting full license renewals for nearly a third of all the country's TV stations, which had been given temporary licenses while the FCC staff questioned them about local live programing between 6 and 11 p.m. But two weeks later the same sort of question came up again in New England and this time he failed.

"I hope the FCC will see the wisdom of putting faith in the broadcasters and the competitive process," he said, "but, frankly, I'm not making much progress."

WAME charges Pulse, Nielsen with fraud

A pair of $250,000 civil suits filed by WAME Miami against the A. C. Nielsen Co., Chicago, and The Pulse Inc., New York, claims the companies misrepresented ratings reports from 1959 through the fall of 1962.

In what is believed to be the first court action attempted by a broadcaster against a broadcast measurement firm since a congressional hearing on ratings began in March, WAME charges the firms could not accurately report the listening habits of 310,000 metropolitan Miami radio homes on the basis of samples purported to be used in their reports.

Claiming misrepresentation and fraud, WAME's complaints seek compensatory damages from each company, plus punitive damages to be set by the court. The complaints were filed in Dade County Circuit Court against Pulse on April 29; against the Nielsen Co. the next day. The firms have up to 20 days after official notification by the Florida secretary of state to file answers or defensive motions.

Irving J. Whitman, a Miami trial lawyer retained by WAME, said in a telephone interview last week that the defendants' replies will determine WAME's next step. The station is prepared for a lengthy trial, and may call as witnesses some of the principals in the congressional ratings investigation (BROADCASTING, Feb. 28, et seq.), he said.

Smoking control bill offered by Udall

Washington concern that smoking may be injurious to health brought forth a bill last week which would place smoking products under the jurisdiction of the Food and Drug Administration.

However, a suggestion to ban the broadcast of liquor and tobacco commercials in daylight and early-evening television time has been shelved for the present.

Representative Morris K. Udall (D-Ariz.), author of both ideas, said he has put off the commercial ban proposal "because my study indicates it

FIRST-RUN MOVIES

Every Saturday Night 11 P.M. on the

"BIG MOVIE OF THE WEEK"

Burt Lancaster, Joan Rice, "HIS MAJESTY O'KEEFE"
Doris Day, John Raitt, Carol Haney, "THE PAJAMA GAME"
Marilyn Monroe, Laurence Olivier, "PRINCE AND THE SHOWGIRL"
Edward G. Robinson, Nina Foch, Hugh Marlowe, Jayne Mansfield, "ILLEGAL"
Andy Griffith, Nick Adams, "NO TIME FOR SERGEANTS"
Randolph Scott, David Brian, "FORT WORTH"
Vincent Price, Frank Lovejoy, Phyllis Kirk, "HOUSE OF WAX"
John Payne, Arleen Whelan, Dennis O'Keefe, "PASSAGE WEST"
Ronald Reagan, Rhonda Fleming, "THE LAST OUTPOST"

EXCLUSIVE IN BALTIMORE! WMAR-TV is the only station programming late movies 6 nights a week! (Mondays through Thursdays, "Channel Two Theatre", 11:20 P.M., Fridays, "Films of the 50's" 11:20 P.M.)



No Wonder— In Maryland Most People Watch

WMAR-TV

Channel 2 — Sunpapers Television — Baltimore 3, Md.
Represented Nationally by THE KATZ AGENCY, INC.

23 congressmen in broadcasting

10 IN SENATE, 13 IN HOUSE HAVE SOME KIND OF TIE-IN

Ten senators and 13 representatives in the 88th Congress have either a direct or family-related interest in U. S. broadcasting stations, according to FCC records.

The congressional list represents the same number of senators and representatives as a similar compilation two years ago (BROADCASTING, April 17, 1961), but some of the names have changed.

Representative Robert Taft Jr. (R-Ohio), a freshman from Cincinnati, returns that broadcasting family name to the Congress for the first time since the death of his father, the late Senator Robert A. Taft (R-Ohio), who died in 1953.

Representative Morris K. Udall (D-Ariz.), whose uncle has an interest in the Gila Broadcasting Co., replaces his brother Stewart, a representative through the 86th Congress and now Secretary of the Interior.

Vice President Lyndon B. Johnson, who as president of the Senate presides at its meetings and may vote to break ties, is not an owner, but his wife is (see related story, page 88).

Missing from the roll is the late Senator Robert S. Kerr (D-Okla.), a major figure in the Kerr-McGee Stations and considered one of the most powerful men in the Senate until his death early this year (BROADCASTING, Jan. 7). No longer listed either is former Representative William W. Scranton (R-Pa.), now governor of his state, who holds an interest in Transcontinent Television Corp.

The others not on the current list either were not returned to Congress or no longer have interests in broadcast properties.

A review of the current roll shows that Democrats outnumber Republicans 15-8. Eleven on the list are from southern states. Missouri leads the states of the union with three; Alabama, North Carolina, Virginia and Wisconsin have two each. Other states: Arizona, California, Georgia, Kentucky, Montana, Nebraska, New Mexico, New York, Ohio, South Carolina, Vermont and Washington.

The congressional list, showing network affiliations where they exist and noting new names with a dagger (†), follows:

Senator Clinton P. Anderson (D-N. M.), Albuquerque — owns 250 (5.5%) of 4,434 shares common voting stock of New Mexico Broadcasting Inc., licensee of KGGM-AM-TV Albuquerque and KVSF Santa Fe, and permittee for a CP for TV in Santa Fe. His son, Sherbourne Y., has 107 (2.4%) shares and Mrs. Nancy Anderson Roberts, his daughter, has 102 (2.3%).

KGGM-AM-TV, KVSF: all CBS.

Senator Roman L. Hruska (R-Neb.), Omaha—his brother, Victor, of Ponte Vedra Beach, Fla., is a trustee of WJCT (TV) Jacksonville, Fla., an educational station.

Senator Olin D. Johnston (D-S. C.), Spartanburg—his wife, Gladys, owns 25% of WFGN Gaffney, S. C.

WFGN: Keystone.

Senator B. Everett Jordan (D-N. C.), Saxapaha—owns 36 (8%) of 473 shares of WBBB-AM-FM Burlington, N. C. His wife, Mrs. B. E. Jordan, owns 34 (4%) of 750 shares of WHKY-AM-FM Hickory, N. C.

WBBB: MBS, Keystone; WHKY: ABC.

Senator Warren G. Magnuson (D-Wash.), Seattle—chairman of the Senate Commerce Committee, he owns 8,389 (3%) of 256,897 shares of common stock in Queen City Broadcasting Co., owner and licensee of KIRO-AM-FM-TV Seattle. The senator recently sold 2,000 of his shares and at the same time granted authority to vote his remaining interest to Saul Haas, president-general manager and 64% owner (CLOSED CIRCUIT, April 15).

KIRO-AM-FM-TV: CBS.

†**Senator Thruston B. Morton (R-Ky.), Louisville** — his brother-in-law, George W. Norton Jr., owns all 225,000 shares of WAVE Inc., licensee of WAVE-AM-TV Louisville, and parent company of WFRV (TV) Green Bay, Wis., and WFIE-TV Evansville, Ind. The senator is a member of the Commerce Committee.

WAVE-AM-TV, WFRV (TV) and WFIE-TV, all NBC.

Senator Winston L. Prouty (R-Vt.), Newport—his second cousin, John A. Prouty, owns one share of 1,643 in WIKE Newport. The senator is a member of the Commerce Committee.

WIKE: NBC.

Senator A. Willis Robertson (D-Va.), Lexington—his brother, Harold G., is a director but not a stockholder of Shenandoah Life Insurance Co., owner and licensee of WSLS-AM-FM-TV Roanoke, Va.

WSLS-AM-FM-TV: NBC.

Senator John J. Sparkman (D-Ala.), Huntsville—his wife, Ivo H., is a partner and 49% owner in WAVU-AM-FM Albertville, Ala.

†**Senator Stuart Symington (D-Mo.), St. Louis**—his brother, James H., is

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might be both ineffective and discriminatory." Such legislation would not control advertising in other media, he explained.

LeRoy Collins, president of the National Association of Broadcasters, has said he has not discarded plans to discuss a time ban on such commercials at the association's board meeting in June (Broadcasting, April 29, 22).

Governor Collins has made strong statements opposing TV advertising which influences the young by giving undue glamour to smoking.

The lawmakers' major concern with tobacco product advertising is "the increasing tempo of advertising in all media designed to lure young people into the use of cigarettes," as Representative Udall put it.

A Public Health Service study of smoking and health has been in progress since last summer.

Meanwhile, Senator Maurine B. Neuberger (D-Ore.), prime mover in the smoking-health controversy, revealed last week that she has completed writing a book on the subject which includes a "Model Smoking Control Act."

While she maintains that the federal government has all the statuatory authority it needs to "mount an effective program of smoking control," the senator says the model act is needed to "prohibit the distribution of free cigarette samples to minors, restrict the permissible tar and nicotine yields from cigarettes and provide a moderate rise in cigarette taxes to finance programs of smoking education (including television advertising) and research."

Several Senate supporters of Senator Neuberger's position are ready to co-sponsor legislation along the lines of Representative Udall's bill, it was learned last week.

Moss charges denied by Tobacco Institute

George V. Allen, president of The Tobacco Institute Inc., last week offered a rebuttal to allegations by Senator Frank E. Moss (D-Utah) that much cigarette advertising, which the

president of WAGE Leesburg, Va. Mrs. James H. is joint tenant; she and her husband own 42 (68%) of 62 shares in Radio WAGE Inc.

WAGE: MBS.

†**Representative James F. Battin (R-Mont.), Billings**—owns 5% of KURL Billings.

Representative Thomas B. Curtis (R-Mo.), Webster Groves—is trustee, but not a stockholder, of WDCR Hanover, N. H., a commercial station licensed to Dartmouth College.

Representative John W. Davis (D-Ga.), Summerville—is a director but not a stockholder of WGTA Summerville.

Representative L. H. Fountain (D-N. C.), Tarboro—is secretary-treasurer of WCPS-AM-FM Tarboro, of which he owns 86 (28.6%) of 300 shares. His brothers, V. E. and R. M., own 107 (35.7%) shares each and are president and vice president respectively.

Representative Porter Hardy Jr. (D-Va.), Churchland—owns 300 (1.4%) of 7,801 shares in WAVY-AM-TV Portsmouth.

Representative Paul C. Jones (D-Mo.), Kennett—he is president and a director of KBOA-AM-FM Kennett, owning 100 (20.4%) of 490 shares of common voting stock. His wife, Ethel, owns 22 (4%) shares and his son, Paul C. Jr., owns 28 (6%) shares.

Representative Eugene J. Keogh (D-N.Y.), Brooklyn—has 12,500 (1%) of 1,189,557 of capital common voting stock in Capital Cities Broadcasting Corp. His wife holds 3,750 shares (0.3%) for their two children. Capital Cities owns WROW-AM-FM Albany, WTEN(TV) Albany-Schenectady-Troy WKBW-AM-TV Buffalo, all New York; WCDC(TV) Adams, Mass.; WTVD(TV) Durham, N. C.; WPRO-AM-FM-TV Providence, R. I.; and WPAT-AM-FM Paterson, N. J.

WROW: CBS.

WTEN(TV): CBS; WKBW-TV: ABC; WCDC(TV): CBS; WTVD(TV): CBS; WPRO-TV: CBS.

†**Representative Melvin R. Laird (R-Wis.), Marshfield**— his cousin, Ben A., is president and a director of WDUZ Green Bay, Wis., of which he owns 85%. Mrs. Ben A. owns WDUX Waupaca, Wis., and KHAK-AM-FM Cedar Rapids, Iowa.

WDUZ: ABC; WDUX: ABC.

†**Representative Alvin E. O'Konski (R-Wis.), Mercer**—is owner and permittee of WAEO-TV Hurley, Wis., for which a CP was granted March 1.

Representative Albert M. Rains (D-Ala.), Gadsden— he is vice president and director of the Rains-Roberts-Carrell stations, three Alabama AM's. The congressman owns 30 (30%) of 100 shares in WEYY Talladega, 45 (30%) of 150 shares in WGAD Gadsden, and 36 (30%) of 120 shares in WGSV Guntersville.

WGAD and WGSV: both ABC

†**Representative James Roosevelt (D-Calif.), Los Angeles**—his brother, John A., is a member of the board of trustees of WGSU-FM Albany, N. Y. P. J., a fifth cousin on the Theodore Roosevelt side of the family, owns 37% of WBRY Waterbury, Conn.

WBRY: CBS.

†**Representative Robert Taft Jr. (R-Ohio), Cincinnati**—he owns 5,111 of 1,578,938 common voting shares of the Taft Broadcasting Co. He is one of two trustees in the estate of David G., who held 76,060 shares. The congressman also is a nephew of Charles P., a director of the company and owner of 76,287 shares. The company owns WKRC-AM-FM-TV Cincinnati, WTVN-AM-FM-TV Columbus, both Ohio; WBRC-AM-FM-TV Birmingham, Ala. and WKYT-TV Lexington, Ky., and is negotiating for the purchase of three Transcontinent Television Corp. stations: WGR-AM-FM-TV Buffalo; WDAF-AM-FM-TV Kansas City, Mo., and WNEP-TV Scranton-Wilkes-Barre, Pa. (BROADCASTING, April 29, 22, 15).

WBRC: MBS; WTVN: ABC; WGR: NBC.

WKRC-TV, WTVN-TV, WKYT-TV, WBRC-TV, WNEP-TV: all ABC; WDAF-TV, WGR-TV: both NBC.

†**Representative Morris K. Udall (D-Ariz.), Tucson**—his uncle, Jesse A., owns 10 (5%) of 200 shares of Gila Broadcasting Co., which is licensee of KGLU Safford, KZOW, KWJB(FM) Globe, KCKY Coolidge and KVNC Winslow, all Arizona. Jesse A. Udall is also chief justice of the Arizona Supreme Court.

KGLU: NBC.

Senate on TV?

The Senate, which permits its committees to allow broadcast coverage, would open its floor debates to similar coverage under the provisions of a resolution to be offered this week by Senator Jacob K. Javits (R-N.Y.).

In a story in the May 11 issue of *TV Guide*, Senator Javits argues that such coverage would reawaken public interest in government and "would speed the often agonizing deliberative process because there would be less need to dramatize issues by extended debate."

The Senate Rules and Administration Committee would determine when broadcast coverage could be allowed.

Earlier this year the House Rules Committee shelved a resolution to open committee meetings to cameras and microphones (CLOSED CIRCUIT, April 1).

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senator claims is directed at youth, represents smoking as glamorous while it is in fact connected to "dread diseases and early deaths" (BROADCASTING, April 29).

In answering Senator Moss's charges, which were contained in a letter sent to presidents of the television networks and tobacco companies, Mr. Allen noted that "the singling out of tobacco as a major factor" in causing lung cancer "is not warranted by existing scientific knowledge." He also cited medical experts who alleged that the rise of the death rate resulting from lung cancer was probably attributable not to the increased frequency of the disease but to finer medical diagnosis, which is detecting the disease with greater accuracy.

Mr. Allen also said that no relationship between smoking and heart disease has been established. Senator Moss's comments on teen-age smoking, Mr. Allen suggested, might well be unfounded, as "we are not aware of any substantial studies on this subject, and have the impression that those that have been done were rather limited in sample size and area, with inconsistent results."

Court upholds FCC's equal time decision

A three-judge federal court in Chicago told a candidate for the Democratic nomination for mayor of Gary, Ind., that there is nothing illegal in the FCC's refusal to order WWCA Gary to give him more time than he has already received (BROADCASTING, April 29, 15).

The court ruled April 29 that the commission's ruling "constituted a valid exercise of the commission's authority." Acting on the briefs of the parties and without argument, it denied the petition for review of the FCC's equal time decision filed by Thomas R. Fadell. Mr. Fadell claimed that he deserved time equal to that of his opponent, Judge A. Martin Katz, who appears four times weekly on WWCA's *Gary County Court of the Air.*

Denied also by the FCC was a second complaint submitted by Mr. Fadell charging unfairness to the station.

ECONOMIC CONTROLS NOT INTENDED

Henry dissents on FCC hearing reaffirmation order

Is the FCC thinking of adopting a birth control policy for AM radio that would extend economic protection to existing stations?

Some communications lawyers read that possibility into a dissent written last week by Commissioner E. William Henry—but Mr. Henry said that wasn't what he meant.

The dissent was written in a case involving an AM application for Riverton, Wyo. In dissenting to a majority decision reaffirming its order for a hearing in the case, Mr. Henry wrote:

"The commission will hopefully soon be able to avoid the difficulties which this case has pointed up by the promulgation of rules which would impose restricted and definite limits on the number of aural broadcast facilities which may be assigned to small markets such as Riverton."

This comment was taken by some to suggest that the FCC—which has been studying the AM station population problem—was considering the imposition of economic criteria in the granting or withholding of licenses. Mr. Henry explained, in answer to questions, that he was referring to the review of AM allocations policy that now is under way. He said he hoped the review would lead to a general tightening of allocations based on area, population and stricter engineering standards.

The FCC staff has prepared a proposed rule revising AM allocations (CLOSED CIRCUIT, April 8), and the commission last week began a series of meetings to consider the proposal.

Last year the National Association of Broadcasters met with the FCC to discuss ways to control the station population explosion—but the NAB argued strenuously against the adoption of economic protection. The association's fear was that if the FCC limited competition on economic grounds, it would eventually wish to regulate the rates and perhaps the profits of stations.

The case in which Mr. Henry dissented last week involves the application of William L. Ross for a class III AM station in Riverton, which has a population of 6,845. KVOW Riverton, the only station in the community, opposed the grant, alleging Mr. Ross lacked the necessary financial qualifications, and the commission subsequently set the application for a hearing on this issue. The commission at one time also proposed to look into the question of whether Riverton could support more than one AM station, but eventually dropped this issue.

Mr. Ross, in a petition for reconsideration of the order, said the commission should either grant his application without a hearing or order KVOW to apply for an early renewal of its license so the two applications could be consolidated in a comparative hearing. In addition, he asked that another AM application in Riverton, submitted by Hugh Jordan Scott, be considered in the consolidated hearing.

In denying Mr. Ross's requests, the commission rejected his contention that it lacked the authority to order the hearing on his application. It also said his view that "a Carroll issue" is involved "is not well taken." This was a reference to a court decision requiring the commission to determine whether a market can support a new station when it appears the resulting competition with an existing outlet would lead to impairment of the service being given the public.

Carroll Issue In Disguise ▪ Commissioner Henry, however, said the commission has injected Carroll issues in the case "in the guise of financial qualification" questions. He said this was inappropriate since no party has claimed substantial injury to the public interest would result from the operation of new stations in Riverton. Both applications should have been granted without a hearing, according to Mr. Henry.

He said both Messrs. Ross and Scott have shown they have the funds necessary to construct and operate their proposed stations. "Yet," he noted, the commission has "further indicated that possible long-term financial problems might arise if multiple standard broadcast stations were licensed in Riverton."

Chorus of ayes greets uniform time bills

In what was called "the first full-fledged congressional hearing on the time problem in 45 years," the Senate Commerce Committee was told by broadcasting networks and the National Association of Broadcasters last week that they support legislative proposals intended to lend uniformity to the nation's widely varying time practices.

The FCC said that with some possible exceptions it could go along with uniform time proposals which "should in fact reduce some of the confusion stemming from the existing patchwork of local daylight saving legislation."

ABC, NBC and the NAB said they supported proposals being considered by the committee. Uniform switchover dates to and from advanced time in April and October are "of utmost importance," the NAB said.

The committee is considering two bills. Both would provide eight time zones (including areas outside the continental U. S.) but vary in regulation and enforcement requirements (BROADCASTING, April 15). The legislation is of concern to communications and transportation industries which have time problems on a national scale.

The committee concluded a two-day hearing on Tuesday (April 30), but faces executive sessions at which it must make a political judgment on what legislation Congress will accept.

The FCC pointed out that the rising and setting of the sun controls the duration of daytime station operations and that "skywave interference is governed by the degree of light or darkness along the transmission path." How time zones are established "is of little concern to the commission," the agency said, but "the end product is of vital importance in connection with standard broadcast licensing, as well as other services."

Daylight saving time operations cost the networks several million dollars, they have estimated (AT DEADLINE, April 29). ABC-TV says equipment costs for its special programing operations run $1 million. CBS-TV and NBC-TV said line charges alone cost each network between $300,000 and $650,000 per season.

Supreme Court hears case of TV confession

The U. S. Supreme Court was told last week that the telecasting of a murder "confession" by a 19-year-old prisoner made impossible a fair jury trial.

Asking the Supreme Court to require a new trial in a different community, the attorney for Wilbert Rideau, convicted in 1961 of bank robbery, abduction and murder, said that an interrogation of the prisoner by the sheriff of Calcasieu Parish, La., during which Rideau acknowledged the crimes was filmed and then broadcast three times over KPLC-TV Lake Charles, La.

Also attacked was the ruling of the trial judge in refusing to dismiss three jurors who admitted seeing the broadcasts, but claimed it would not affect their impartiality.

The Louisiana state attorney contended that the defendant received a fair and impartial trial.

"THE HUEY LONG STORY"

WDSU-TV WINS BMI HISTORY AWARD

A brilliant report of the dramatic events that shaped his life from his earliest political days. A revealing analysis of the impact of the "Kingfish" on state and national political affairs. Conceived, researched and produced entirely by the staff of WDSU-TV.

*Reached rating peak of 36**

(*Public Service Programs can win the public*)

Says Harnett Kane, first biographer of Huey Long, "Remarkable job, a real documentary of our times."

Sallie Farrell, State Librarian, "We were fascinated . . . a valuable addition to the State Library."

W. J. Montgomery, Counsellor, Ridgewood Preparatory School, "Our appreciation for the instructive series."

Paul Hostetler, Director, Department of Theatre and Speech, Tulane University, "A masterful job of writing, film editing and presenting. Deserves national recognition."

Mrs. Charles Keller, Jr., civic leader, "Please accept my grateful thanks . . . masterful reporting . . . most careful and conscientious kind of research."

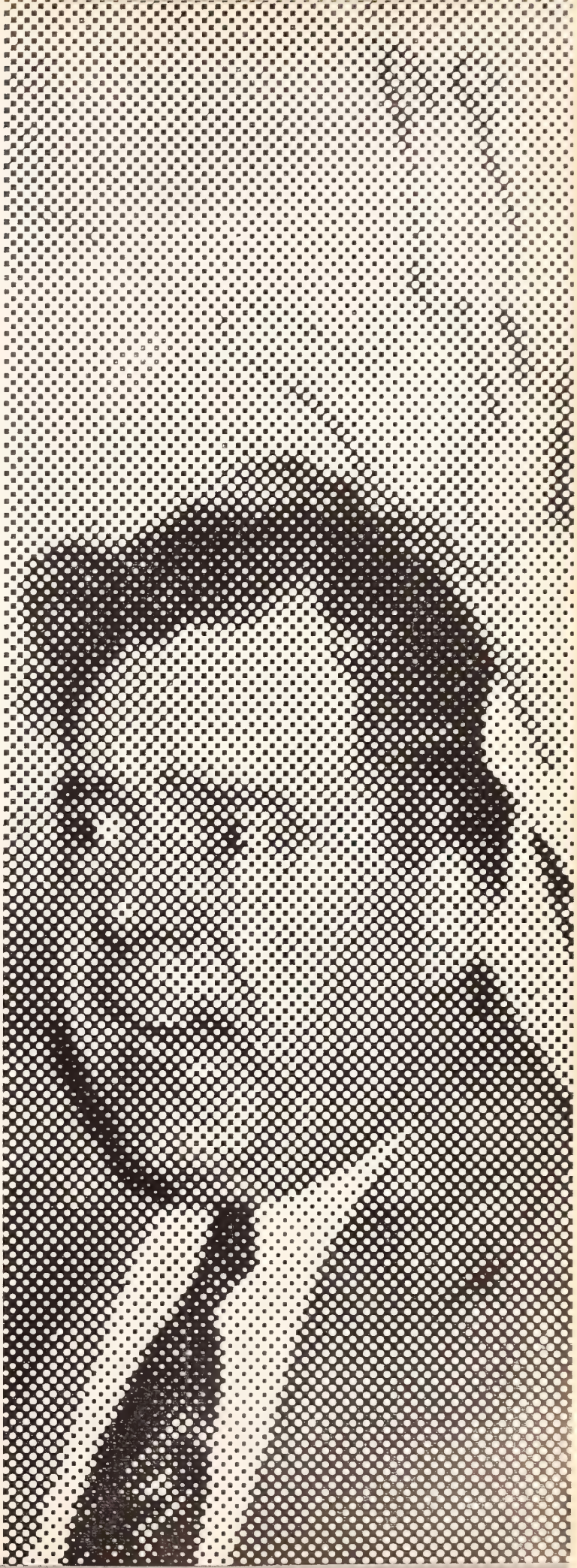
These are but a few of the unprecedented laudatory comments.

WDSU-TV congratulates producer-writer Mel Leavitt, and all other staff members who contributed to this award-winning achievement.

WDSU-TV

CHANNEL 6 NEW ORLEANS

NBC



**Special ARB Coincidental–September, 1962*

Do donors get say in WNDT programing?

FCC INITIATES PROBE OF NBC GIFT TO NEW YORK ETV

The FCC has begun an investigation of all gifts to educational television station WNDT(TV) New York to determine whether any of them were conditioned on the kind of programing the station would carry.

But commission officials last week were doing their best to calm the atmosphere surrounding the investigation, which attracted wide attention in the New York newspapers.

The inquiry was sparked by a *New York Times* story Monday (April 29) on the correspondence between Robert Sarnoff, NBC board chairman, and Dr. Samuel B. Gould, president of the station, in connection with the network's $100,000 gift last month.

In his letter, Mr. Sarnoff said he was "impressed" by the station's programing plans under which "the bulk" of its service would be devoted to direct teaching and the rest to "specialized interests not met by commercial broadcasting."

An FCC "spokesman" was quoted in the *Times's* story Monday as saying the commission viewed with "utmost seriousness" the question of whether the station's programing was the subject of an understanding between WNDT and NBC.

No Strings ▪ The network and Dr. Gould denied that any strings were attached to the grant. NBC said its contribution—which matched one made earlier by CBS—"was for the sole purpose of assisting the station in meeting its immediate financial requirements. It involved no understanding or commitment with regard to the station's programing. Any reference to the contrary is unwarranted and untrue."

And Dr. Gould, speaking at a luncheon of the American Film Festival in New York, said: "It has been implied that we have sold our birthright for a mess of pottage, that we have agreed to dilute our evening cultural programs in exchange for financial support from commercial stations. I have denied this publicly and do so again as forcefully as I know how." He added that he welcomes the "impartial inquiry now underway by the FCC," and he expressed confidence the inquiry "will vindicate us."

Almost as soon as the story first appeared, commission officials were attempting to take some of the sting out of it. John Cushman, administrative assistant to FCC Chairman Newton N. Minow, said the inquiry was being handled in a routine manner. He said the commission had sent the station a "brief letter" requesting "any information" it could furnish regarding the financing of the station.

Another commission official said the idea that NBC was concerned about competition from WNDT seemed "ridiculous." However, he said the contents of the Sarnoff letter required some inquiry by the commission to determine the facts.

Dr. Gould told BROADCASTING he is sending the FCC the information it requested, including copies of all correspondence with donors, and a report on his conversation with Mr. Sarnoff at the time he approached him for a donation.

General Request ▪ In recounting the events leading up to the NBC grant, Dr. Gould said he had asked all three networks to assist the station, which is in serious financial difficulty. After CBS announced its gift of $100,000, he made another appeal to ABC and NBC. A short time later, he said, NBC announced its plans to give $100,000.

Dr. Gould, disturbed by the furor created by the release of his correspondence with Mr. Sarnoff, said his conversation with the network executive was different from talks he has had with other donors only in that they discussed programing. But, he added, "I discussed his programing with him also."

He said he is puzzled by the difference between what he says and what people think he says. "I have maintained the same thread of policy throughout all my statements—that evening programing will be devoted to cultural shows, and others will be more instructional-type programs."

Report completed but investigation continues

The Senate Subcommittee on Juvenile Delinquency may have completed its report of the effects upon children caused by watching television programs which feature sex and violence, but it is apparent that staff investigation has not ceased.

"Fifty Miles from Home," an episode of *Route 66* (CBS-TV, Friday 8:30-9:30) which was shown nationally March 22, was viewed privately by the subcommitee staff late last month, it was learned last week. Subcommittee Chairman Thomas J. Dodd (D-Conn.) had requested the screening, although he was not present to see the film.

The senator has been sitting on a revised version of a staff report on the subcommittee's two-year hearing, but has failed so far to release it to other members of the subcommittee (CLOSED CIRCUIT, Dec. 24, 1962).

The *Route 66* episode in question included "one of the longest fist fights on television," wrote Lawrence Laurent in a March 27 TV column for the *Washington Post*. The program introduced Linc Case, a new character played by Glen Corbett, replacing George Maharis, who left the show this spring.

Mr. Case was in two long fights on the program, the first with a group of high school students, the second and longer with the remaining continuing character in the series, Todd Stiles, played by Martin Milner.

Congress nears approval on ETV appropriations

Chances improved considerably last week that Congress would appropriate the first federal funds of an approved $32 million program to help put educational television stations on the air.

Both houses approved $1.5 million to get the program started before June 30, the end of fiscal year 1963. The House also passed and sent to the Senate a 1964 appropriation for the Department of Health, Education and Welfare which would provide another $5 million for the ETV program.

The smaller amount still must survive a House-Senate conference intended to iron out disagreements in the billion-dollar omnibus supplemental appropriation bill in which the ETV money is provided, although it seemed unlikely conferees would cut the TV money since both houses already have approved the funds.

The Senate Appropriations Committee will soon take up the 1964 bill.

FCC reduces fine of WRVB-FM to $500

WRVB-FM Madison, Wis., was ordered by the FCC last week to pay a $500 fine for having made unauthorized assignment of the station's license.

The station originally was told that it was liable to a $1,000 fine when its licensee, Paul A. Stewart, changed his assignment of license to Paul A. Stewart Enterprises Inc., a corporation in which Mr. Stewart retained 81% interest, the commission said (BROADCASTING, Oct. 15, 1962). WRVB-FM said it had not meant any deliberate violation of the rules. The commission then said that considering the "extent and seriousness of the violation" and that WRVB-FM had taken corrective action, it would reduce the original $1,000 fine to $500.

The commission said that on Oct. 10, 1962, it granted an application by WRVB-FM covering the unauthorized assignment.



Chicagoans don't just sit there...



they do something!

The people of Chicago take an active interest in what they see on CBS Owned WBBM-TV. Which is just the way WBBM-TV wants it.

Recently, as part of a first-of-its-kind experiment in two-way communication—station to viewer, viewer to station—Television 2 broadcast "The Strangling City," a candid exploration of Chicago's commuter facilities. People were asked to fill in and mail back "ballots" (printed in all four Chicago metropolitan newspapers and widely distributed at central commuter points on the day of the broadcast) which probed attitudes toward public transportation . . . and which could only be completed by those tuned to the broadcast. Chicagoans responded en masse, including more than 13,000 people with positive suggestions about present commuting facilities.

The two-way exchange of ideas—this is the true meaning of communication. Too, it is a prime example of one station's unceasing efforts to pioneer new ways to serve its community better. But Chicagoans expect no less from the station that has been their consistent favorite year after year. **WBBM-TV**

FCC PROPOSAL HAS FEW PROPONENTS

Daytimers find fault with 'pre-sunrise' rulemaking

The FCC's further proposed rulemaking to permit daytime-only stations to begin operating at 6 a.m. or sunrise, whichever is earlier, in areas without an unlimited time station, was the subject of more than 160 comments last week. Although the commission was lauded for its efforts, broadcasters did not feel that the rulemaking was equal to the needs of the situation.

The FCC's rulemaking last November, proposing the pre-sunrise operation, followed logically from a bill passed by the House of Representatives last summer which promoted such an operation. According to the rulemaking pre-sunrise operation would allow daytime stations to go on the air at 6 a.m. or at sunrise, using a maximum power of 500 w and a nondirectional antenna. At that time the commission suggested that pre-sunrise authority should be on a licensed basis and effective three years after the adoption of the proposed rule changes (BROADCASTING, Dec. 3, 1962).

Et Tu Daytimers ▪ Those for whom the FCC's proposal was specifically drafted, the daytime broadcasters, took one of the strongest stands against the rulemaking. The Daytime Broadcasters Association charged that the proposed rules would deprive the public of its accustomed early hour service, not promote it, and bring economic injury to those stations now operating prior to sunrise.

The DBA claimed that approximately 500 daytime stations will have to end their pre-sunrise operations almost overnight, under the provisions of the new rules. In addition to that, the association said, some 700 other daytime stations located in areas having fulltime operations would "be forced to go begging" to "affected" stations—that is, fulltime stations claiming undue interference, "whatever that may mean," DBA said. The DBA said that daytimers in this position would have to beg permission from fulltime stations to stay on the air during pre-sunrise hours, pending any commission action on applications which the FCC would require filed within 90 days.

The association told the commission that the present delay in the processing of applications for new AM stations will seem short compared to the delay that will be caused by the flood of applications for pre-sunrise operations. There will also be the added delay caused when fulltime broadcasters oppose such applications, the DBA added.

Margin of Profit ▪ The daytimers went on to claim that if daytime-only stations lose their valuable pre-sunrise operation they will suffer loses in revenue. The association said that such pre-sunrise broadcasting often makes the difference between a station's profit and loss. Advertising time would be lost to daytime-only stations and there would also be a loss of listeners.

In the face of the conditions of the rulemaking, it would be contrary to the FCC's policy of promoting competitive services, the DBA said, if the proposal is adopted.

The daytimers association also said that to limit stations to 500 w during pre-sunrise hours of operation would deprive substantial areas of service. The association noted that approximate 85% of the daytime-only stations are licensed to operate with 1 kw.

Some Changes ▪ The DBA offered the commission some counter proposals to the burdens it claimed are being placed on daytime broadcasters. The association urged that the FCC require fulltime stations that file interference complaints against daytime-only stations operating before sunrise submit engineering data supporting the complaints. The daytime stations which have been charged with causing interference should then be given a chance to answer the complaints, after which the commission could either dismiss them or order a hearing. Depending on the commission's decision, it could then dismiss the interference charge, order the daytime station to cease its pre-sunrise broadcasting or modify its power.

The Association on Broadcasting Standards Inc. also had several suggestions for the agency to consider in its rulemaking, and warned that the technical basis for the rulemaking is completely wrong. ABS suggested that a joint industry-government research committee be formed to study technical problems of pre-sunrise operation. The commission should then apply com-

Some unanswered questions on combo rates

The FCC notice warning broadcasters not to enter into combination rate agreements has produced a number of questions from licensees wondering just what the commission feels is illegal.

One communications attorney, Benito Gaguine, has submitted a list of such questions to the commission, and suggested the FCC institute a proposed rulemaking to establish precisely what practices to avoid.

The commission last February said it had learned that some independently owned AM stations serving "substantially the same areas" are selling advertising under combination rates and added that such activities violate the antitrust laws (BROADCASTING, Feb. 4).

One question troubling broadcasters is, what is considered "substantially the same area."

Other questions cited by Mr. Gaguine include:

Does the notice apply to stations in metropolitan areas that have partial overlap and sell joint advertising at a discount?

Does it cover regional network stations that have partial overlap?

Does it cover stations with partial overlap that group together in regional networks to serve areas larger than metropolitan areas and sell advertising for multiple usage at prices lower than those on rate cards of the individual stations?

Does it apply to the joint sale, by a common national rep of independently owned clear channel stations?

A commission official said these and other questions concerning the notice that have been received by the agency will be answered, but not necessarily through rulemaking procedures. He said the commission might issue a policy statement, after getting comments on the notice, or simply answer the queries on a case-by-case basis.

Now KBIG is KGLM

John Poole Broadcasting Corp. has abandoned its quest for "gold" as the FCC last week assigned the new call letters KGLM to the Poole station in Avalon, Calif. Originally KBIG, it had taken the new call KGOL, but the commission ruled that it must revert to KBIG because of possible confusion with KPOL Los Angeles and KGIL San Fernando (BROADCASTING, April 29).

The Poole corporation was upset over the loss of its new call, as $100,000 had been committed toward promoting KGOL as K-Gold, "the new gold station. . ." The call assigned last week was a compromise designed to eliminate confusion but retain the "golden" implications. The Poole corporation is continuing to promote its station as "programing golden music for the Golden State."

SECRETS TOLD

KRNT Radio has the largest audience in Des Moines and has had for a long, long time. The audience is predominantly adult. Central Surveys study confirms that KRNT is the most believeable station here. Here's the way all this comes about:

1. **We feature one** of the great news outfits in the nation. Every newscast on KRNT outrates its competition by a country mile. We're rough, tough operators in the area of news. We have more reporters than some stations have total personnel! This is one of the great news stations in the nation.

2. **We feature highly publicized,** highly trained, highly accepted personalities. We have the advantage that all our people are **seen** on our television station: radio listeners really "know" the person that goes with the voice. This INTER-MEDIA MOTIVATION FACTOR is tremendously important to the effectiveness of advertising. There are more widely known personalities on KRNT than on all other local radio stations combined. With listeners, clients, and rating men, we're the station with the most popular, professional and persuasive personalities . . . again and again and again.

3. **We feature music with melody.** Old ones, new ones, golden records (million sellers), albums, pops, classical . . . all chosen with great care by a man who cares, programmed with care by people who care . . . introduced with understanding by people who care. In the area of music we've got a song in our heart.

4. **We feature service** to the community. Last year we broadcast some 20,450 announcements for eleemosynary organizations and 600 program hours. We spent countless hours meeting with committees, writing their copy, counseling them. We touch lots of lives this way. We're kind and gentle people in this area of operation.

5. **We publicize and advertise** our activities, our people, our aims and aspirations. In this area we make no little plans and we carry through what we start. People hereabouts know everything about all we do.

We honestly believe that it is a great opportunity to be able to advertise a good product on this station. We've been in business long enough (28 years) for any test of fire. We know now without doubt that advertisers don't test us . . . we test them. We test their product appeal, the copy they use, their prices, their merchandising setup.

If you have a good product, good copy, honest dealings, and fair prices, you can get rich advertising on this great station.

KRNT

"Total Radio" in Des Moines

REPRESENTED BY THE KATZ AGENCY

600 miles too short, 5 years too little

While broadcasters last week seemed content with the FCC proposed rulemaking to reserve UHF channel 37 for use by the University of Illinois, at its Danville radio astronomy observatory, scientists expressed dissatisfaction as they supported the proposal. Concern over the use of the channel was also expressed last week on Capitol Hill.

The commission's rulemaking would reserve, for a five-year period, the use of channel 37 solely to the University of Illinois, within a 600 mile radius of Danville. Any TV station on channel 37, though outside the 600 mile radius, would be restricted from broadcasting between midnight and 7 a.m. (BROADCASTING, April 1).

The University of Illinois and seven other groups representing scientific research, were happy that the commission had allocated channel 37 for the Danville observatory, but urged that the channel be reserved for radio astronomy throughout the United States. The U. S. National Committee of the International Scientific Radio Union, which met in Washington last week, expressed its fear to the FCC that other radio astronomy projects across the country would be excluded by the rulemaking. The university also told the commission that five years is not long enough for complete studies of the heavens.

No Opposition ▪ The Association of Maximum Service Telecasters Inc. told the commission that it would not oppose the rulemaking because it would not directly effect a TV operation outside of the Danville radius. And that the hours to which such an operation would be restricted do not really interfere with regular broadcasting.

Progress Broadcasting Corp., an applicant for channel 37 in Paterson, N. J., said it felt the commission had made a fair balance between research and broadcast use of that frequency. Trans-Tel Corp., another applicant for the same facility in Paterson, suggested the commission waive its mileage separation requirements and allocate channel 14 to Paterson in place of channel 37.

Senator Gordon Allott (R-Colo.) went to the floor of the Senate Tuesday (April 30) to announce he has asked the space and commerce committees to recommend to the FCC "that some action be taken as quickly as possible to provide . . . protected facilities for the benefit of our space research program.

"Any decision by the FCC which would open channel 37 to commercial operations would . . . be of very serious detriment to the entire program of the U. S. observations of distant objects in space," Senator Allott said.

puter techniques in studying the many particular cases. ABS further suggested that the commission maintain its present pre-sunrise rules pending the outcome of such a study. The study should take about six months, ABS projected.

Then There Is FM ▪ Storer Broadcasting Co. said that FM is capable of providing better early hour service than is pre-sunrise AM. Storer also charged that a blanket proposal for pre-sunrise operation, such as the FCC's, "would remove the incentive in a large number of locations for the establishment of new FM stations, at a time when maximum encouragement of the FM service is desirable."

Storer told the commission that if daytime broadcasters are really interested in providing service to the public, the FCC should encourage them to apply for FM operations.

In any case, Storer said, the daytime-only stations should not be allowed on the air before 7 a.m., and should be limited to a power of 250 w, or half what the commission has proposed. Storer said that pre-sunrise operations, under these conditions, should also be limited to existing stations only.

ABC urged that the commission stick with its present rules, from which both the fulltime and daytime only stations have benefited over the last 20 years. The network said that it would oppose any rulemaking which would allow daytime stations to operate before sunrise, without providing protection from interference to fulltime stations operating at that hour with daytime power.

Under the existing rules, ABC said, there have been very few complaints of interference, even in the face of the growth of AM service. ABC said that the present rules give fulltime stations two means of protection; they may use daytime power, or complain of interference to the commission. Maintain the status quo, the network urged.

The Association of Maximum Service Telecasters Inc., told the commission that if the pre-sunrise rules are changed, there is no doubt that fulltime stations will still be entitled to hearings if interference is probable.

FCC grant contrary to own rules, WEOK says

The question of overlap has been raised in the U. S. Court of Appeals in Washington by WEOK Poughkeepsie, N. Y., which has claimed the FCC violated its own rules last year in granting WKIP Poughkeepsie an increase in power to 1 kw and a move of transmitter site.

WKIP has common ownership with WGNY Newburgh and the overlap between these two stations, which now amounts to 40,000 people, will be doubled to 80,000, WEOK charged. WKIP is on 1450 kc with 250 w; WGNY on 1220 kc with 5 kw daytime only. George W. Bingham is the principal owner of both stations.

The case was heard by Circuit Judges David L. Bazelon, J. Skelly Wright and Warren E. Burger.

SEC adopts rules on ex parte contacts

Even if someone "volunteers" to intercede in behalf of parties to an evidentiary hearing before the Securities and Exchange Commission this will be considered an ex parte communication. The representation must be put on the record and all parties must have the right to respond to the comments.

This and other details on off-the-record communications between persons outside the SEC and commission personnel acting in a decisional capacity were adopted last week by the SEC in a "Code of Behavior" prohibiting written and oral ex parte contacts.

Penalty for engaging in ex parte communications includes censure or suspension or revocation of their privilege of practicing before the commission.

NLRB to issue complaint against WYNR Chicago

Chicago Local 1220 of the International Brotherhood of Electrical Workers announced Tuesday (April 30) it had received notice from the National Labor Relations Board's regional office there that the union's unfair labor charge against McLendon Corp.'s WYNR Chicago "has been investigated and that a complaint is being issued by the board."

The dispute concerns WYNR's firing of James Clark "for union activity," the IBEW local said (AT DEADLINE,

THE UNTOUCHABLES



Starring ROBERT STACK as Eliot Ness

AT LAST—YOU CAN PLAY THIS ONE-OF-A-KIND PROGRAM IN YOUR MARKET

Desilu made television history four years ago when it introduced THE UNTOUCHABLES.

Since then the program has soared to a record unmatched by any other action series.

Thunderbolt audience impact.

Powerhouse ratings.

SRO sponsorship.



AWARDS

Four Emmys 1960 .
"Best Produced Television Series"
—Screen Producers Guild (1961).
"Best Film Series of 1961"
— Radio-TV Daily Annual TV and Radio Editors' Poll.

AND THE CRITICS SAID

NEW YORK TIMES — *"Head and shoulders above other series . . ."*
PHILADELPHIA BULLETIN — *"Absorbing . . . suspenseful."*
NEW YORK JOURNAL AMERICAN — *"Best of the year . . ."*
UNITED PRESS — *"Resounding success . . ."*
DAILY VARIETY — *"Smash hit . . . dramatic dynamite . . ."*

NOW this series is available first-run off-network . . . 116 high-key, walloping hours. Play them in prime time or as features because you can be sure of one thing: THE UNTOUCHABLES torpedoes its competition.

Desilu Sales Inc.

Richard Dinsmore, *Vice President and General Manager*
780 North Gower Street • Hollywood 38, California
HOLLYWOOD 9-5911

March 11). "The complaint consolidates a similar charge by one Benjamin Jones," the union said, "who it is alleged was also fired by WYNR for union activity." Mr. Jones, a member of the American Federation of Television and Radio Artists, testified during the FCC's probe of WYNR (BROADCASTING, April 29).

Jay Schatz, WYNR manager, said the two men involved "were fired for incompetence" and the action had "nothing to do with union activities." The NLRB hearing is scheduled in Chicago on June 26.

N.C. university asks 7 channels for ETV

The University of North Carolina, Chapel Hill, has asked the FCC to reallocate seven channels for noncommercial educational use.

The channels requested are: channel 2 in Columbia; channel 22 in Marion, by deleting that channel from Elizabethon, Tenn.; channel 15 in Franklin; channel 20 in Concord; channel 20 in Roanoke Rapids, by deleting that channel from Albemarle; channel 34 in Kinston, deleting it from Goldsboro, and channel 21 in Red Springs, deleting the channel from Lumberton.

The university presently operates WUNC-TV (ch. 4) Chapel Hill.

FCC refuses to let Perrine applicant quit

The FCC last week denied a petition by South Florida Amusement Inc., contestant with Coral TV Corp. for channel 6 in Perrine, Fla., and ruled that the commission's 10-month-old decision not to allow South Florida to drop out of the comparative hearing still held good. The original decision (BROADCASTING, July 23, 1962) vacated a hearing examiner's ruling that South Florida could drop out with a payment from Coral TV of $65,000 for its expenses in the contest for the station in the Miami area.

Last week's action also directed the return of a "confidential memorandum" to South Florida. The FCC held that if the information in the memorandum was to be considered by the commission "it should be adduced in open, evidentiary hearing."

The commission's refusal to allow South Florida to drop out hinges on its exploration of the character qualifications of Sherwin Grossman, a 50.5% owner of the reluctant applicant, who was at one time a principal owner of the now dark WBUF-TV Buffalo, N. Y. The FCC charged that if South Florida were allowed to quit the hearing and be reimbursed for its expenses, other questionable applicants might be encouraged to apply for stations only to withdraw with no monetary loss if they are exposed.

Commissioner Robert E. Lee dissented to the denial of South Florida's petition and Commissioner E. William Henry did not participate.

A NOD FOR BARRY, ENRIGHT

FCC examiner recommends renewal for WGMA; maintains quiz activities have no bearing on case

An FCC hearing examiner last week recommended a license renewal for WGMA Hollywood, Fla., despite the involvement of station owners Jack Barry and Daniel Enright in the quiz scandals that rocked the television industry in the late nineteen-fifties.

Hearing Examiner Elizabeth C. Smith, in an initial decision that dealt with the "moral climate" in which rigged TV quiz programs grew, said the activities of Messrs. Barry and Enright in connection with their shows, *Twenty-One* and *Tic Tac Dough,* were not to be condoned.

But, she added, those activities don't constitute "an absolute disqualification as to the basic character attributes" required for renewal of a license.

She said that the conduct of Messrs. Barry and Enright in the operation of WGMA has been exemplary and that the daytime-only station, which they acquired in 1957, has provided an outstanding service to its community. She also noted that the quiz shows in question weren't carried by WGMA.

Another mitigating factor, the examiner said, was that the Barry and Enright shows violated no laws existing at the time and that neither principal was ever indicted, despite lengthy investigations by New York County law enforcement authorities.

The FCC ordered the hearing on WGMA's license-renewal application to determine the extent of Mr. Enright's involvement in "fixed" quiz shows and to determine whether Melody Music Inc., the licensee corporation, had the necessary character qualifications to operate a station.

Fed Questions ▪ Examiner Smith said that Mr. Enright, producer of *Twenty-One* and *Tic Tac Dough,* gave questions and answers to contestants and was aware that others on his staff were doing the same thing. She said Mr. Barry, the master of ceremonies, knew of the coaching, but took no part in it. She also recalled that when charges of rigging were originally made both had publicly denied that their shows were controlled.

But, she said, Messrs. Barry and Enright "held no copyright for . . . the practices of rigging television quiz programs. It was in the public domain and used by others." She said this doesn't excuse their behavior but does place it "in better perspective."

The examiner was also critical of "those in the industry who were not directly involved" but who, she indicated, should have known what was going on. She said their attitude was "either that of extreme naivete or . . . of not wanting to know what actual circumstances existed—perhaps so long as the ratings were good and the public was kept in the dark."

"It is not a page of history of which the industry can be proud," she said. "Quite the contrary."

She was particularly critical of NBC, which, she noted, purchased *Twenty-One* and *Tic Tac Dough* in 1957 soon after the publication of newspaper articles alleging that quiz shows then being aired were not as "pristine" as

COURT SPEAKS AGAIN

FCC told to consider WQXR objections to L.I. grants

A federal court in Washington for the second time has told the FCC it must consider the objections of the *New York Times's* WQXR New York, to grants on adjacent frequencies that impinge on what the station claims is its service area.

One of the judges warned that an existing "powerful" station can delay for long periods grants on available frequencies by allegations and litigation and make it rough financially for smaller, less well-heeled applicants.

In a unanimous three-judge decision by the U. S. Court of Appeals for the District of Columbia, the FCC was told to decide whether the objections of WQXR are valid and if they are to hold a hearing, at which the New York "good music" station must prove them.

This is the second time the court has remanded the case to the FCC; the first was in 1960 when it ruled that WQXR (a Class 1-B station on 1560 kc) did have standing to object to the 1959 grants of a new station on 1570 kc in Riverhead, L. I., to Patchogue Broadcasting Co., and on 1550 kc in West Hartford, Conn., to Grossco Inc. In both instances WQXR claimed that its license was being modified without a hearing (although both areas are outside its primary service area) and it al-

they appeared to be.

NBC's Reaction To Charges ▪ She recalled that even after the charges of a *Twenty-One* contestant, Herbert Stempel, were published in a New York paper in August 1958, NBC merely asked Mr. Enright about the matter, "and then let the matter drop until a second contestant [James Snodgrass] made public charges."

In discussing the character qualifications of Messrs. Barry and Enright, the examiner held that, "other than in connection with the television quiz imbroglio," there is no evidence which reflects adversely on their integrity, character or reputation. She said numerous witnesses testified to their good character and reputation.

She also said Messrs. Barry and Enright had cooperated fully in the hearing and concluded that they are probably better men for the "soul-searing experiences" they have undergone. "Mistakes which were made in the past —and gross mistakes of judgment there were—have indelibly left their imprint on these men," she said. "Steel which has been through the crucible of a fiery furnace is stronger than before."

She said the caliber of WGMA's programing has improved considerably under Messrs. Barry and Enright, and cited the high regard in which its community service is held by community and civic leaders in the Hollywood, Fla., area.

She called, "the outstanding service" which WGMA is providing a "factor of utmost importance." She said the FCC has often held that station performance is to be given "substantial weight in determining whether countervailing factors exist to overcome" other shortcomings. She said the station is well operated and is "acutely" sensitive to the needs of its community. She also said the station's promise-vs.-performance record "is excellent."



Mr. Barry



Mr. Enright

'They are probably better men'

WBC Case Cited ▪ The examiner noted that, as a result of a congressional committee's disclosures in 1959 of wide-spread quiz-show rigging, Congress enacted legislation to make such practices illegal. But, she said, this law "cannot, of course, be applied ex post facto." Furthermore, she said, the commission renewed the licenses of Westinghouse Broadcasting Corp.'s 14 TV, AM and FM stations despite the conviction of officers of WBC's parent concern, Westinghouse Corp., on price-fixing charges.

She said the commission's decision in the Westinghouse case was based largely on WBC's "outstanding broadcast record." But WGMA also provides "a highly commendable service," she said, and added: "Certainly it is not the policy of the commission to apply more stringent standards of conduct for those actions which did not . . . violate any law—federal, state or local." She observed that neither principal has been indicted despite investigations by two New York grand juries and the New York district attorney.

She said it isn't the commission's province to punish those "who others feel should be punished, but have not effected such punishments—for whatever reason."

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so claimed economic injury.

After hearing oral argument on the WQXR objections, the FCC last year affirmed the original grants. It was to these decisions that WQXR appealed to the court again.

Unique Service ▪ In last week's opinion, Senior Circuit Judge Henry W. Edgerton said the commission must decide whether WQXR's contentions are correct that it provides such a unique service that it should be protected from interference beyond its 0.5 mc/m contour.

He said:

"If the commission concludes that WQXR's specific factual allegations, construed in the light of affidavits, testimony and exhibits, if true, are sufficient to preclude grant of either application, it must offer WQXR an opportunity to prove the allegations. If the commission concludes that the allegations are not sufficient it may decide both cases against WQXR, provided it supports its conclusions with explanations founded on sufficient findings of fact. In its discretion it may hold further hearings even if not required to do so."

Judge Edgerton found also that the new grants do not modify WQXR's license and that the FCC need not consider the cumulative effects of numerous small incursions on its service.

Chief Judge David L. Bazelon and Judge George T. Washington concurred.

Judge Washington in his concurring opinion warned, however, of the delays and expenses put on the applicants "which evidently lack the financial resources of WQXR." If the FCC decides against WQXR, he foresaw a further appeal to the court.

He added:

"As a practical matter, then, under our ruling, an established and powerful station can delay the grant of new applications for apparently available frequencies by setting up a barrage of allegations as to why the established station should be protected at a distant point well beyond its normally protected contour because of the 'unique service' it renders . . ."

He recalled that in 1957 the commission had deleted a rule providing protection beyond normally protected contours for stations providing a "unique service."

The court's ruling last week, Judge Washington noted, although compelled by rulings of the U. S. Supreme Court may revive the old rule. He called on the commission to take into account the reasons which led it to abandon the former rule.

Did David quit or was he fired?

'OPEN END' COMES TO AN UNSCHEDULED HALT

The Metropolitan Broadcasting Television stations are replacing David Susskind's weekly *Open End* show with a series of two-hour programs described as "analytical, reflective and probing rather than controversial."

Mr. Susskind will continue production of his show, which is syndicated to 24 non-Metropolitan outlets by National Telefilm Associates. (Metromedia Inc. is licensee of Metropolitan Broadcasting TV stations WNEW-TV New York; WTTG Washington; WTVH Peoria and WTVP Decatur, both Illinois; KOVR Stockton, Calif., and KMBC-TV Kansas City, Mo.)

Moderator for the new Metromedia series, *The American Experience*, will be Richard D. Heffner, former vice president-general manager of New York's educational station, WNDT (TV).

A mutually admitted two-year history of irritation between producer David Susskind and Metropolitan Broadcasting Television came to an abrupt resolution last week. Mr. Susskind announced he would discontinue his affiliation with Metropolitan after the completion of his present contract. Metropolitan said, *"Open End* is closed on our stations right now. . ."

The split developed over control of subject matter, guests, and format of the program. Mr. Susskind told BROADCASTING last week that under his agreement with Metropolitan, "sole discretion of the show was to lie within my orbit." A statement issued by Metropolitan said it "was our policy to approve each subject to be discussed and the panel of guests selected." This problem, apparently festering ever since the show started on Metromedia stations, 72 programs ago, came to a head with "The Sexual Revolution in America," a program taped last January which Metropolitan refused to telecast on the grounds that "it would be detrimental to the public interest."

In the climax of the controversy last week, Mr. Susskind and Bennett H. Korn, Metropolitan Television president, failed to agree on the selection of panelists for another show to be called "The American Negro Speaks His Mind." Mr. Susskind had demanded that the show's guests be author James Baldwin and singer Harry Belafonte. Mr. Korn said that the show must either be an interview of Mr. Baldwin alone, or a "broad-based" discussion including Mr. Baldwin, Mr. Belafonte and at least two other Negroes.

Financial terms of the Susskind-Metromedia contract reportedly stipulated that Mr. Susskind would provide "above-the-line" facilities and receive $1,200 per show plus 50% of syndication revenue after recovery of Metromedia costs. Mr. Susskind stated last week that his expenses came to an average of $1,160 per show and that he had never received any remuneration from the show's syndication.

Last night's telecast of "Hypnosis and Drugs" was the last *Open End* broadcast which the Metromedia stations will carry although the contract with Mr. Susskind does not end until June 9. Metropolitan said it would pay Mr. Susskind "in full for the five unperformed shows still due."

In Minneapolis-St. Paul, the best two station buy, 6 am to 9 pm, is wtcn and wcco. The picture is new. Buy wtcn-wcco Radio now. Katz will take care of wtcn end of the buy. Call Katz (Judson 2-9200) New York, and Katz (Mohawk 4-7150) Chicago.*

* — Source SRDS — January-February 1963 Pulse.

'CBS Reports' wins its third Lasker award

CBS Reports won an Albert Lasker medical journalism award last week, its third in the 14 years the awards have been given for outstanding coverage on public health and medical research.

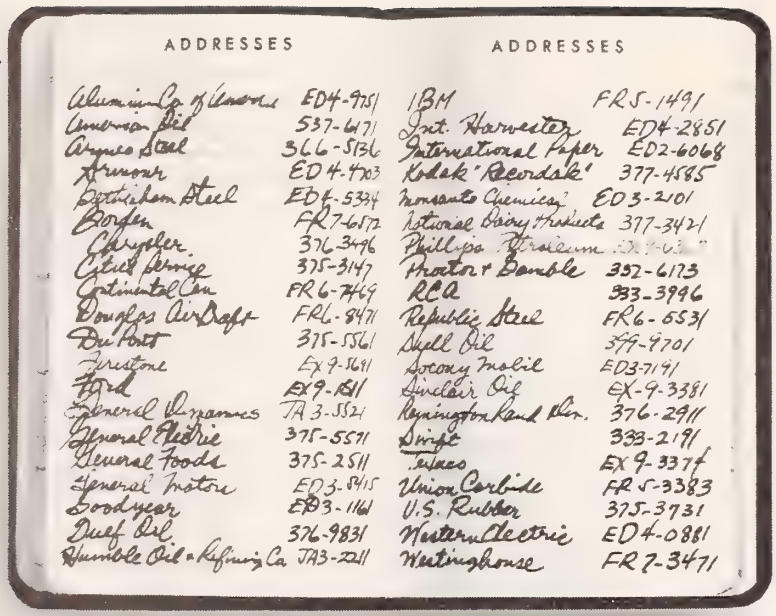
Also honored for 1962 in the TV field: A special citation to *In Mortal Combat*, a program on KETC (TV) St. Louis which was produced, written and directed by Richard Heffron. Identified as the winning program in the *CBS Reports* series was "Birth Control and the Law." Fred W. Friendly was executive producer, and Stephen Fleischman, producer and director.

Each award carries an honorarium of $2,500, an engraved citation, and a gold statuette of the Winged Victory of Samothrace symbolizing victory over death and disease. The special citation is a hand-illuminated, leather-bound folder describing the merits of the work.

MCA giving fellowships

MCA Inc. last week announced the establishment of 15 fellowships in creative writing to foster writing for the performing arts.

The MCA fellowships, to be granted by 15 colleges and universities, will cover tuition and living expenses for a full academic year. They will begin next fall.



The company she keeps

Forty of the fifty largest U.S. corporations have a Charlotte address.
Not because of her beauty. But because Charlotte is one of the largest commercial and distribution centers in the Southeast.
Charlotte ranks 5th in the wholesale distribution of chemicals... 8th in per family retail sales.
There are more people within a 75-mile radius of Charlotte than in a corresponding radius around Atlanta, Indianapolis, Kansas City or Minneapolis.
The largest businesses in America are in Charlotte to reach these people.
You can reach them through WBT Radio Charlotte.
For over 40 years, WBT has had the largest adult audience for the 37-county basic area; the audience that receives and spends most of the Charlotte area's $2,612,784,000 worth of spending money.*
Join the company that Charlotte keeps—through WBT, the station of responsible programming, outstanding service, finer entertainment.
WBT RADIO CHARLOTTE Jefferson Standard Broadcasting Company
Represented nationally by John Blair & Company.

*SOURCE: SURVEY OF BUYING POWER

The local store knows the score!

These prominent Washington advertisers have been with us

6 YEARS

SAFEWAY STORES

ROCK CREEK GINGERALE

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WWDC RADIO

WASHINGTON, D.C.

represented nationally by John Blair & Co.

BLAIR GROUP PLAN MEMBER

Psychiatry programing techniques studied

CONFEREES AGREE PROBLEM NEEDS REVIEW, COOPERATION

Broadcasters and representatives of the mental health field have agreed upon the need for closer liaison in dealing with future mental health programs on radio and television.

Information released last week on an April 22-23 closed conference at West Point, N. Y., conducted by the National Association for Mental Health indicated that both groups considered the establishment of an effective framework of professional consultation is advisable because of the increased emphasis on the subject of mental health in broadcasting.

(Two shows dealing specifically with psychiatric treatment are NBC-TV's *Eleventh Hour,* which next fall enters a second season, and ABC-TV's *The Breaking Point,* now in production for a fall start. CBS-TV reportedly also plans a series dealing with mental health.)

The conference consisted of 23 broadcasters and 37 representatives of mental health fields. During the two-day session, the group heard a keynote address from Dr. William C. Menninger, president of the Menninger Foundation, and conducted various panel discussions and group exchanges.

Dozier's Warning ▪ After hearing a warning from William Dozier, vice president in charge of West Coast activities of Screen Gems Inc., that mental health on television is the "most explosive and potentially dangerous theme of all," the conference took steps to lay groundwork for more specific mutual arrangements between psychiatrists and broadcasters.

Among the several tentative conclusions reached in committee discussions were these:

▪ That official approval of programs from the psychiatric profession was not desirable.

▪ That professionals should be represented on TV in their full human dimensions, as beings with frailties as well as virtues. While the happy ending formula may be dominant in TV programing there could be situations that suggest the capacity of professionals to fail at times.

▪ That the role of the consultant should be to consult and advise, the last judgment and responsibility for choice being left to the producer.

▪ That professional associations offer consultation that is practical within the framework of production procedures.

The conference outlined a need for high-level consultation in long-range planning, as well as specific and more intense consultation in connection with such diverse subjects as delinquency, mental retardation, homosexuality, divorce, etc.

Longer shows, new terms

Increasing number of 90-minute programs on television has led the Screen Actors Guild to renegotiate new rates and conditions for performers in these shows. Highlights of the contract terms include a minimum of $300 for a three-day contract (which remains at $255 for hour and half-hour shows) minimum salary of $560 per episode in a series contract with 13 episodes guaranteed; $635 per episode when less than 13 are guaranteed; the pension and welfare cutoff figure goes from $4,000 for the shorter programs to $5,000 for the 90-minute shows; multiple picture-weekly contract is eliminated for the 90-minute programs; the day player rate for these shows is $100 a day and the weekly free lance rate $350.

Film sales . . .

The Detectives (Four Star): Sold to KUTV(TV) Salt Lake City. Now in 50 markets.

48 Bowery Boys features (Allied Artists Tv): Sold to WTTV(TV) Bloomington - Indianapolis; WJRT(TV) Flint, Mich.; WCHS-TV Charleston, W. Va.; WAFB-TV Baton Rouge, La.; KREM-TV Spokane, Wash.; KTHV(TV) Little Rock, Ark.; WIIC(TV) Pittsburgh; KLAS-TV Las Vegas, and KATU(TV) Portland, Ore. Now in 40 markets.

Seven Arts' Volumes 4 and 5 (Seven Arts Assoc.): Sold to WTOL-TV Toledo, Ohio; KEYT(TV) Santa Barbara, Calif.; KOAT-TV Albuquerque, N. M.; KEZI-TV Eugene, Ore.; and KVOA-TV Tucson, Ariz. Volumes 4 and 5 now sold in 69 markets.

Seven Arts' Volume 3 (Seven Arts Assoc.): Sold to KVOA-TV Tucson, Ariz. Now sold in 95 markets.

Seven Arts' Special Feature (Seven Arts Assoc.): Sold to KTTV(TV) Los Angeles and KVOA-TV Tucson, Ariz.

2 Special Features (Seven Arts' Assoc.): Sold to WIIC(TV) Pittsburgh.

Million Dollar Movies (Showcorporation): Sold to WCBS-TV New York; WBBM-TV Chicago; WCAU-TV Philadel-

Short End of the Stick

THIS WAS ONCE the base of our tower. It is still the base, and it's still a tower, but only for stand-by purposes. It's a 703-foot midget obsolesced by progress, kept available, and used for fifty-two minutes last year.

The genuine, 14-karat polyunsaturated article is twenty-three miles north and 1,450 feet above average terrain. From it our lyric signal, boiling with ergs, leaps with incomprehensible velocity right into more homes* than you can shake the long end of the stick (polyunsaturated) at, which we invite you to do (gently) at the drop of a spot in Eastern Iowa.

**We (and NCS '61) make it 342360 homes, give or take a few for soft-sell purposes.*



WMT-TV Cedar Rapids—Waterloo
CBS Television for Eastern Iowa

Represented by The Katz Agency, Inc.
Affiliated with WMT Radio:
K-WMT, Fort Dodge; WEBC, Duluth

phia; KMOX-TV St. Louis; KLZ-TV Denver; KOGO-TV San Diego; WTCN-TV Minneapolis; WOOD-TV Grand Rapids, Mich.; KDKA-TV Pittsburgh; WGR-TV Buffalo; WPTV(TV) West Palm Beach, Fla.; WHEN-TV Syracuse, N. Y.; WISH-TV Indianapolis, and KGW-TV Portland, Ore. Now in 40 markets.

The New Breed (ABC Films): Sold to KVOS-TV Bellingham, Wash.; KCPX-TV Salt Lake City; KATU(TV) Portland, Ore.; KSHO-TV Las Vegas; WKRG-TV Mobile, Ala.; WTVR(TV) Richmond, Va., and WDAM-TV Laurel-Hattiesburg, Miss. Now sold in 20 markets.

The Exploitables, Science Fiction Features (Allied Artists TV): Sold to KBAK-TV Bakersfield, Calif.; WISN-TV Milwaukee; KGO-TV San Francisco; WFMJ-TV Youngstown, Ohio; KTVK (TV) Phoenix, Ariz.; KSHO-TV Las Vegas; WFLA-TV Tampa, Fla.; WHC (TV) Pittsburgh; WTCN-TV Minneapolis; WBAP-TV Fort Worth; WTEN(TV) Vail Mills, N. Y.; KCPX-TV Salt Lake City; KVOO-TV Tulsa, Okla.; KAKE-TV Wichita, Kan.; KOSA-TV Odessa, Tex.; KOGO-TV San Diego; WHTN-TV Huntington, W. Va.; KATU(TV) Portland, Ore., and KBMT(TV) Beaumont, Tex. Now in 19 markets.

Three Charlie Chaplin Specials (Commonwealth Film and TV): Sold to RKO General for programing on WOR-TV New York and RKO General Phonevision (pay TV) Hartford, Conn. Now in two markets.

Talent agency enters TV-motion picture fields

In an expansion move, International Talent Associates Inc., New York, has set up television and motion picture departments to provide a broader representation of the entertainment media, it was announced last week by Larry Bennett and Bert Block, founders and co-owners of the talent agency.

Harry Bell and Dick Birkmayer, who were formerly executives in the television department of MCA Artists Ltd., have joined ITA as vice presidents of the newly formed New York TV-motion picture department. On the West Coast, Ben Shapiro has been appointed vice president in charge of the Beverly Hills office and will establish a motion picture and television department there.

ITA was formed in January 1960 as an agency in the college concert field and has expanded into the general personal appearance area, including night clubs, hotels as well as concerts. The move into the TV field will include representation of artists as well as TV packagers.



International Talent Associates, which has been active to date largely in the personal appearance field, moves into television and motion pictures with the appointment of Harry Bell (second from left) and Dick Birkmayer (third from left) as vice presidents of a newly created TV and motion picture department. Flanking them are Bert Block and Larry Bennett (seated), founders and co-owners of ITA.

Study group to suggest program service unit

A special committee will recommend to the NAB board in June that the National Association of Broadcasters establish a programing services arm for the benefit of its membership.

Meeting in Washington last Thursday (May 2), the program study committee unanimously authorized the preparation of detailed recommendations to be made to the parent board next month. NAB President LeRoy Collins, in his annual report to broadcasters at the association convention last month, had recommended the establishment of such a programing department within the NAB structure (BROADCASTING, April 8).

No definite plans were made at the committee's first meeting, and a second session was set for June 4 to adopt detailed recommendations. Program services will be provided for both radio and TV members but details, staffing and others questions are to be resolved. Several different proposals were discussed last week but no votes were taken on any of them.

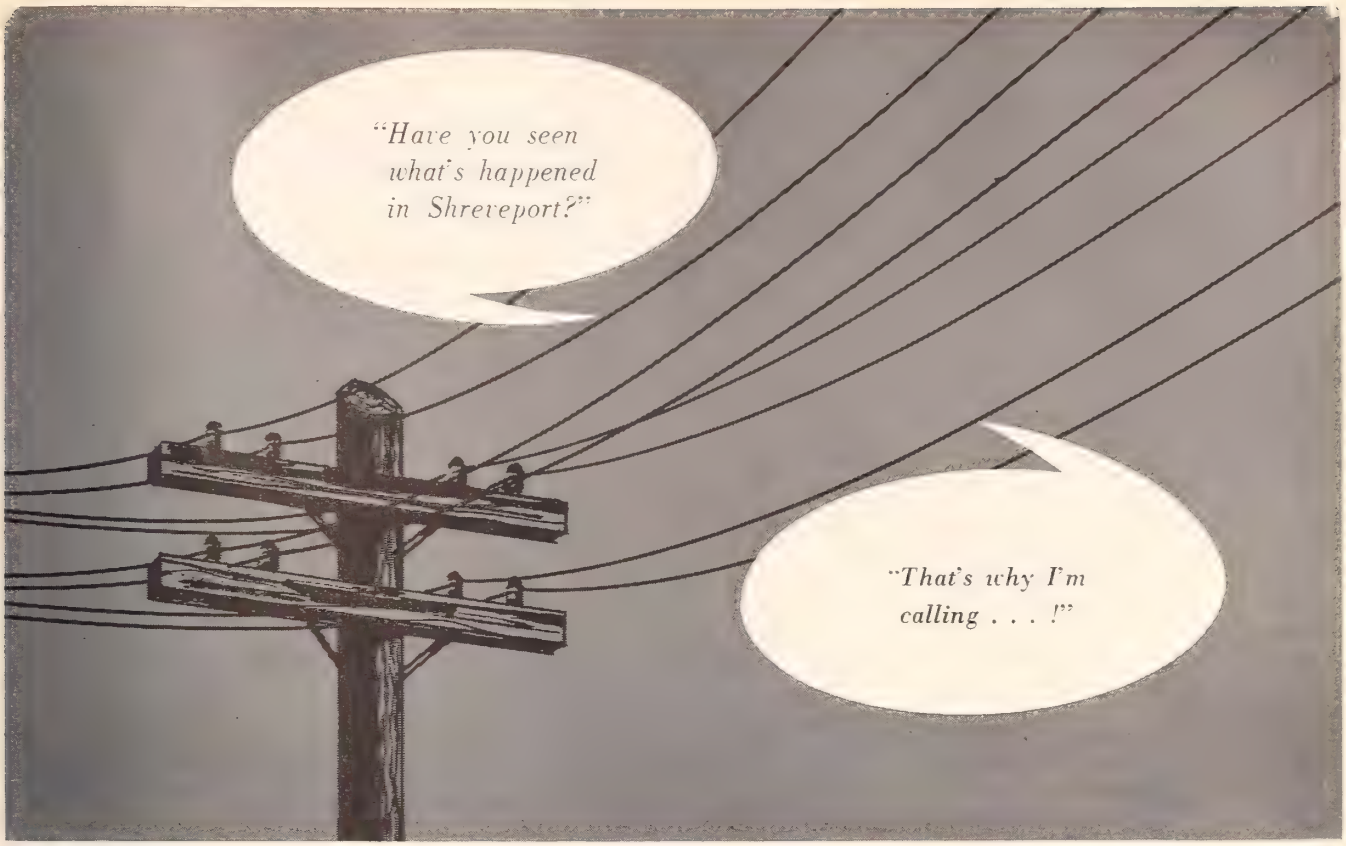
Joseph E. Baudino, Westinghouse Broadcasting Co. vice president, and Allan Page, general manager of KGWA Enid, Okla., are co-chairmen of the program committee. Other members are John F. Dille Jr., WSJV(TV) South Bend-Elkhart, Ind.; Harold Essex, WSJS-AM-FM-TV Winston-Salem, N. C.; Eugene S. Thomas, KETV(TV) Omaha, Neb., and Cecil Woodland, WEJL Scranton, Pa. All except Mr. Essex attended last week's meeting.

Network program heads to go on Susskind's couch

The three TV network programing chiefs will participate along with television personality David Susskind May 16 in a discussion of "The State of Television Two Years After Minow's Wasteland Speech."

Joining Mike Dann of CBS-TV, Mort Werner of NBC-TV, and Dan Melnick of ABC-TV will be three top advertising agency executives, to be announced later.

The discussion will follow the annual dinner of the Advertising, Publishing and Public Relations Division of the United Jewish Appeal at New York's Plaza hotel, and is part of the UJA's national drive to raise $96 million in the U. S.



NOW IN SHREVEPORT . . .

KTAL is First in Total Homes!

LATEST ARB, PRIME TIME*

KTAL-TV	56,500
STA. B	49,300
STA. C	42,500

Now . . . Kay-Tall delivers MORE HOMES than ever delivered before by any TV station in Shreveport* — even when it was a two-station market!

Look at the growth . . . from November '62 to March '63:

Mon. thru Sun.	KTAL-TV	2nd Ranking Station
7- 9 AM	UP 56%	DOWN 2%
9-12 AM	UP 13%	DOWN 21%
12- 6 PM	UP 33%	DOWN 24%
6-10 PM	UP 31%	DOWN 7%
10-12 PM	UP 28%	UP 9%

JUST IN! . . . March '63 NSI confirms Kay-Tall's first-place leadership!

Feb.-Mar. 1963, 6:30-10 P.M., Mon-Sun. In comparing with past circulation, ARB notes its total-homes survey for Shreveport began Nov., 1959.

Get the facts from

BLAIR TELEVISION ASSOCIATES
National Representatives

Channel 6

ktal ☆ tv

NBC FOR SHREVEPORT

Walter M. Windsor Gen. Mgr.
James S. Dugan Sales Mgr.

TvQ's top ten for March by age

Rank	Program	Total Audience TvQ*	Age Groups 6-11 TvQ*	12-17 TvQ*	18-34 TvQ*	35-49 TvQ*	50 + TvQ*
1	Beverly Hillbillies (CBS)	56	85	73	55	43	46
2	Bonanza (NBC)	47	45	51	41	41	57
3	Saturday Night Movies (NBC)	44	52	57	49	41	28
4	Red Skelton Hour (CBS)	43	70	53	37	37	39
5	Disney World of Color (NBC)	41	68	47	30	34	37
5	Monday Night Movies (NBC)	41	41	52	44	39	26
7	Andy Griffith (CBS)	40	55	40	39	33	40
8	Combat (ABC)	39	53	51	41	29	27
8	Doctor Kildare (NBC)	39	51	45	38	31	41
10	Hazel (NBC)	38	64	36	30	29	43

*Percentage of viewers familiar with a show who consider it "one of my favorites."

Copyright Home Testing Institute Inc., 1962

Jack Douglas forms TV distribution firm

Jack Douglas, Hollywood TV film producer specializing in travel-adventure and other nonfiction programing, has formed his own distribution firm, The Jack Douglas Co., as a subsidiary to his production company, The Jack Douglas Organizations. The new distribution arm, to be headed by Neal D. Morris (see FATES & FORTUNES, page 97), will initially be engaged in selling the Douglas 90-minute, all-color golf special, *The Golden Tee,* to stations throughout the country on a new sales plan that gives each station an exclusive, three-year unlimited run of the TV special in its market.

Mr. Douglas estimates that his distribution costs under the new arrangement will be less than 17% of gross sales, as compared with payments to outside syndicators of 50% or more. A sales staff of at least five salesmen will handle distribution of *The Golden Tee* nationwide, under Mr. Morris's supervision.

Program notes . . .

Seven Arts moves ▪ Seven Arts Associated has moved its New York offices from 270 Park Avenue to the new Pan Am Building at 200 Park Avenue.

Sound editors award ▪ Motion Picture Sound Editors has presented its Golden Reel Award to *The Gallant Men* as the best example of sound editing on TV in 1962. Edwin Scheid is supervising sound editor, with sound editors George Boggs, Albert Dripps, Bruce Flu, Wallace Haynes, Stanley Martin, William Mauch. Series is produced by Warner Brothers, and is broadcast on ABC-TV, Saturday, 7:30-8:30 p.m.

Distribution set ▪ Trans-Lux Television Corp. has acquired the distribution rights to *The Magic Room,* a series of 39 half-hour taped programs produced by Corinthian Broadcasting's KHOU-TV Houston and carried on four other Corinthian stations. The series combines educational and entertainment values for children and adults, according to Richard Carlton, vice president of Trans-Lux TV.

WJRZ syndicates show ▪ *Celebrity Column,* a daily radio interview show presented on WJRZ Newark, is being placed in syndication by Arthur Pine Associates, New York, a public relations firm. The show will be offered for a 13-week minimum period. A station will be supplied with a minimum of seven interviews a week during the 13-week period. It can also buy the entire two-hour show on a syndicated basis.

Rural pathways ▪ WNAX Yankton, S. D., is airing a documentary series, *Pathways to Rural Progress,* to inform and assist farm families and organizations in obtaining loans from the Farmers' Home Administration. The series, narrated by Craighton Knau, WNAX farm service director, is heard twice daily, six days a week.

'Laramie' syndicated ▪ NBC Films is putting *Laramie* into syndication, Morris Rittenberg, president, announced. The western series is completing its fourth year on NBC-TV (Tuesday, 7:30-8:30 p.m.). The package includes 100 one-hour episodes.

New Warner Bros. series ▪ John Steinbeck's *Travels with Charley, in Search of America* will be the basis for a new TV series from Warner Brothers. Jack Webb, head of Warners' TV division, said the program will be a joint venture for Stanley Colbert Productions and the Warner studio. The book has been No. 1 on the non-fiction best-seller list of the *New York Times* for nearly 40 weeks. Mr. Steinbeck will be script consultant for the series which is aimed for the 1964-65 season.

Atom radio series ▪ Benefits resulting from the atomic age are featured in a series of 13 quarter-hour radio productions, *Accent on the Atom,* available from Argonne National Laboratory near Chicago. Host for the informal, interview-style programs is Ed Ronne, of the Argonne information office. Guests are staff members of the Atomic Energy Research Center. Areas of discussion include medicine, agriculture, weather, etc. Further information on the free series can be had from Mr. Ronne, Argonne National Laboratory, Argonne, Ill.

What's new? cartoons ▪ ABC-TV has scheduled *Cartoonies,* a series of post-'58 cartoons, which star Paul Winchell as host, each Saturday in the 11-11:30 a.m. slot. First show was April 6. Sponsors are Mattel Inc. (toys), Los Angeles, through Carson/Roberts Inc., Los Angeles, and General Foods Corp., White Plains, N. Y., through Benton and Bowles, New York.

Fredericks adds three ▪ The Carlton Fredericks radio program, *Living Should Be Fun,* has been bought by KLIQ Portland, Ore.; WTHI Terre Haute, Ind., and KMEO Omaha, raising the number of outlets carrying the program to 18. Mr. Fredericks continues to appear on ABC Radio's *Flair* programing.

Twin guests ▪ New twin star guest policy for *Wagon Train* will be used next season, when the program becomes a 90-minute show, Howard Christie, producer of the series at Revue Studios, has announced. The series, shot in color, is on ABC-TV.

Theater group, producers discuss TV film policy

Officials of the Theatre Owners of America and the Allied States Association have held a series of meetings with executives of the major feature film production and distribution companies to formulate a policy governing the sale of features to TV stations and networks.

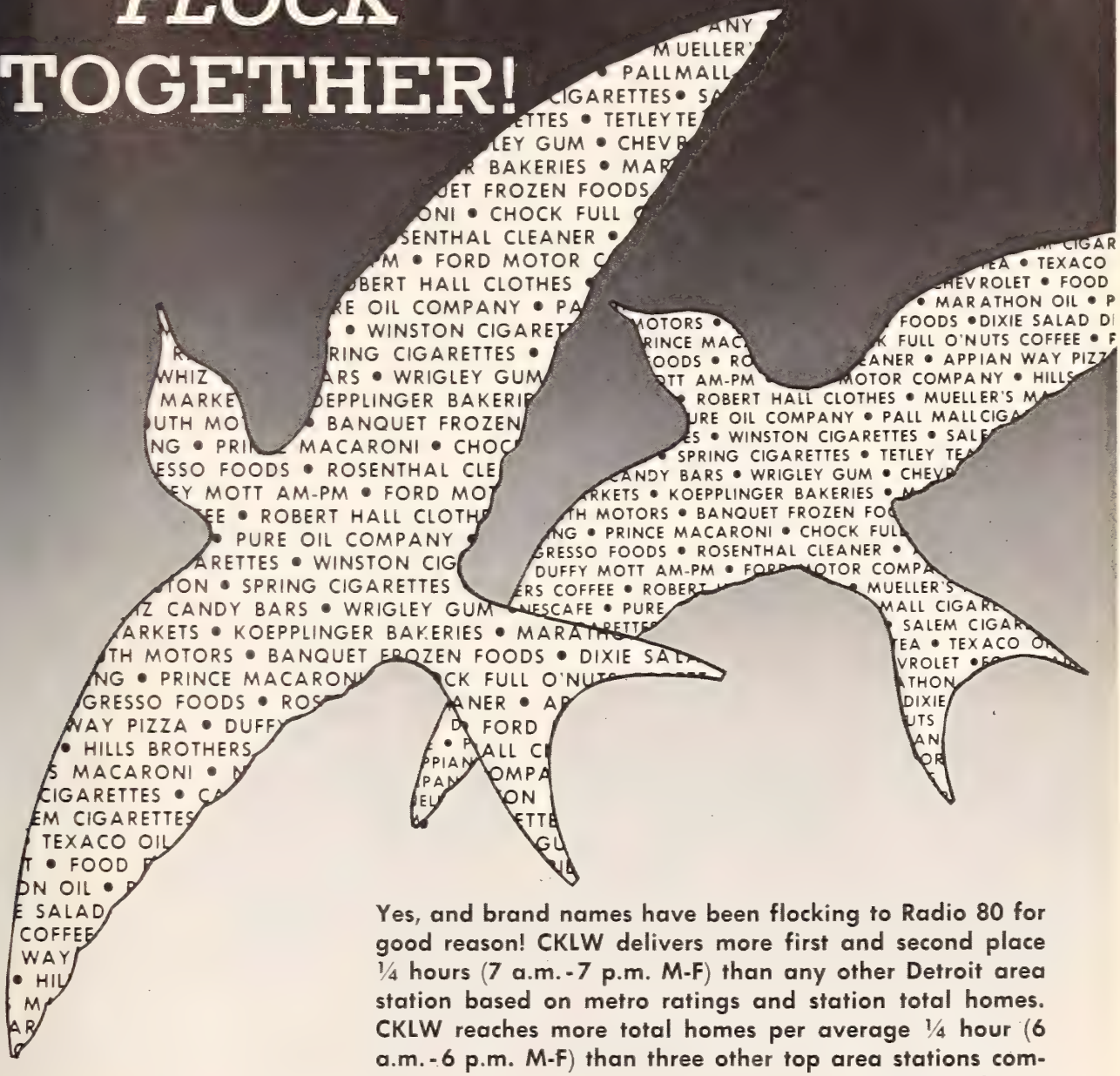
Neither representatives of the exhibitor associations nor of the producer-distributor companies would reveal details on the discussions. It is known that theater interests are perturbed that features produced within the past five years are being sold to TV and often scheduled in prime time.

CBS to show 'Velvet Knife'

The Velvet Knife, a story written by Peter Ustinov and purchased for television adaptation by David Susskind (CLOSED CIRCUIT, March 25), will be produced by Talent Associates-Paramount Ltd. in association with British Home Entertainment Ltd. for telecast on CBS-TV during the 1963-64 season.

Mr. Ustinov will direct the 90-minute drama special and will co-star in it with Anthony Quinn. The story is set in Italy in the period following Mussolini's death.

BIRDS OF A FEATHER *FLOCK* TOGETHER!



Yes, and brand names have been flocking to Radio 80 for good reason! CKLW delivers more first and second place ¼ hours (7 a.m.-7 p.m. M-F) than any other Detroit area station based on metro ratings and station total homes. CKLW reaches more total homes per average ¼ hour (6 a.m.-6 p.m. M-F) than three other top area stations combined. In less than 6 months, Radio 80's in-home audience (6 a.m.-6 p.m. M-F) has increased 91%! Inquire about our package plans and what this 50,000 watt facility can do to sell your product or service in a 28 Billion Dollar Market!

Write or call for availabilities or contact your
RKO NATIONAL SALES DIVISION OFFICE

Audience Estimates Cited Above Are Based on NSI NOV.-DEC. 1962

CKLW-RADIO 80

RKO GENERAL

ESSEX BROADCASTERS, INC., GUARDIAN BLDG., DETROIT 26

WINDSOR, SERVING THE WINDSOR AND DETROIT AREA

CANADIAN RADIO UP 11.46%; TV UP 24%

Food advertisers lead the billings parade for 1962

National advertising carried on Canadian radio last year totaled $19,742,758, up 11.46%, while national television advertising amounted to $55,153,045, up 24.36% in the year, according to tabulations in *Marketing*, Canadian advertising weekly. Largest national advertiser was the food and food products group with $5,516,177 in radio and $13,482,910 in television. Drugs and toiletries accounted for $2,700,497 in radio and $12,135,756 in television. Automotive advertisers were third highest in radio with $2,289,574, while in TV third highest group was laundry soaps and supplies with $7,983,486.

The Dominion Bureau of Statistics, Ottawa, reported late in April that in 1960 radio advertising of all types amounted to $50,364,000 and in 1961 $49,828,000. TV advertising, national, local and network totaled $49,877,000 in 1960 and $54,081,000 in 1961. Local advertising on radio was greater than network and national combined, but was only one-fifth of network and national combined in television.

A survey by Elliott-Haynes Ltd., Toronto research firm, showed that in 1962 the 10 largest Canadian advertisers allotted almost half of total media budgets to television. This amounted to $17,240,000, or 47.2% of their total $36,570,000 media budget. This was a 3% increase over 1961. Television Bureau of Canada reports that "the list shows that companies with a variety of brand name products with a quick turnover allocated an even greater percentage of media budget to television."

The list shows that General Motors spent 15.9% of its total media budget of $7,436,000 on television; Canadian Breweries Ltd., 34.6% of $4,693,000; Procter & Gamble of Canada, 99.5% of $4,013,000; General Foods Ltd., 70.2% of $3,588,000; Ford Motor of Canada, 22.4% of $3,344,000; Lever Bros. Ltd., 78% of $3,192,000; Imperial Tobacco Ltd., 29.1% of $3,129,000; Rothmans of Canada Ltd., 27.2% of $2,601,000; Imperial Oil Ltd., 28% of $2,436,000; and Colgate-Palmolive Co. of Canada, 65.2% of $2,138,000.

Color TV in Britain

Further demonstrations of color TV systems are being arranged in Britain. ABC-TV is now privately demonstrating the SECAM color system, developed in France, which ABC-TV decided to investigate two years ago, when BBC-TV was testing the American NTSC system.

BBC-TV is also studying SECAM and is due to start experimental transmissions later this month.

The postmaster general will decide which system Britain should adopt.

Collins to Canadians: Irritation on increase

American broadcasters are becoming "more and more irritated by government incursions" into areas of free enterprise, President LeRoy Collins of the National Association of Broadcasters told a Canadian audience last Thursday (May 2).

Speaking before the Radio and TV Executives Club in Toronto, meeting in conjunction with the convention of the Canadian Association of Broadcasters, Governor Collins said that the NAB has given itself the task of keeping American broadcasting free of "unwarranted government interference," and of providing leadership to the whole American free enterprise system.

The most effective defense against government is a good offense, Governor Collins said. "This means looking forward—making progress on our own and not being content just to fight rear guard verbal brawls."

Audience Research ▪ He pointed out that the industry now is moving toward reliability in audience measurement services through the NAB research program. Alluding to congressional hearings on ratings (see page 28), he said the industry has learned its lesson and that "it is not too late for us to put this part of our house in order before the government seeks to take over and do the job for us."

British pay TV trial wants three channels

Britain's experimental pay TV trials, due to start next year, are running into trouble. British Telemeter Home Viewing, one of the five companies planning to take part in the trials, is challenging the government to provide it with not one but three channels.

The company is convinced that only a multi-program system of pay TV can cater effectively for minorities, and it is asking for three simultaneous programs. One would offer light entertainment, another culture, and the third a mixture of hobbies and education.

Roland Williams, a director of the company, says that the three programs could be started without detriment to existing BBC and ITA services.

He told a news conference in London that representations calling for a multi-program system had been made to the postmaster-general. Until now, however, the government's view was that pay TV trials should take place on one channel only.

The company plans to introduce a special device in the Telemeter system. The viewer will press a button at the end of the program in answer to questions shown on the screen.

The questions will be such as "Did you enjoy the program?" and "Would you have preferred it earlier in the evening?" The results will be fed through a computer and made available far sooner than is possible with current methods of viewer research.

New British TV tax now in Commons

Britain's Postmaster-General Reginald Bevins forecasts that during 1964-65 television companies will earn a gross income from advertising of over $230 million. This will be an increase of at least $11 million over this year and will maintain net profits of $36 to $39 million, in spite of increased costs.

He was introducing to the House of Commons standing committee on the television bill new proposals for increasing government revenue from TV companies. He hopes when the new proposals come into effect to raise $46.5 million for the exchequer, or $24 million more than is provided by the existing television advertising duty.

The existing levy will be replaced by a sliding scale levy based on gross advertising receipts.

Some government MP's are unhappy about the proposals and have introduced an amendment to the bill. The amendment would switch the basis of the new tax from a proportion of gross advertisement receipts to net profits.

The amendments to the bill would provide for payments on the following formula: 25% on the first $1.4 million of net profits, 35% on net profits between $1.4 million and $2.8 million and 50% on net profits exceeding $2.8 million.

The government's answer to the critics is that a levy on advertising receipts would be less open to evasion than one on profits.



In Pittsburgh a hero is a hoagy

Local expressions point up the importance of market-by-market advertising. You can't get the proper emphasis on a nationwide level. You've got to match your product to your market. The advertising flexibility you're looking for is Spot TV. Spot-your-market TV.

There's nothing casual about Spot TV. It's carefully planned. It's individually tailored to suit you. You can't be casual if you have to bolster sales where they are slipping—meet the challenge of new competition—apply seasonal control or timing—test a product, or expand distribution into new markets.

TvAR, representing a select list of major market TV stations, can show you how to get more out of your advertising dollars by buying on a spot-your-market basis. TvAR's "Television Spot Test" enables you to document the effectiveness of Spot TV. TvAR's "Brand Comparisons," give the status of 500 brands in our eight represented markets.

Spot TV is the flexible advertising medium. TvAR is the personalized service. Why not take advantage of both?

TELEVISION ADVERTISING TvAR REPRESENTATIVES, INC.

REPRESENTING

WBTV **CHARLOTTE** *(JEFFERSON STANDARD BROADCASTING CO.)* • *WTOP-TV* **WASHINGTON** *AND WJXT* **JACKSONVILLE** *(POST-NEWSWEEK STATIONS)*
WBZ-TV **BOSTON,** *WJZ-TV* **BALTIMORE,** *KDKA-TV* **PITTSBURGH,** *KYW-TV* **CLEVELAND** *AND KPIX* **SAN FRANCISCO** *(WESTINGHOUSE BROADCASTING COMPANY)*

TvAR Offices in New York, Chicago, Detroit, San Francisco, Los Angeles and Atlanta

Should ETV outlets program entertainment?

NO RULE AGAINST IT, BUT GEORGIA STATIONS PROTEST

A storm is brewing in Georgia over the nighttime programing of three state-owned educational TV stations.

Commercial broadcasters have lodged formal protests with the state board of regents for higher education and the state superintendent of schools for public instruction over the stations' regular practice of showing feature movies at night—some of which also have been purchased by commercial stations.

James E. Dunlap, chairman of the board of regents, acknowledged the protests and said that he has ordered a full investigation. The University of Georgia, Athens, is the licensee of WGTV (TV) there. WETV (TV) Atlanta is licensed to the Atlanta board of education and WXGA-TV Waycross to the state public school board of education. The latter two stations turn their entire nighttime programing over to the university and maintain no supervision, according to Dr. Claude Purcell, state superintendent.

Raymond E. Carow, general manager of WALB-TV Albany, and J. B. Fuqua, president of WJBF (TV) Augusta, have both written Mr. Dunlap about the ETV programing. The board of directors of the Georgia Association of Broadcasters has scheduled a meeting May 25 to consider a resolution condemning the practice and an unofficial protest has been lodged with Governor Carl Sanders.

Mr. Carow said that he purchased "The Caine Mutiny" for showing on WALB-TV but before it could be scheduled, the same picture was programed by WXGA-TV (the two stations have an overlap of less than 20%).

On its program log for this week, WGTV has scheduled "The First Gentleman," and "The Ox-Bow Incident" at 9:30 p.m. Thursday (May 9), and another feature movie, for the same time period Friday. During station breaks, the Waycross station reportedly has urged listeners that "for the best in entertainment, stay tuned to WXGA."

Not True Purpose ▪ Mr. Carow said that he was not objecting to competition for audience from ETV but that he felt stations built with state funds should not program entertainment on a regular basis. They should "hew to their purpose of education," he said. "They've even had shoot-'em-ups and who-done-its."

Both Messrs. Dunlap and Purcell said their stations did not intend to compete with commercial outlets for the entertainment audience, and while they said they were not familiar with the programing, they defended the movies shown as being of a historical, educational or cultural nature. Mr. Dunlap, however, said the practice was being reviewed and that Gerald Appy, director of WGTV and responsible for the nighttime programing of all three ETV stations, has been ordered to make a full report.

Mr. Dunlap said that university President O. C. Aderholt already had expressed an opinion that the movies are not strictly entertainment and do not compete with the commercial stations.

Both Mr. Appy and an FCC official pointed out that there is nothing in the FCC rules against straight entertainment on ETV stations.

No protest has been lodged with the FCC.

In Minneapolis-St. Paul, the best two station buy, 6 am to 9 pm, is wtcn and wcco. The picture is new. Buy wtcn-wcco Radio now. Katz will take care of wtcn end of the buy. Call Katz (Judson 2-9200) New York, and Katz (Mohawk 4-7150) Chicago.*

* — Source SRDS — January-February 1963 Pulse.

MBA, students hear FCC actions attacked

The two-day Missouri Broadcasters' Association convention, held in Columbia last week in conjunction with the annual Journalism Week of the University of Missouri's School of Journalism, featured speakers who variously chastised the FCC and dispensed advice to the school's journalism students.

Owen Saddler, executive vice president and general manager of KMTV (TV) Omaha, charged the FCC with "imposing standards, principles and policies which are of themselves censorious or restrictive, and can become more so if this kind of philosophy maintains." Mr. Saddler's verbal barrages were primarily directed at the commission's local programing hearing held in Omaha last winter (BROADCASTING, Feb. 4 et seq.).

The FCC's frequent denials of any intentions of programing censorship amount to "polyanna statements," Mr. Saddler said.

Journalism students were told that "in the end, you will be judged not on your petty power to verbalize, or even on your profits, but on your principles," by Robert Hyland, vice president of CBS Radio and general manager of KMOX St. Louis. KMOX was given the University of Missouri Honor Award for distinguished service to journalism. Mr. Hyland, whose speech admonished newsmen to dedicate themselves wholly to their profession, also struck at the FCC's political coverage rules and the various bans on broadcast coverage of

WHAT DO YOU DO WHEN YOUR TV STATION REALLY CATCHES FIRE?

YOU HAVE THE KIND OF FRIENDS AND NEIGHBORS WE HAVE IN BUFFALO AT WGR-TV

This is not one, but many thanks to all our friends and neighbors for their unselfish assistance during the fire in our Barton Street studios Thursday, April 25th.

We are proud of the friendship which prompted this assistance and deeply grateful for their invaluable help.

Our good neighbors at WBEN-TV, Channel 4, made it possible for us to get back on the air almost immediately. They rushed their mobile television unit to the fire scene, so we could resume telecasting two hours and twenty minutes after the three alarm fire broke out. Thanks to WBEN-TV's help, Channel 2's signal was only off the air from 6:16 p.m. to 8:36 p.m. A remarkable record considering the fact that in the three alarms seventy-five fire fighters and seventeen pieces of equipment were used to extinguish the blaze.

Our thanks also go, to WKBW-TV, Channel 7; WNED-TV, Channel 17; Holland-Wegman Studios and Dynamic International, Inc., for their prompt assistance, invaluable aid and for their generous offers of help.

A great deal of praise is due the Buffalo Fire Department for the way in which they brought the blaze under control with a minimum of fire damage.

The performance of the Buffalo Police Department was outstanding. Their work in re-routing traffic and maintaining spectator control made fighting the fire and salvaging building contents much easier and safer.

Last, (but hardly least), we want to thank all of the people at WGR-TV for saving valuable equipment and working 'round the clock to keep "telecasting as usual." The three alarm fire destroyed one wing of our studios and caused other damage. However, with everyone "pitching in" as they did, we were telecasting from our own studios again at 10:00 a.m. on Friday, the morning after the fire. At the same time, workmen began the job of restoring our studios and offices. All losses were covered by insurance and we are meeting our regular schedule of programs, both NBC and local.

So, once again, to everyone, a warm, heartfelt thank you from

WGR-TV

WGR-TV • CHANNEL 2 • NBC • BUFFALO-NIAGARA FALLS, NEW YORK • A TRANSCONTINENT STATION

SYMBOL OF SERVICE

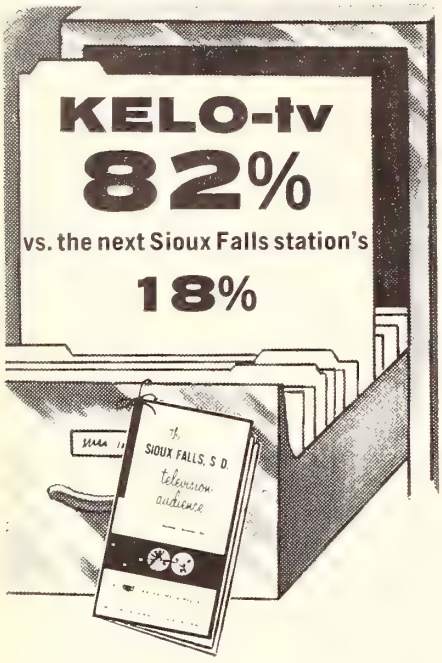
TELEVISION: WGR-TV Buffalo • WDAF-TV Kansas City • KFMB-TV San Diego
KERO-TV Bakersfield • WNEP-TV Scranton-Wilkes Barre

RADIO: WGR and WGR-FM Buffalo • WDAF and WDAF-FM Kansas City
KFMB and KFMB-FM San Diego • WDOK and WDOK-FM Cleveland

REPRESENTED BY EDWARD PETRY & CO., INC. THE ORIGINAL STATION REPRESENTATIVE

TRANSCONTINENT TELEVISION CORPORATION, 380 MADISON AVENUE, NEW YORK 17, N.Y.

Up date your ARB Files! Feb.-Mar. '63



There's a solid reason for this imposing lead!

Only KELO-LAND TV has been engineered to serve the full market—its viewers and advertisers. Our three strategically located transmitters operate as one station to cover Sioux Falls' 103 counties, to match the market's full distribution flow with full tv signal reach.

KELO-LAND'S remarkable effectiveness as an advertising medium is brought out even more forcefully in market-by-market comparisons. Your sales message reaches 38.3% more tv homes than on the highest rated Des Moines station, 28.8% more than on the highest rated Omaha station, 42.2% more than on Duluth-Superior's, 121% more than on North Dakota's highest rated station.

CBS • ABC
KELO-tv LAND

KELO-tv SIOUX FALLS, S.D.; & interconnected KDLO-tv and KPLO-tv



JOE FLOYD, President
Evans Nord, Executive Vice Pres. & Gen. Mgr.
Larry Bentson, Vice-Pres.

•

Represented by H-R
In Minneapolis by Wayne Evans

NAB giving plaques to four radio veterans

Four veteran radio performers—with a combined total of 112 years in radio—will be presented special awards during National Radio Month (May) by the National Association of Broadcasters.

The NAB announced yesterday (Sunday) that Don McNeill, ABC; Arthur Godfrey, CBS; Cedric Foster, MBS, and Morgan Beatty, NBC, will be presented with special plaques commemorating their long service to radio, two as entertainers and two as newsmen-commentators. The awards are an added national feature of the observance of radio month.

Mr. McNeill is the originator of ABC Radio's *Breakfast Club,* now in its 30th year, and is the only regular master of ceremonies the Chicago-originated program has ever had. He entered radio in 1928 as a $15-a-week announcer for a Milwaukee station while he was attending Marquette University.

Mr. Godfrey entered commercial radio in 1929 as host of an amateur program on WFBR Baltimore. Later, he became an announcer and disc jockey on WJSV (now WTOP) Washington and in 1945 returned to his native New York to join CBS Radio. He since has been host of many CBS radio and TV programs.

Mr. Foster has been a fixture on MBS news and commentary programs since 1940. He now presents two daily newscasts from Washington in addition to *Cedric Foster News and Commentary,* now in its 23d year.

NBC's Mr. Beatty is a former newspaperman (as is Mr. Foster) who switched to broadcasting 22 years ago. He is editor-in-chief and commentator on the network's *News of the World,* evening program originating from New York.



Mr. Foster | Mr. Godfrey | Mr. McNeill | Mr. Beatty

legislative proceedings.

He noted that progress has been made in broadcast access to the Missouri legislature (see story page 87).

Radio Advertising Bureau President Edmund C. Bunker, spoke on the future of radio, emphasizing that it is a "field with great promise and a great need for trained, talented young people." Mr. Bunker also pointed out the need for trained radio sales personnel, a field which is "even more challenging and rewarding in many ways than journalism."

Also speaking at the meeting were Governor John M. Dalton; Larry Israel, president of Television Advertising Representatives Inc., New York; Clinton Wheeler, vice president of Benton & Bowles, New York, and FCC Commissioner Rosel H. Hyde.

Broadcasters, students plan school project

The High School Broadcasters Association, a joint project of the West Virginia Broadcasters Association and the State Department of Education, has concluded its first spring workshop at West Virginia University.

The organization, which began last October, was conceived by Harry M. Brawley, director of public affairs for WCHS-AM-TV Charleston. Mr. Brawley, a member of the West Virginia Educational Broadcasting Authority, serves as special consultant on broadcasting for the education department.

Twenty-one high schools are now active in the organization. The association intends to encourage high school students' interest in broadcasting, both as intelligent listeners and as a possible vocation. The association's immediate goal is formation of broadcasting clubs in the state's high schools. These clubs work with local radio and television stations in the interest of getting more school programs on the air. For the internal operation of their schools they encourage production of programs utilizing school facilities.

The permanent headquarters of the association and its annual October meeting will be at Morris Harvey College, Charleston.

Thanks for coming...

Last week leading advertising, broadcasting and agency executives gave generously of their time to hear a factual point-by-point review of our methods of determining radio and television ratings. These meetings were not "sales meetings." They weren't lectures. No one sought the sensational headline. On the contrary, everything possible was done to create an informal atmosphere . . . where everyone could comment freely, ask questions or make suggestions.

The atmosphere in these meetings was in sharp contrast with what we experienced during the recent congressional sub-committee hearings. There, in Washington, the committee asks the questions and brings forward the witnesses. You can't cross-examine witnesses who testify against you. The statements made are immune from the laws of libel and slander. Unfortunately, the calm, factual reply cannot compete with the sensational charge.

CORRECTING THE RECORD

Many of our guests said that the facts brought out in the give-and-take of these client meetings confirmed their confidence in our methods . . . that wherever possible we should continue to replace implications with facts. For example:

Implication: Based primarily on testimony of three ex-employees, Nielsen field work is faulty.

Fact: *The vast bulk of our field work is performed in accordance with the strict standards we have established. We have reliable methods for detecting improper field work—methods which had routinely caught the errors before these disgruntled ex-employees testified.*

Implication: Because reports in a few homes showed that the receiver was tuned to a single station for 24 hours or more, Nielsen's system of metered measurement is discredited.

Fact: *The total tuning time for these atypical cases is extremely small: less than 1% of tuning-minutes for radio; 0.1% for television!*

Implication: Based on the sub-committee's choice of a single non-typical local market, sample sizes for the Nielsen Station Index are inadequate.

Fact: *For all of 1962, 6% of Nielsen Station Index samples were below the norm—not enough to invalidate reports. 26% were at the norm. 68% were above it!*

Implication: Nielsen "sells confusion" to the broadcasting and advertising industry with its local radio services.

Fact: *The difficult and vexing problems of measuring local radio audiences have been well known in the industry for many years. In spite of the problems, which have never been a secret, the industry has asked that the measurements be continued and, when economically practical, improved.*

Implication: Nielsen samples are outdated because they are based on the 1940 census.

Fact: *43% of U.S. homes have been built since 1940. 38% of Nielsen sample homes have also been built since 1940!*

THE DOOR IS OPEN

Theoretically, we could continue for several pages . . . pairing off each little implication with its factual reply. If we don't, it isn't because we have anything to hide. We'd just rather not bore anyone! But our door is always open to responsible inquiry from anyone with a stake in the accuracy of our reports.

We were encouraged when the congressional sub-committee asked the American Statistical Association to evaluate our work. Three eminent statisticians *reported favorably on our methods* . . . but, for all practical purposes, their report has been ignored by the press.

In its place were intimations that the ratings are rigged to favor our clients. We believe that our record itself refutes this radical distortion. Like many others, we've worked hard for 40 years to build and to merit our reputation for integrity. On behalf of 5,000 Nielsen men and women, located in 16 countries around the world, we do not intend to remain on the sidelines now, allowing our reputation to be unjustly assailed.

WHERE DO WE GO FROM HERE?

First: more meetings with clients, because meetings to date have done much to clear the air. We want every client to express his views. After all, ours is a service business: one that must, as always, be both *responsible* and *responsive* to its users.

To date, the most encouraging development of all is the groundswell of industry support, growing by the hour. Apparently, very few interested people are being misled by headlines which are not supported by facts. Thinking people will not miss the far-reaching significance of these recent events.

As PRINTERS' INK puts it: "*What in God's name is going on here? . . . Don't you know that YOU may be next?*"

A. C. NIELSEN COMPANY

Reprints of a recent address by Arthur C. Nielsen, Jr. entitled "A Researcher Replies" are available by writing to us at 2101 Howard Street, Chicago 45, Ill.

Controversy at all-channel meeting

LESS THAN UNANIMOUS APPROVAL FOR ONE GROUP'S PLANS

There was something less than unanimity last week in Washington as the executive committee of the Committee for the Full Development of All-Channel Broadcasting (CAB) met to approve the scope of activities of its three major operating committees.

The controversy centered around the areas to be explored by committee No. 2, headed by Seymour Siegel, director of WYNC-AM-TV New York. This committee is charged with making a "study and report on information with respect to factors pertaining to UHF broadcast station operation."

Mr. Siegel's four subcommittees received approval of the executive committee to investigate availability of programing resources, network affiliations, community antenna TV and pay TV, and influence of ratings on UHF stations and advertisers' practices—but only after considerable debate.

The executive committee, headed by FCC Commissioner Robert E. Lee, approved without serious objections the plans of committees No. 1 (technical development) and No. 3 (consumer information).

CAB was formed jointly by the FCC and industry to study ways and means to promote UHF and make recommendations to both the industry and the FCC. The executive body held its first meeting in Chicago last month immediately following the National Association of Broadcasters convention (BROADCASTING, April 8).

Mr. Siegel's proposal to authorize a study of network affiliations as an aid to prospective UHF stations passed on a 10-7 vote of the executive committee while five members abstained in the vote for a study of programing resources and other members expressed objections but did not vote against the plan.

Those who objected to both proposals questioned the need of such studies as well as the advisability of a government-sponsored committee investigating the questioned areas. "This gets into the business management areas of activity and I have serious reservations . . ." Vincent Wasilewski, executive vice president of the NAB said.

Peter Kenney, NBC Washington vice president, said the committee is "flirting with anti-competitive matters . . . with the possibility of a government sanctioned trade association." Commissioner Lee said the proposed studies constitute an industry group compiling information—not the government.

Scope Of Controversy ▪ The subcommittee on program sources, headed by Laurence Turet, executive vice president-general manager of WUHF (TV) (ch. 18) Milwaukee, will investigate films available for program use, cost of local live shows, residual network rights and a possible second-run UHF network as proposed by FCC Chairman Newton N. Minow (BROADCASTING, April 8).

The subcommittee on network affiliations, headed by John English, WSEE (TV) (ch. 35) Erie, Pa., will study overlap with an existing VHF which would preclude affiliation for a new UHF, whether the FCC should limit network hours and basis for network compensation rates to affiliates.

Subcommittee No. 3 of Mr. Siegel's committee will advise the committee "as to what extent rating services influence UHF stations and the extent to which coverage areas may influence ratings." Adam Young, head of the station representative firm bearing his name, will chair this subcommittee. It was given the added duty of investigating advertising practices, an area proposed by Mr. Siegel as a separate subcommittee.

The ratings group will consider the basis for accurate UHF measurements, sample size in a major market and in the total coverage area of UHF stations, sample of UHF vs. VHF homes and the economics of stable surveys.

Objections also were raised to the proposed activities of the Young subcommittee. Washington attorney Percy Russell wondered how the subcommittee could gather information not already put on the record by Congress. Lester Lindow, executive director of the Association of Maximum Service Telecasters, pointed out the numerous activities of other industry groups in the ratings field (see page 28) in saying he found it "very difficult to understand just what a subcommittee could reasonably expect to do that is not already being done in a more extensive manner."

W. T. Hamilton, vice president of WNDU-TV South Bend, Ind., maintained that UHF-converted sets (with a UHF channel viewed on a VHF knob setting) are not getting a fair measurement from the surveys.

There was no discussion of the scope of the activities of subcommittee four, chaired by William Putnam, president

In Minneapolis-St. Paul, the best two station buy, 6 am to 9 pm, is wtcn and wcco. The picture is new. Buy wtcn-wcco Radio now. Katz will take care of wtcn end of the buy. Call Katz (Judson 2-9200) New York, and Katz (Mohawk 4-7150) Chicago.*

* — Source SRDS — January-February 1963 Pulse.



For distinguished service

If distinguished service in the field of video tape—for inventing it in the first place, for producing it in commercial quantities in 1957 to meet the scheduling demands of Daylight Savings Time, or for carrying the first taped pictures transmitted via Telstar—would deserve a medal, it might look something like the above.

But much more meaningful than any medal is the overwhelming preference engineers every day vote "SCOTCH" Brand Live-Action Video Tape. This tape began its career nearly 7 years ago; and not a day has gone by since that 3M research in video recording and tape making hasn't been at work improving on this "seven-league-boots" head start. And in the audible range recording field as well, 3M is constantly developing refinements and improvements that set the standards in tape technology. "SCOTCH" Video Tape as well as "SCOTCH" Sound Recording Tapes put this experience and lead time at your service.

"SCOTCH" IS A REGISTERED TRADEMARK OF MINNESOTA MINING AND MANUFACTURING CO., ST. PAUL 19, MINN.
EXPORT: 99 PARK AVE., NEW YORK. CANADA: LONDON, ONTARIO ©1963, 3M CO.

Magnetic Products Division 3M COMPANY

of Springfield TV Broadcasting Corp., Springfield, Mass., although three executive committeemen abstained (Messrs. Lindow, Kenney and Harvey Struthers, vice president, CBS-TV Stations). The Putnam subcommittee is to advise the commission "concerning the community antenna practices as they may affect the reception of UHF stations and to advise the commission regarding pay TV policies."

Committees Nos. 1 and 3 ▪ Both groups received approval without controversy by the executive committee, although there was considerable discussion of planned distributor seminars by No. 3, chaired by L. M. Sandwick of the Electronic Industries Association. No. 3 is to "recommend procedures for developing and disseminating information to the public, distributors, dealers, service technicians and manufacturers concerning reception of UHF.

The committee was authorized to hold a seminar in Carnegie Hall, New York, May 14, and in Chicago's Palmer House hotel July 22 in connection with a convention of the National Association of Music Merchants. Carnegie Hall is being donated free by the city and several dignitaries will participate, including Mayor Robert Wagner.

Committee No. 1 on technical development is chaired by Ben Adler, president of Adler Electronics Inc., New Rochelle, N. Y. This committee was made a cosponsor of the New York seminar with No. 1.

The controversial committee No. 2 also plans a New York meeting May 14 and the executive committee made plans to meet again early in July, ahead of the Chicago seminar.

ETV stations to get WFIL-AM-TV studios

The complete studio facilities of WFIL-AM-TV Philadelphia will be turned over to WHYY Inc., licensee of educational stations WUHY-TV (ch. 35) and WUHY-FM, that city, and WHYY-TV (ch. 12) Wilmington, Del., a noncommercial station. The gift was announced last Wednesday (May 1) by Walter H. Annenberg, president of Triangle Publications Inc., owner of WFIL, and was accepted by William Goldman, president of WHYY Inc.'s board of directors.

The WFIL transmitters and WFIL-FM studios were not included in the gift.

Valued at about $1.5 million, the three-story building, facilities and equipment of WFIL-AM-TV at 46th and Market Streets will be transferred when WFIL-AM-TV move into new facilities in November. The building was erected in 1948 and has housed WFIL-AM-TV since that time.

WUHY-TV went on the air in September 1957 as WHYY-TV. The call letter change was approved by the FCC March 6, 1963, when the station switched WHYY-TV to its new channel 12 facility.

WHYY-TV will operate with a power of 316 kw visual from its transmitter site in Glassboro, N. J., located about halfway between Philadelphia and Wilmington. The station has a target date of Sept. 12.

Other Triangle Stations are WFBG-AM-FM-TV Altoona, WLYH-TV Lebanon, both Pennsylvania; WNBF-AM-FM-TV Binghamton, N. Y.; WNHC-AM-FM-TV New Haven, Conn., and KFRE-AM-TV, KRFM(FM) Fresno, Calif.

Little change seen in FCC policy

It is unlikely that the regulation of radio and television will be relaxed as a result of any change in personnel at the FCC, the Illinois Broadcasters Association was advised Thursday by two Washington communications lawyers, Theodore Baron and Benito Gaguine.

Both appeared on a panel at the IBA meeting in Springfield. James Sheridan, chief of the FCC's Broadcast Bureau, declined an invitation to participate because the commission has run short of its travel funds, the IBA explained.

An executive of the National Association of Broadcasters told the Illinois broadcasters that President Kennedy's appointees to the National Labor Relations Board are trying to rewrite labor-management laws to make them more favorable to unions.

In hundreds of decisions, NLRB members named by the Kennedy administration "have undertaken to substantially rewrite the law in favor of unions . . . in a way which I believe the Congress did not intend," James Hulbert, chief of NAB's department of management, said. Appointees to NLRB ought to consider themselves judges rather than advocates of a certain point of view, he said.

Mr. Hulbert urged broadcasters to "speak out" when NLRB decisions are unfair to the broadcasting industry. "We do not intend to sleep on our rights in the labor field—or in any other," he said.

Changing hands . . .

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ WDOT Burlington, Vt.: Sold by For-

Outstanding Values in Radio-TV Properties

Excellent daytime operation. Profitable. Unusual industrial and residential growth. Real Estate valued at $45,000. Terms.	CALIFORNIA $165,000
Well established daytimer in solid ranch and industrial area. Consistent cash flow. Liberal terms.	CALIFORNIA $160,000
Fulltime facility in prosperous top fifty market. Operating in the black but no where near its potential. Good terms.	EAST $325,000

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tune and Anthony Pope to a group headed by William Hunter, director of operations at WPTZ (TV) Plattsburgh, N. Y., for $137,500. The Popes own WHOM and *Il Progresso Italiano-Americano,* New York. WDOT operates fulltime on 1400 kc with 1 kw daytime and 250 w nighttime. Broker was Blackburn & Co.

Missouri House okays broadcasts

Radio broadcasts of the Missouri house of representatives legislative sessions are now permitted at any time under a permanent rule passed last Wednesday (May 1) by the house in Jefferson City.

The rules change, passed by a voice vote, was introduced by Majority Leader James G. Trimble (D) of Clay county. There are few, if any, other states giving broadcasters this carte blanche entry into legislative chambers.

On the same day the Missouri house opened its chamber to radio. KMOX St. Louis broadcast a house committee hearing on a bill which would submit daylight saving time to a state-wide vote. The KMOX broadcast was fed to KCMO Kansas City.

On March 19, six stations carried the first broadcasts from the house of representatives on debate over an increased state sales tax (BROADCASTING, March 25).

CBS-TV affiliates meet this week in N.Y.

CBS-TV affiliates meet in New York this week (May 9 and 10) for an annual conference with network executives.

Highlights include a luncheon addess May 9 by Dr. Frank Stanton, CBS Inc. president; a preview of next season's CBS-TV nighttime schedule, and a banquet-variety show on May 10.

Opening remarks will be made by Tom Baker Jr., WLAC-TV Nashville, who is chairman of the CBS Television Network Affiliates Association.

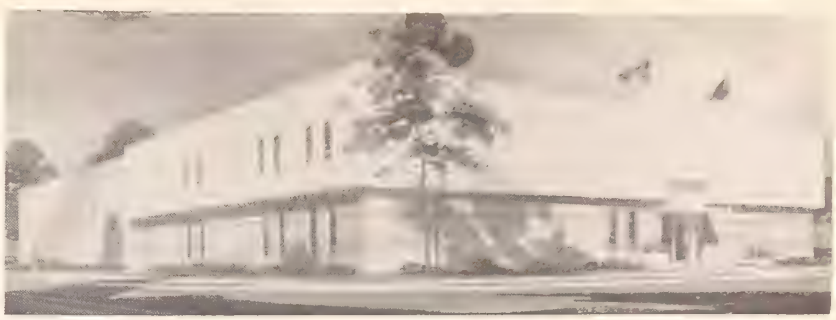
ETV's future discussed at Airlie House meet

Industry, educational and government leaders highlighted a three-day session on "Educational Television in the Next Decade" last week at Airlie House, Warrenton, Va. The 65 registrants for the closed meetings included college presidents, deans and leaders in ETV.

LeRoy Collins, president of the National Association of Broadcasters, and FCC Chairman Newton N. Minow spoke at the closing session. The high-level gathering was sponsored by the American Council on Education and the Joint Council on Educational Broadcasting.

Emphasis was given to discussions of federal and congressional activities in ETV and demonstrations on the use of television in higher education. John W. Bystrom, assistant secretary of Health, Education & Welfare, reported on the present status of ETV legislation in Congress.

This includes $15 million for ETV which has passed both houses and now is in conference (see page 62) and an additional House-approved $5 million which is part of the regular HEW fiscal 1964 appropriations.



WQAD-TV plans August start

WQAD-TV Moline, Ill., is scheduled to begin broadcasting from its new studios on Aug. 1. The $400,000 studio-office building, shown above in an architect's sketch, will be at 3003 Park Sixteenth Street.

The building will contain 19,000 square feet, including two studios; 40 by 60 feet and 40 by 30 feet.

Also under construction are the transmitter building and tower, located south of Orion, Ill. Overall construction costs including equipment, transmitter and tower will be about $1.5 million.

WQAD-TV (ch. 8) is a basic ABC-TV affiliate and will telecast network, local film and slides in color. Prebroadcast testing is expected to start July 15.

MOUNTAIN STATE—Fulltime major market radio station grossing $12,000.00 monthly and capable of doing much better. This well equipped facility is located in a tremendous growth area. ***Contact—John D. Stebbins in our Chicago office.***

SOUTHWEST—Fulltime radio station with excellent dial position servicing trading area of 300,000. Agressive owner-operator could materially increase gross. Total of $300,000.00 with 25% down and long terms to responsible buyer. ***Contact—DeWitt (Judge) Landis in our Dallas office.***

& ASSOCIATES, INC.
John F. Hardesty, President
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Doors are finally opening for women

LADY BIRD JOHNSON TELLS AWRT DELEGATES MOVE IS LONG OVERDUE

Over 1,000 women broadcasters gathered in Philadelphia last Thursday-Sunday (May 2-5) for the 12th annual convention of American Women in Radio and TV. Theme of the convention was "Leadership—Its Opportunities and Its Responsibilities in Broadcasting," with Mrs. Lyndon B. Johnson as the featured speaker.

Mrs. Johnson, a broadcaster for 20 years and wife of the Vice President of the U. S. said: "Today, doors are opening wider for the woman performer in entertainment and in news and it's long overdue." Speaking at the Thursday night banquet officially opening the convention she said: "If the industry is to do its best, it must have fuller use of their brains and abilities."

With recent advances in world communications, Mrs. Johnson declared traditional ways of presenting the news will be discarded for newer ones. "Somehow, when the fisherman in an African village or the merchant in Peking looks in on us he must see something worth seeing," she said. Tomorrow's worldwide TV viewer should find on his screen man's drive for a better life, not the reports of some movie idol's indiscretion, the principal owner of the LBJ Stations said.

Women have been the most successful salesmen of everything from detergents to dieting on radio and TV and neither men nor women in the industry can afford to stand still in the face of the challenges of today, Mrs. Johnson said. Our survival between a free and a totalitarian world boils down to which side makes the best use of radio and TV in informing the world's population, she said.

Mrs. Johnson told the AWRT delegates of a busy day in the life of the Vice President from a 9 a.m. Spanish lesson to a state dinner at the White House. Martha Crane, AWRT president and women's director of WLS Chicago, presented Mrs. Johnson with a special citation "in appreciation of her contribution to the broadcasting industry . . . and in recognition of her activities as a dedicated citizen and spokesman for the principles of Democracy. . . ."

Women in Communications ▪ James T. Quirk, publisher of *TV Guide,* made the keynote address at the opening Friday morning session. A panel on "Women in Communications Today" followed, composed of Patty Cavin, RCA manager of public affairs, Washington; Marion Stephenson, NBC Radio vice president; Geraldine Zorbaugh, CBS Radio general counsel; Hazel Markel, broadcaster and White House correspondent, and Mary McKenna, vice president of Metromedia Inc.

Marvin Kalb, CBS News diplomatic correspondent, was scheduled to address a Saturday morning general session. John Box, managing director of the Balaban Stations, St. Louis; Metromedia Vice President Mark Evans and James Duffy, ABC vice president, were scheduled participants on a Saturday radio panel.

A concurrent TV panel consisted of Robert Banner, president, Bob Banner Associates; Louis Hausman, NBC vice president, and Clair R. McCollough, president-general manager of the Steinman Stations, Lancaster, Pa. Saturday afternoon panels were scheduled on advertising, promotion and public relations and educational broadcasting.

McCall's magazine's Golden Mike awards were to be presented at the Saturday night banquet to seven women broadcasters and executives. The top Golden Mike went to Marciarose, creator of *Concept,* an educational program on WRCV-TV Philadelphia. Other Golden Mikes were awarded to Helen C. Ryan (executive), WTHI-TV Terre Haute, Ind., and Phyllis Knight (broadcaster), WHAS-TV Louisville, Ky., for "service to the community in general"; Deborah Miller (executive), WCAU-TV Philadelphia, and Patsy Avery (broadcaster), WTVM-TV Columbus, Ga., for "service to the family"; Virginia K. Bartlett (executive) WHDH-TV Boston, and Anne Slack (broadcaster), National Educational TV and Radio Center, New York, for "service to the American future."

The 11th annual Golden Mikes were presented by John Mack Carter, editor of *McCall's.*

Always in the know

Mrs. Lyndon B. Johnson maintains close supervision of her broadcast interests in addition to her official and social duties as the wife of the Vice President, she told a news conference in Philadelphia last week.

Mrs. Johnson told newsmen and delegates to the American Women in Radio and Television convention, which she addressed last Thursday (see story, this page), that she gets daily sales and administrative reports from the LBJ Stations. As board chairman of LBJ Co., Mrs. Johnson said she participates in policy decisions of the stations and makes personal monthly visits.

LBJ Co. (of which Mrs. Johnson owns 57%) owns KTBC-AM-TV Austin, and 29% of KWTX-AM-TV Waco, both Texas. KWTX Broadcasting Co. in turn owns 50% of KBTX Bryan, Tex., and 75% of KXII(TV) Ardmore, Okla.

The Vice President's wife refused to comment on current regulatory activities of the FCC in broadcasting. In answer to persistent questioning, she said she did not feel qualified to express an opinion.

WGN Inc. is buying Michigan CATV system

A major Midwest broadcaster completed negotiations last week to enter the community antenna business.

WGN Inc., licensee of WGN-AM-TV Chicago, is buying the 2,000-subscriber Houlton-Hancock, Mich., CATV system from Teleprompter Inc. The price is understood to be over $300,000.

The move by the *Chicago Tribune* (CLOSED CIRCUIT, April 29) is the first in what Ward Quaal, executive vice president of WGN Inc., said is a move to purchase or build other systems in the future. In addition to the Chicago stations, the WGN group owns KDAL-AM-TV Duluth, Minn.—Superior, Wis. The Tribune Co. owns the *New York Daily News* (WPIX [TV] New York).

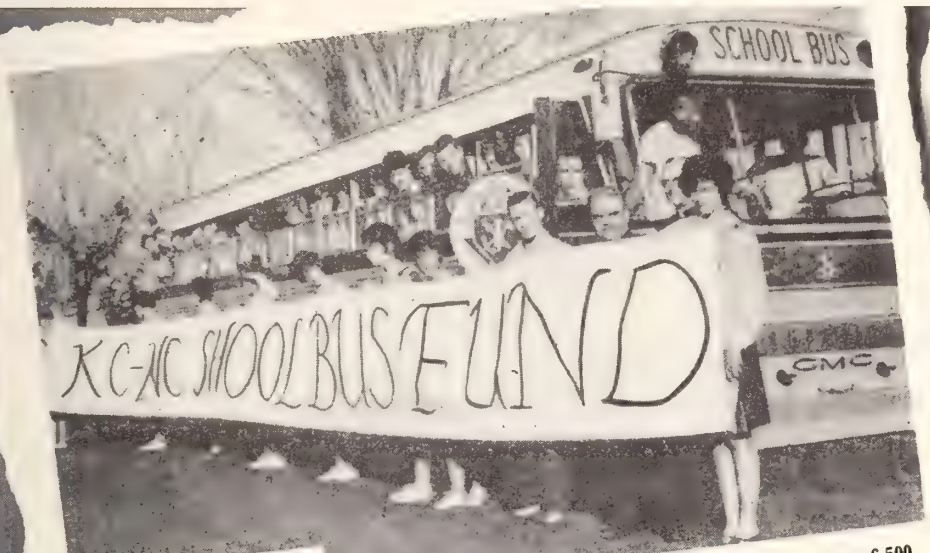
The five-channel system, which has a potential 2,500 homes, was started in 1955. It was purchased by Teleprompter in 1961. It picks up, either off the air or via microwave relay, the following TV stations: WLUC-TV Marquette, Mich.; WFRV and WLUK-TV Green Bay Wis., and CFCJ-TV Port Arthur, Ont.

The transaction was handled by Bill Daniels & Associates.

WGN's entrance into the CATV field follows closely other major television broadcasters who have gone into cable system enterprises: Cox Stations (three systems in Pennsylvania); Broadcasting Co. of the South (three systems in South Carolina, one in Florida); RKO General (systems in Oklahoma, Texas, Mississippi, and Kansas); LBJ Stations (franchise for Austin, Tex.); KLTV (TV) Tyler Tex. (system in Lufkin, Tex.); John C. Cohan (franchises for Salinas-Monterey, Calif.); Chris Craft Stations (two systems in California); Harry Butcher (Santa Barbara, Calif.).

How trading stamps help communities to fill many needs

A school bus, water system, fire engine, church project— here are just a few of the many community projects organized through Group Savings Programs.



NORTH CATHOLIC High School students Friday assembled in and beside a bus which Knights of Columbus hope to buy for them with trading stamps. Knights said they filled outla

—aign to collect some 6,500 equires

Trading Stamps Will Pay For Water System

MINOT — A project to pay or a $9,000 irrigation system ith trading stamps was an- ced here by William A. , executive director of Da- Boys Ranch which main- facilities here and at N. D.

years ago the North Da- District Lutheran Lay- League sponsored a pro- ich encouraged the dona- Beef cattle or calves to Boys Ranch. The success rogram provided a good a foundation herd. But er, according to Renz, so severely affected tuation that part of l to be sold.

12,000 Trading Stamp Books Needed to Buy Fire Engine

The Norwich Junior Chamber of Commerce announced Saturday it wants to dedicate the fire truck they hope to buy Norwich with trading stamps to the memory of the four firemen who lost their lives in the Van Tassel explosion and fire.

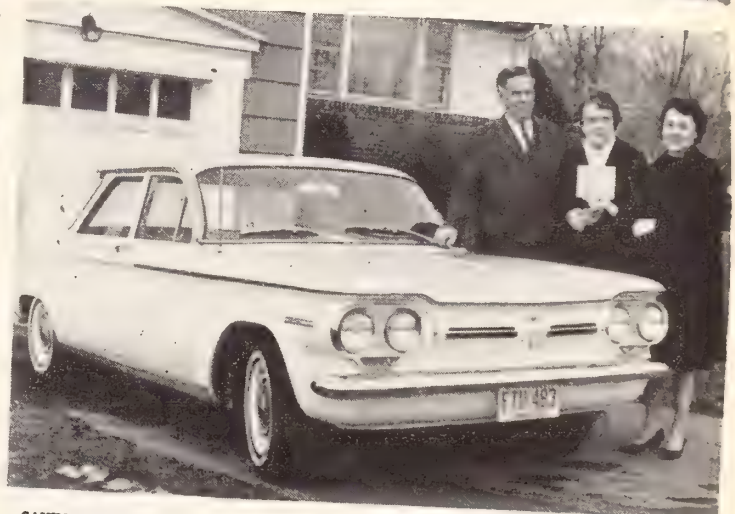
William B. Confrey after that to see just what type of apparatus is needed.

The Jaycees will meet with various civic and fraternal organizations and church leaders and all groups who are willing to listen in order to outline the plan to the public.

Richard Bastian, chairman of the drive to obtain collected S & H green stamps, said the apparatus would, in effect, be a lasting memorial to the firemen.

A large barrel will be placed probably on Main St., for hand in their books of books and persons the redemption center at 219 Town St. The Jaycees no more than 12,000 books will be needed to purchase the ratus.

According to Bastian, Jaycees will organize their campaign this week. The city council will be asked Monday to back and Bastian said he Chief



SAVING HABIT PAYS OFF: The Rev. and Mrs. George C. Howard admire her new car presented by members of the Central Unitarian Church in Paramus. At right is Mrs. Alfred De Risi, a chairman of the committee, holding a book of trading stamps. The 700 books of stamps saved represented purchases worth $34,000. The car is believed to be the first purchased in the State with trading stamps. The other chairman of the campaign is Mrs. James Beardsley. Both chairmen are from Bergenfield. (The Record photograph.)

WHAT DOES YOUR COMMUNITY NEED?

The Sperry and Hutchinson Company has developed a special department to help any recognized non-profit group to run a successful drive to get things it needs. Anyone who might be interested in further information about what can be done for his community should write to: Group Savings Department, The Sperry and Hutchinson Company, 114 Fifth Avenue, New York 11, New York.

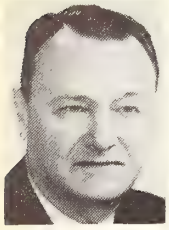
An American Way Of Thrift Since 1896

S&H GREEN STAMPS

BROADCAST ADVERTISING


Mr. Echols

David H. Echols and **Kirk C. Tuttle** elected to executive committee of Fuller & Smith & Ross Inc. Mr. Echols, senior VP and manager of FSR-Chicago, joined agency in 1959 after serving Grant Adv. for 14 years. Mr. Tuttle, senior VP and manager of FSR - Cleveland, was executive account manager for Kudner Agency Inc. before joining FSR in 1958.


Mr. Tuttle

Robert W. (Jack) McPhail, former general sales manager for cosmetics division of Chesebrough Ponds Inc., New York, elected senior VP of The Stephan Co. (Stephan's Dandruff Remover Hair Lotion), Fort Lauderdale, Fla., in charge of drug, food, barber, and military divisions.

Donald Carret, account supervisor at Compton Adv., New York, elected VP.

Serge T. Popper, account executive at Mort Bassett & Co., New York, elected vice president.


Mr. Cunningham

Guy Cunningham, creative director in charge of sales development for Television Bureau of Advertising, elected VP. Prior to joining TvB, Mr. Cunningham was with CBS for 11 years. He was appointed director of promotion and spot sales development for stations represented by CBS Spot Sales in 1952.

Roland Marx, Robert Tannehill and **Bert Wagner** elected VPs of Sullivan, Stauffer, Colwell & Bayles, New York. Mr. Marx is account supervisor on Carter Products account. Mr. Tannehill is marketing group supervisor for marketing department. Mr. Wagner is associate media director.

John E. Grimm 3d, VP-marketing director for household products division of Colgate-Palmolive Co., New York, named general manager of toilet articles division. He succeeds **Edward Gelsthorpe,** who joins Ocean Spray Cranberries, Hanson, Mass., as executive vice president.

George S. Montgomery, former account executive at Compton Adv., New York, joins Kenyon & Eckhardt, that city, in similar capacity.


Mr. Lyddan

William C. Lyddan, senior VP, a director and chief group head at Campbell-Mithun, Minneapolis, joins Lennen & Newell Inc., New York, as senior VP and management account supervisor. Mr. Lyddan has also held account positions with Young & Rubicam and McCann-Erickson in New York, and with Foote, Cone & Belding, San Francisco.

Richard C. Hess, former group head for TV and print at Benton and Bowles, joins Fletcher Richards, Calkins & Holden, New York, as art supervisor on Eastern Air Lines account.

James E. Keefe, with Carry Pack Inc., Chicago, for past 18 months, joins Waldie & Briggs, that city, as vice president and account supervisor.

Richard P. Slade, radio-TV director of Rogers & Smith, Kansas City advertising agency, joins Winius-Brandon Co., that city, in similar capacity.

Richard Reibold named radio-TV director of Beckman-Koblitz, Los Angeles advertising agency. **Doris Higgins** appointed spacebuyer.

Richard L. Sullivan named manager of advertising for B. F. Goodrich Footwear Co., Watertown, Mass.


Mr. Moodie

Craig W. Moodie Jr. named director of advertising and promotion department of Armstrong Cork Co., Lancaster, Pa. **A. Hugh Forster** appointed director of Armstrong's newly created public relations and public affairs department. Mr. Moodie joined Armstrong in 1947 and was named assistant advertising-promotion director in 1954. Mr. Forster has been with company since 1939, serving as assistant to Armstrong president in 1947, and since 1956 as assistant director of advertising, promotion and PR.

F. Douglas Tillett named director of radio-TV production department of VanSant, Dugdale & Co., Baltimore advertising agency.

Dale Kreachbaum, formerly with WTRF-TV Wheeling, W. Va., joins Gutman Adv. Agency, that city.

Duncan C. Galbreath, media supervisor at BBDO, San Francisco, joins Botsford, Constantine & Gardner, that city, as media-marketing coordinator for agency's three West Coast offices.

Robert Bruce, formerly with A. C. Nielsen Co., New York, joins Street & Finney, that city, as sales analyst in research department.


Mr. Conboy


Mr. Van Deusen

William O. Conboy, account supervisor at Ted Bates & Co., New York, and **John F. Van Deusen Jr.,** senior account executive, elected VPs. Mr. Conboy joined Bates in February 1962. He served as account executive with Compton Adv. and new products manager for Vick International prior to joining agency. Mr. Van Deusen came to Bates in 1957. He formerly was account executive with The Biow Co. and Grey Adv., New York.

William Persons, formerly with Archer-Daniels-Midland Co., joins Knox Reeves Adv., Minneapolis, as





For 14 years Bob Thompson (right) has helped Jack McCarley with electrical projects designed to make farming easier and more profitable. Here Thompson, district agricultural development engineer for the Carolina Power & Light Co., chats with Jack and grandson Johnny on the McCarley farm near Wilmington, N. C.

EVERY AMERICAN BENEFITS FROM VISITS LIKE THIS

When a man like Bob Thompson pays a visit to a farm, you and every other American get the final benefits. Investor-owned electric power companies all over the nation send men like Bob on many such visits every year. They help farmers get the most out of electric power—and those farmers pass on the benefits to you.

Electricity on the farm means better and less expensive farm products. And nearly every farm in the nation—98%—has electric power. Most of the rest can get it if they want it.

The investor-owned companies currently produce about two-thirds of all the electricity used on farms. Most of this power goes to farms the companies serve directly. The rest is sold to rural electric cooperatives at wholesale rates. This electricity is then distributed by the co-ops to their customers.

In the years to come, the demand for electric power in America's rural areas will be great.

And the nation's more than 300 investor-owned electric light and power companies are planning and building now to make sure there will always be plenty of low-cost electricity—in rural and city areas alike. They can supply all of the additional electric power America will ever need.

Investor-Owned Electric Light and Power Companies . . . owned by more than 4,000,000 shareholders across the nation

copywriter and contact man. Earlier Mr. Persons was writer at Minnesota Mining and Manufacturing and at Minneapolis-Honeywell.


Mr. Birn

Jerome F. Birn, executive copy director of Tatham-Laird, Chicago, appointed creative director of agency succeeding **Harry Barnhart,** who resigned. Mr. Birn has been with T-L since 1954. Before that he was creative head of radio-TV department of McCann-Erickson, Chicago. He continues also as VP and management director at T-L.

Tony Hilbert, former art director at Erwin Wasey, Ruthrauff & Ryan, Chicago, joins Geyer, Morey, Ballard, that city, as executive art director.

Thomas Heck, art editor of *Ladies' Home Journal,* joins creative staff of McCann-Marschalk, New York.

Joseph LaRosa, art department director in New York office of Needham, Louis & Brorby, promoted to director of art, copy and production there. His new responsibilities include both broadcasting and print media.

George Paton, art director-designer at William E. Rudge's Sons, New York, joins Newman-Martin, Bloomfield, N.J., advertising-marketing agency, as art director for merchandising accounts group.

Joseph Harris, associate media director at BBDO, joins S. E. Zubrow Co., Philadelphia, as media director.

THE MEDIA


Mr. Goetze

William E. Goetze resigns as VP of Time-Life Broadcast Inc. and general manager of KOGO-AM-FM-TV San Diego to become president of A. H. Meyer Co., San Francisco, northern California distributor of RCA consumer products, Whirlpool appliances and RCA-Victor records. Mr. Goetze will be member of board of directors and chief executive officer of company. A native of San Francisco, he had been principal in advertising agency, Elliott, Goetze & Boone, in that city before joining KFSD stations in San Diego (name was changed to KOGO after their acquisition by Time-Life early in 1962) as general manager in fall of 1954. No successor at San Diego stations has been named.

Robert Saudek, president of Robert Saudek Associates, New York TV production firm, elected VP in charge of creative programing and a director of Charles River Civic Television Inc., an applicant for Boston TV channel 5.

Fred W. Cale, general manager of Radio St. Clair Inc. (WDOG Marine City, Mich.), elected executive vice president of corporation.

Sherwood J. Tarlow, president of Tarlow Associated Stations (WHIL-AM-FM Boston-Medford, WARE Ware, Mass., WWOK Charlotte, N. C., WLOB Portland, Me., and KUTY Palmdale, Calif.), named by Massachusetts Governor Endicott Peabody as federal-state coordinator.

John S. Allen, general sales manager of WLBW-TV Miami, resigns to join Miami-Washington PR firm of Venn, Cole & Associates, effective May 15.


Mr. Firman

William W. Firman, assistant general sales manager of CBS Radio, joins ABC-TV as director of sales for news and public affairs programs. Mr. Firman joined CBS Radio in 1951. **James T. Shaw Jr.,** former partner in Miller-Shaw Productions, joins ABC-TV as assistant daytime sales manager. Mr. Shaw was VP - sales for United Artists Television from 1956 to 1961. **Irv Wilson,** sports and special programs sales supervisor, named director of sports and special programs sales.


Mr. Shaw

Bill Allison, news-sports director of KINO Winslow, Ariz., appointed manager of KATO Safford, Ariz. Mr. Allison replaces **Gene Espinoza,** who becomes manager of KHIL Willcox, Ariz.


Mr. Arne

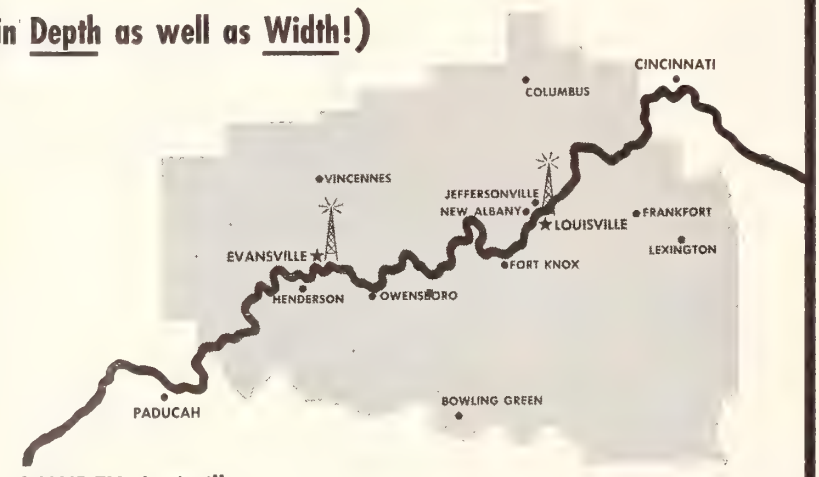
Robert E. Arne, chief engineer of KTVU (TV) San Francisco-Oakland, Calif., elected VP of San Francisco - Oakland Television Inc., licensee of station. Mr. Arne has been chief engineer of KTVU since station went on air in 1958. Previously, he served as chief engineer of Don Lee Broadcasting System in Hollywood from 1934.

Marlin Taylor, former assistant manager and program director of WHFS (FM) Bethesda, Md., appointed station manager of WDVR (FM) Philadelphia.

WAVE-TV and WFIE-TV

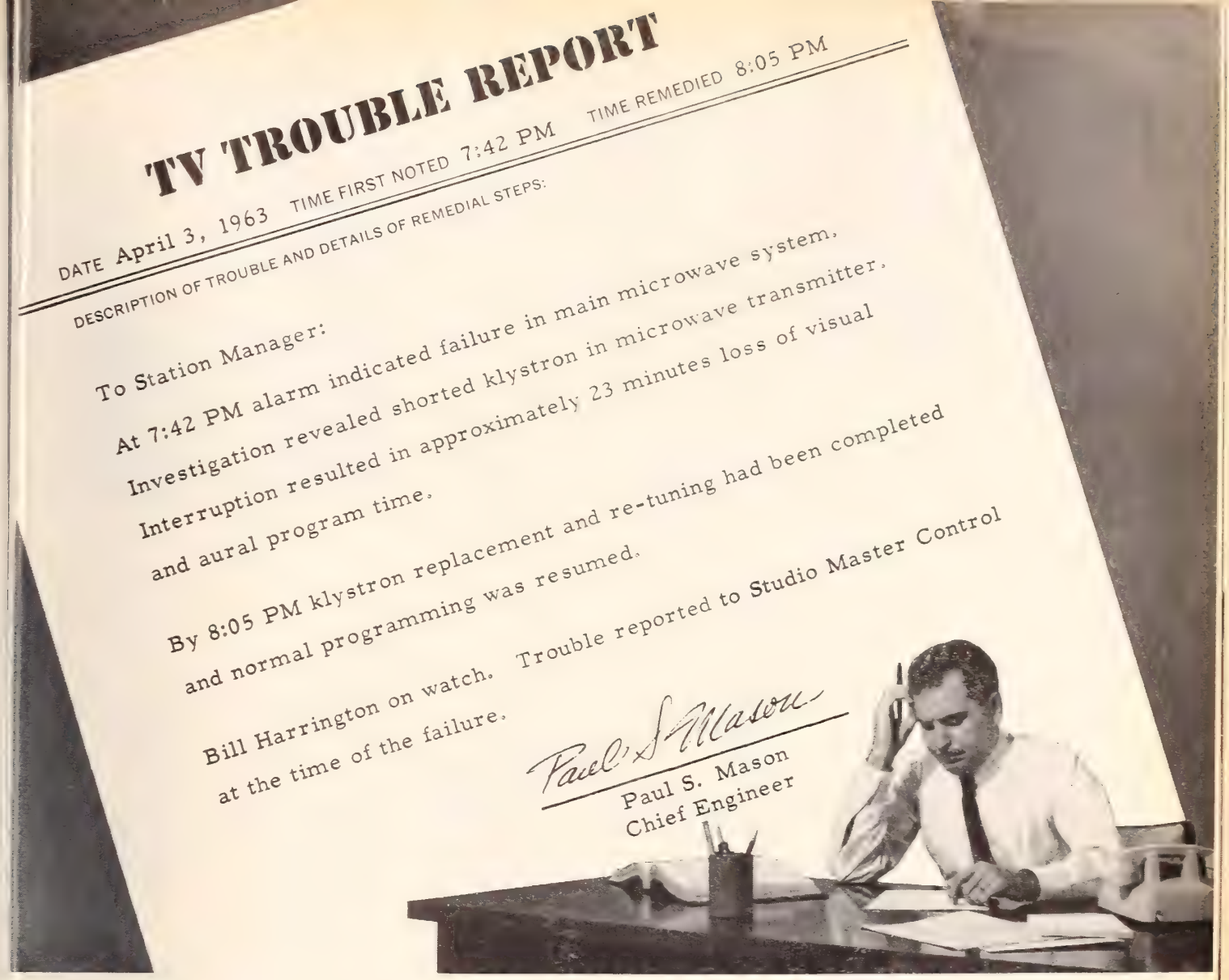
Cover 383.1 miles of the Ohio River Valley!

(in Depth as well as Width!)



WAVE-TV, Louisville
WFIE-TV, Evansville
WAVE Radio, Louisville
WFRV(TV), Green Bay

ALL NBC—ALL REPRESENTED BY THE KATZ AGENCY



...One Form You'll Never Use With a Raytheon KTR Microwave Relay System

Lost air time and red ink can become habitual pen-pals . . . but not when Raytheon KTR's enter the profit picture.

Raytheon KTR Microwave Equipment comprises the most complete, most reliable systems-line in the industry for Intercity Relay, Studio Transmitter Link or Remote Pickup. Units are designed for either fixed or portable operation.

The proven, on-site reliability of Raytheon Relay Systems at more than 1000 installations throughout the world has resulted in increased demand from Broadcasters, Common Carriers, Government Agencies and the Military. Result: The advantages of quantity production and reduced manufacturing costs are passed on to you in increased savings and lower capital investment.

These benefits, plus Raytheon's low interest, long term financing — worked out especially for stations with limited capital — are key reasons for planning your Intercity Relay, STL or Remote Pickup now.

For more information about how you can eliminate lost air time, end after-hours maintenance, and improve profits with a new Raytheon Dual Link STL, just attach the filled-in coupon to your company letterhead and mail.

RAYTHEON

Raytheon Company, Dept. 120
1415 Providence Turnpike, Norwood, Massachusetts

Please mail me Raytheon's new Dual Link Brochure.

Name_____

Title_____

(Reminder: Please attach coupon to your company letterhead)

Nowaczek to direct new CATV research council


Mr. Nowaczek

Frank H. Nowaczek Jr., special assistant to president of National Community Television Assn., named director of research for newly formed NCTA Research and Development Council.

Jim Taglia, special representative for for Philco Corp. in Washington, has been appointed executive assistant of NCTA, replacing Mr. Nowaczek. Latter has been assistant to NCTA President Bill Dalton since 1959.

The 10-man Research and Development Council, which includes three broadcasters, was organized to provide technical and economic information to community antenna TV industry. Members include **Albert J. Ricci** (chairman), Keene, N. H.; **J. Leonard Reinsch,** Cox Stations; **Jack R. Crosby,** president of KDLK Del Rio, Tex., and Westex Cable Corp. there; **Alfred R. Stern,** board chairman, Televents Corp., New York; **Irving B. Kahn,** president, Teleprompter Corp., New York; **Larry DeGeorge,** Times Wire & Cable Co., Wallingford, Conn.; **Archer Taylor,** Missoula, Mont.; **Gene W. Schneider,** Wentronics Inc., Casper, Wyo.; **Leon Papernow,** H&B Communications Corp., Beverly Hills, Calif., and **Caywood Cooley,** vice president, Jerrold Electronics, Philadelphia.

Jerry Lee, operations manager of WAQE-FM Baltimore, joins WDVR as sales and promotion manager. WDVR (FM) is scheduled to begin operating May 12 on 101.1 mc.

Richard V. Fairbanks, general sales manager of WPBT Palm Beach, Fla., appointed national sales manager of KMSP-TV Minneapolis-St. Paul.


Mr. Pollock

Lawrence J. Pollock, director of research and advertising service for WABC-TV New York, joins WTEN (TV) Albany as general sales manager.

Thomas C. Slocum named local sales representative for WJRT (TV) Flint, Mich., replacing **Roger Nelson,** who has joined Henry I. Christal Co., national sales representative.

Andrew C. Edgerton, with sales department of WRFD-AM-FM Columbus, Ohio, since September 1960, promoted to sales manager.


Mr. Moore

Tod Moore, former assistant VP and account executive at Ted Bates & Co., New York, joins The Katz Agency, that city, as director of spot TV sales development. Prior to joining Bates, Mr. Moore served as buyer and section head for J. C. Penney Co., San Mateo, Calif.

William C. Cook, former director of research and development, named local sales manager, and **Ira I. Hewey** named national sales manager of WHAI-AM-FM Greenfield, Mass.

Al Ringler, news director of WCAU-AM-FM Philadelphia, elected president of Pennsylvania AP Broadcasters Association. **J. S. (Sam) Booth,** WCHA Chambersburg, elected VP of association. Elected directors were **Harry Shaup,** WGAL Lancaster; **Fred Walker,** KDKA Pittsburgh; **Tom Bigler,** WNEP-TV Scranton; **Ron Wolfe,** WRTA Altoona; **Tom Price,** WBVP Beaver Falls; and **Clair Howser,** WHLM Bloomsburg.

Dale G. Weber, regional account executive, named regional sales manager of WNAX Yankton, S. D.


Mr. Duncan


Mr. Hight

Howard Duncan elected VP-director of sales for Hilberg-Buse-Richter Stations (WEHT [TV] Evansville, Ind., and KGUN-TV Tucson, Ariz.), and **William Hight** elected VP in charge of Evansville operations. Both Messrs. Duncan and Hight are directors of corporation and have been with organization since its formation in 1956. Earlier they were with Taft Broadcasting's WTVN (TV) Columbus, Ohio.

James W. Curran Jr., assistant local sales manager, promoted to local sales manager of WITH-AM-FM Baltimore, succeeding **William S. Pirie Jr.,** now general sales manager.

Ken Owens named operations manager and **Robert Bonnell,** sales representative of WTRC-FM Elkhart, Ind.

Howard Zwick, formerly with KBIG Avalon (Catalina) and KROY Sacramento, both California, joins KHJ Los Angeles as account executive.


Mr. Feeney


Mr. Kane

Harry J. Feeney, manager of trade and business news for CBS-TV, appointed associate director of press information, trade and business news. Mr. Feeney joined CBS-TV as trade news editor in 1956, after 14 years with CBS Radio press information where he was assistant to director and trade news editor. **James J. Kane,** manager of affiliate press relations at CBS-TV, named associate director of press information, affiliate press relations. Mr. Kane joined CBS in 1934. He was

More than a decade of Constructive Service

to Broadcasters and the Broacasting Industry

HOWARD E. STARK

Brokers—Consultants

50 EAST 58TH STREET NEW YORK, N. Y. ELDORADO 5-0405

CBS-TV's director of press information, Hollywood, and previously he served as assistant to director of press information, CBS Radio.


Mr. Rau

Lester C. Rau Jr., former general manager of KWWL-TV Waterloo, Iowa, and general sales manager of KOLN-TV Lincoln, Neb., named general sales manager of WQAD-TV Moline, Ill. New channel 8 outlet, licensed to Moline Television Corp., plans to go on the air August 1 as ABC affiliate.

John K. Thorsen named sales manager to head new Chicago office of Roger O'Connor Inc., station representative. **John Griffin** joins company on New York sales staff. Mr. Thorsen's associations in Chicago included sales manager in Midwest for WPAT-AM-FM Paterson, N. J., and in sales with Weed Radio and Weed Television. Mr. Griffin was sales account executive for The Bolling Co., New York.


Mr. Storer

Robert M. Storer, sales promotion director of KGBS Los Angeles, joins WAGA-TV Atlanta in similar capacity. Both stations are owned by Storer Broadcasting Co.

Jud Marzke, WJUD St. Johns, elected president of Michigan AP Broadcasters Association last week at East Lansing. **Stan Pratt,** WSOO Sault Ste. Marie, was elected VP of association.

Theodore F. Shaker, president of ABC-owned television stations, named chairman of radio, TV and music division of 1963 American Red Cross campaign in greater New York.


Mr. Calibraro

Daniel D. Calibraro, since 1953 with WGN-AM-TV Chicago, appointed executive administrative assistant of WGN Inc. in addition to his present duties as manager of public relations. Subsidiary of *Chicago Tribune*, WGN Inc. also operates KDAL-AM-TV Duluth, Minn.-Superior, Wis., in addition to WGN properties.

Morgan Jeffreys, news director of KFRD Rosenberg, elected president of Texas UPI Broadcasters Association, succeeding **Dick Moore,** news director of KBOX-AM-FM Dallas. Elected VPs: **Jim Robinson,** KAJC-FM Alvin; **Dave Dary,** KWFT Wichita Falls; **Larry McIntosh,** KSEL Lubbock; and **Tommy W. Lanyon,** KSPL Diboll.

James C. Kissmann, former account executive at KBIG-AM-FM (now KGLM) Santa Catalina, Calif., joins Edward Petry Co., Los Angeles, in radio division. **Carroll R. McKenna,** radio salesman, transfers to Petry's TV division.

Jim Kinkade and **Robert Tugwell** join sales staff of WLVN Nashville, Tenn., as account executives.

Michael J. Markman, junior at Columbia College, New York, elected president of WKCR (FM), Columbia University radio station.


Mr. White

Lawrence White, director of program administration for Goodson & Todman Productions, New York, joins CBS-TV as director of program development. Mr. White headed CBS-TV's daytime programing operation from 1959-62, before joining Goodson & Todman. He has also served with Benton and Bowles, New York, where his last post was director of programing.

Dan Johnson, on-air personality at WFLA-AM-FM-TV Tampa, Fla., moves to stations' sales department. **Marty Giles,** formerly with WDBO Orlando, Fla., joins WFLA news department, and **Jerry Good** named to Tampa outlets' radio promotion staff.


Mr. Kindred

Robert N. Kindred, general sales manager of KOSI Aurora, Colo., promoted to general manager. He joined station in 1961.

Robert L. Shepherd, former production manager of WEDU (TV) (educational ch. 3) Tampa-St. Petersburg, Fla., joins staff of WDCN-TV (educational ch. 2) Nashville, Tenn. He succeeds **Robert L. Irvin,** who moves to Crossroads TV Productions, Springfield, Mo.

Duane R. Harm, sales manager of WAIT Chicago, joins sales staff of Blair Television, that city, succeeding **Jack Satterfield,** who transfers to company's New York sales force. Mr. Satterfield joined Blair in 1958.

Donald Browing named chief engineer of WKEE-AM-FM Huntington, W. Va., succeeding **Raydon Thompson.**

David Sennett, formerly with WPRO

In Minneapolis-St. Paul, the best two station buy, 6 am to 9 pm, is wtcn and wcco. The picture is new. Buy wtcn-wcco Radio now. Katz will take care of wtcn end of the buy. Call Katz (Judson 2-9200) New York, and Katz (Mohawk 4-7150) Chicago.*

* — Source SRDS — January-February 1963 Pulse.



Gates 12 and 16-inch turntables are designed for continuous 24-hour commercial service. No programming load too great for these rugged Professionals.

CB-500

16-inch turntable chassis with synchronous motor.

$250.00



CB-77

12-inch turntable chassis with synchronous motor.

$230.00

FEATURES:

- Exclusive "hub drive" effectively isolates motor vibration from turntable surface, resulting in lower noise and rumble.
- Low speed synchronous motor (600 RPM) reduces motor noise.
- Extra heavy aluminum castings used for base plate. Turntable platter is precision machined and balanced.
- Three speeds—78, 45 and 33⅓ RPM.
- Entire chassis floats on foam rubber cushion to isolate floor and desk vibrations.
- Chrysler oilite bearings at all major friction points. Fingertip speed shift has monoball self-aligning bearings. Operation is silent, smooth and trouble-free.
- Silent, illuminated mercury switch.
- Built-in stroboscope.

SHIPMENT FROM STOCK

CB-500 (16") **$250.00**
CB-77 (12") **$230.00**

Prices are FOB Quincy, Ill.

GATES

GATES RADIO COMPANY
Subsidiary of Harris-Intertype Corporation
QUINCY, ILLINOIS
Offices in: HOUSTON, NEW YORK, LOS ANGELES, WASHINGTON, D.C.



NBC News honors newsmen who helped

Two hundred employes of the seven New York daily newspapers who appeared on NBC News programs or worked as NBC News writers during the newspaper strike received plaques from NBC President **Robert E. Kintner** last week. Mr. Kintner (right) shows one of the plaques, a replica of each recipient's newspaper, to **William R. McAndrew,** executive vice president of NBC News. The plaques reproduced the front page of the last edition printed before the shutdown.

Providence, R. I., joins WKBW Buffalo, N. Y., as program director. **Joey Reynolds** joins WKBW as air personality.

G. William Givens, executive producer at WBZ Boston, named program director of WHAM Rochester, N. Y.

Joe Cook, director of public information at WCBS-AM-FM New York, appointed program director. Prior to joining WCBS, Mr. Cook was producer-director-writer of radio-TV programs. **Len Chaimowitz,** former feature writer for *Newsday,* New York, joins WCBS-TV as press representative for public affairs programing.

George Martin, news editor for past three years, named news director of KVOO-AM-TV Tulsa, Okla.

Malcolm R. Johnson, manager of NBC News program service, named night manager of NBC News. Mr. Johnson succeeds **Samuel Sharkey,** who was named executive manager of news at KING-AM-FM-TV Seattle, Wash.

Ronald J. Durham, former midwest manager of Broadcast Time Sales, joins Devney Organization, Chicago, in similar capacity.

William A. Corley, editor of NBC Radio's *World News Roundup,* appointed Chicago news manager. Mr. Corley will supervise both network and local news coverage at NBC-owned stations, WMAQ and WNBQ (TV), both Chicago.

John Kieran Jr., feature writer at WCBS-AM-FM New York, named director of public information. Prior to joining WCBS last year, Mr. Kieran served as sports program coordinator for NBC Radio network.

Mark Michaels, former program and operations manager of WEAM Arlington, Va., named program director of WPEN-AM-FM Philadelphia.

Harry Hart, Clem Cooper and **Scott McRae** join WBAB-AM-FM Babylon, N. Y., as air personalities. **Jan Anderson,** hostess of *World of Women* show, assumes added responsibilities as station's promotion-publicity director.

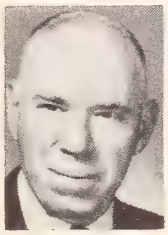
Cal Thomas, production manager of KGO-TV San Francisco, promoted to program manager, succeeding **Seymour Horowitz,** recently transferred to WABC-TV New York. **Jim Baker,** staff director, named production manager.

Ed Wheeler, former pr director of Thomas Gilcrease Institute of American History & Art, Tulsa, Okla., appointed promotion director of KVOO, that city, and writer-moderator of sta-

tion's American history feature on *Kaleidoscope* program.

Richard L. Patz, announcer at WNLC New London, Conn., named program coordinator.

Robert G. McHendrix, producer-director at WRCV-TV Philadelphia, joins WRC-TV Washington as production manager. Both stations are owned by NBC.


Mr. Wagner

William D. Wagner, secretary of Central Broadcasting Co. (WHO-AM-FM-TV Des Moines, Iowa) and Tri-City Broadcasting Co. (WOC-AM-FM-TV Davenport, Iowa), elected VP of companies as well as continuing as secretary. Directors re-elected for both companies are **D. D. Palmer** (also re-elected president-treasurer); **P. A. Loyet** (also re-elected VP); **Raymond E. Guth; Paul H. Ives,** and Mr. Wagner. **W. J. Blick** was elected assistant secretary, and **Lucile A. Mauget,** assistant treasurer.

Charles Craig, WDVA Danville, elected president of Virginia AP Broadcasters, succeeding **Robert H. Lambe,** WTAR-AM-FM-TV Norfolk. **Joe Moffatt,** WSLS-TV Roanoke, elected VP, and **John Harkrader,** WDBJ Roanoke, named treasurer. **Frank H. Fuller,** chief of Richmond AP bureau, re-elected secretary.

Joseph K. Abrell, midwestern correspondent for *Newsweek* magazine, appointed documentary and editorial assistant at WTVJ (TV) Miami. **Richard G. Newcomer** named WTVJ newsman.


Mr. Hoth

Harold W. Hoth, 39-year-old president-general manager of KRDO-AM-TV Colorado Springs, Colo., elected mayor of that city April 16. Mr. Hoth, member of city council since 1959, is former president of Colorado Association of Broadcasters (1958). He joined KRDO radio as salesman in 1946 when station went on air and became president-general manager of radio-TV operation in 1954.

Carl Tubbs, TV director at WBKB (TV) Chicago for past 12 years, promoted to executive producer. **Bob Rhodes,** sportscaster on WBKB, named sports director. **Lynne Walker** (Mrs. Joel Goldblatt), women's commentator, appointed women's director. WBKB also announced appointment of **Lawrence P. Tootikan** as manager of its research and sales development department and **Sara Fritz** as sales traffic manager and national sales coordinator. Mr. Tootikan previously was manager of research for WBBM-TV Chicago. Miss Fritz formerly was with KOVR(TV) Stockton-Sacramento, Calif.

Parker Jackson, on-the-air director at KHJ-TV Los Angeles, promoted to promotion director.

Russ Conrad, KEX Portland, Ore., air personality, will assist sports director **Bob Blackburn** in Beaver baseball broadcasts.

Alan Grant named host of *Moondial* on WTFM(FM) Fresh Meadows, N. Y.

David N. Burke named sports director of WBZI Brazil, Ind.

PROGRAMING


Mr. Beaton


Mr. Tatarian

Roderick W. Beaton, general business manager of United Press International, and **Roger Tatarian,** executive editor, elected VPs. Mr. Beaton joined UPI in June 1948 and served as manager of central division in Chicago and southern division in Atlanta. Mr. Tatarian served as general European news manager in London and news manager for Italy before coming to New York in 1959. **Chiles Coleman,** news manager for UPI's southern division, appointed assistant to division manager. **H. L. Stevenson,** news editor in New York for UPI afternoon newspaper report, succeeds Mr. Coleman as division news manager. **Richard E. Fales** named division business manager. **Ray Serati,** formerly in Springfield, Ill., bureau, named bureau manager at Pierre, S. D.

Neal D. M. Morris, account executive at KCRA-TV Sacramento, Calif., joins The Jack Douglas Co., new distribution subsidiary of The Jack Douglas Organizations, as general sales manager. Mr. Morris, previously regional sales executive for Ziv-United Artists, will develop staff of roving salesmen to sell *The Golden Tee,* 90-minute all-color TV "book" on golf, and other TV specials to be produced by Douglas operation.

Richard Hill, former independent film producer in Hollywood, joins Video House Inc., New York, as western division manager, with headquarters in Los Angeles. Mr. Hill served as western division manager for Banner Films, New York, from 1957 to 1960.

DELTA
...a hit with the Mrs.



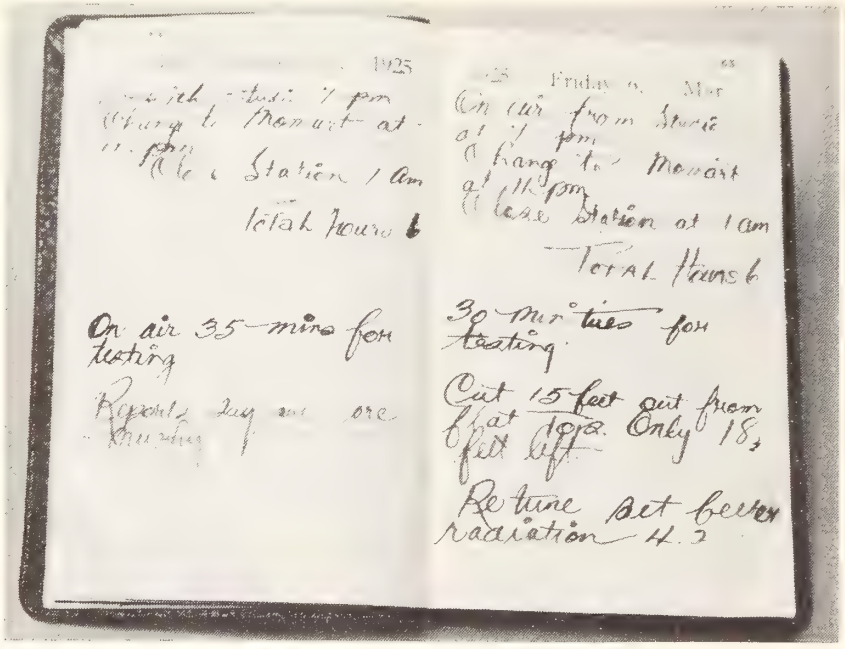
She'll have her head in the clouds over Delta's delightful service — and you'll like the down to earth thrift of Delta's happy Family Plan fare.



General Offices: Atlanta, Georgia

DELTA

the air line with the BIG JETS



The informal touch in logging

A far cry, to say the least, from the carefully detailed, factual reports required by stations today is this 1925 KFWB [Los Angeles] radio log presented to the Hollywood Museum by Kenneth DeVaney, administrative assistant of the Crowell-Collier Broadcasting Corp.

Among the humorous references is one entered on May 4th—"Mr. Gregory gave a political speech but it didn't get any farther away than my amplifier sorry for Mr. Gregory but politics don't go here especially when we are for Cryer." And another entered on May 5th—"Mayor Cryer lead in by majority of 13,000 votes. Looks like old man Cryer is gonna be boss of the Angel City for another four long years and old man Bledso will have to still be a judge. Let's hope he is gonna be a good 1."

Alton Whitehouse, southern sales manager for Embassy Pictures Television since early last month and former head of his own film distribution firm in Atlanta, joins Four Star Distribution Corp. as sales representative.

Lou Carter, creative director of Purcell Productions, New York, elected vice president.



Mr. Grieve

Marvin M. Grieve, VP for sales of Video Craft Inc., New York, appointed national spot sales manager of United Artists Associated, with headquarters in New York. He will be responsible primarily for sale of UAA feature films throughout nation. Earlier Mr. Grieve had been VP in charge of sales of Guild Films Co., New York, and headed his own independent TV distribution company.

Herschel Burke Gilbert signed to new contract as executive music director of Four Star Television, and elected VP of Four Star's two music publishing companies: Four Star Television Music Co. and BNP Music Publishing. Mr. Gilbert, who starts his fifth year with company, will oversee all activities in music publishing and recording areas and continue to supervise music for Four Star's TV series.



Mr. Yoder

Richard Yoder, account executive at WXYZ-TV Detroit for past six years, appointed manager of Keystone Broadcasting System's branch office in that city.

Joel Rogosin, former producer with Warner Brothers Television, joins Revue Studios as assistant to producer Roy Huggins.

John Aylesworth, Frank Peppiatt, Gary Belkin, Buddy Arnold, Ron Clark, Pat McCormick and **Dick Cavett** signed as writers for *Jimmy Dean Show* starting this fall on ABC-TV network.

George Schlatter named producer of *Judy Garland Show* (CBS-TV Sundays, 9-10 p.m.) for 1963-64 season. Other assignments to songstress' first regular TV series are **Bill Hobin,** director; **Gary Smith,** scenic designer; **Peter Gennaro,** choreographer; and **Mort Lindsey,** music director.

John Hammond, staff producer at Columbia Records, New York, appointed director of talent acquisition.



Mr. Adams

Stanley Adams re-elected president of American Society of Composers, Authors and Publishers, New York. ASCAP board also elected these officers: **Rudolph Tauhert,** G. Schirmer Inc., VP; **Jimmy McHugh,** second VP; **Paul Creston,** secretary; **J. J. Bregman,** Bregman, Vocco & Conn, treasurer; **Morton Gould,** assistant secretary and **Adolph Vogel,** Elkan-Vogel Co., assistant treasurer.

Robert Costello, producer of *Armstrong Circle Theatre* for past eight years, named producer of *The Nurses* (CBS-TV Thursdays, 10-11 p.m.).

EQUIPMENT & ENGINEERING



Mr. Gross

Joseph W. Gross Jr., district sales manager for receiving tube department of General Electric Co., named sales manager for power tubes of electronic tube division of Fairchild Camera and Instrument Corp., Clifton, N. J. Mr. Gross, who had been with GE for 20 years working in electronic tube engineering, marketing and sales, will be responsible for marketing, planning, and sales of product on national basis.

Major General George F. Smith, VP and general manager for government and industrial division of The Magnavox Co., Fort Wayne, Ind., elected to company's board of directors.



Mr. Chiabrando

Juan C. Chiabrando, chief engineer of ITA Electronics, elected executive VP and director of engineering for CCA Electronics Corp., Yeadon, Pa. Mr. Chiabrando will be responsible for development of complete line of broadcast and communication transmitters.

J. D. Worth, formerly of Hughes Aircraft Co. and Rheem Manufacturing Corp., joins Leach Corp., Los Angeles electronics firm, as manager of distributor sales. Mr. Worth has built and owned FM stations in Los Angeles (KDCW) and San Diego (KDWD).

Bowdoin's Coles elected

Dr. James S. Coles, president of Bowdoin College, elected president of Colby-Bates-Bowdoin Educational Television Corp., which owns and operates WCBB (TV) (educational ch. 10) Augusta, Me. Dr. Coles succeeds Bates College President **Charles F. Phillips,** who was elected VP along with Colby College President **Robert E. L. Strider. Ralph S. Williams,** administrative VP of Colby, elected secretary, and **Glenn R. McIntire,** Bowdoin's assistant treasurer, named treasurer. **E. B. (Buck) Lyford** continues as executive director of ETV corporation.

Simon Pomerantz appointed treasurer and assistant secretary of Jerrold Corp., Philadelphia. Mr. Pomerantz is on board of directors of both Jerrold Corp. and its subsidiary Jerrold Electronics.

Frank M. Folsom, chairman of executive committee of RCA board of directors, appointed national chairman for National Bible Week, Oct. 21-27.

INTERNATIONAL

Lawrence B. Hilford, national sales representative of Screen Gems (Canada) Ltd., Toronto, named sales manager of syndication division.

Arnold J. Kibrick named Quebec district sales manager of equipment sales for electronic tube section of Canadian General Electric Co., Toronto, with headquarters at Montreal.


Mr. Haft

Robert S. Haft appointed director of international business affairs for CBS Television Stations Division. Mr. Haft, who will report directly to Merle S. Jones, division president, will coordinate business activities of division's offshore investments and assist in development and study of future investments abroad. Division is responsible for interests in TV production companies in Argentina and Peru and TV stations on islands of Trinidad and Tobago. In addition, division distributes TV film product worldwide through subsidiaries. Mr. Haft, formerly with Internal Revenue Service, has been with CBS since February 1960 as federal and foreign tax attorney.

Robert Abra, Ottawa newsroom reporter of Canadian Broadcasting Corp., awarded Southam Newspaper Fellowship for 1963, worth $7,500 plus year's tuition at University of Toronto.

Robert W. Patchell, regional supervisor for public affairs broadcasts of Canadian Broadcasting Corp., Vancouver, B. C., awarded 1963 bursary of Imperial Relations Trust for study in Great Britain for six months this summer.


Mr. Cooke

William Cooke, former television sales manager for Canadian Broadcasting Corp., joins CBS-TV network sales to represent CBS-TV in Canada. Mr. Cooke will be in Toronto. **Robert F. Jamieson** will continue for CBS-TV in New York as manager of station sales, director of station clearances and director of Canadian network sales.

ALLIED FIELDS

Benjamin Miller, formerly with National Association of Broadcasters as special representative and assistant director of program department, named regional manager of *TV Guide* magazine in Washington, D. C. He succeeds **Frank M. Boucher,** who died April 6.

William H. Tegarden, research director of Ahrens Publishing Co., New York, joins Schwerin Research Corp., that city, as account executive.

Kenneth Harwood, professor of telecommunications at University of Southern California, Los Angeles, elected to governing board of American Association of University Professors.

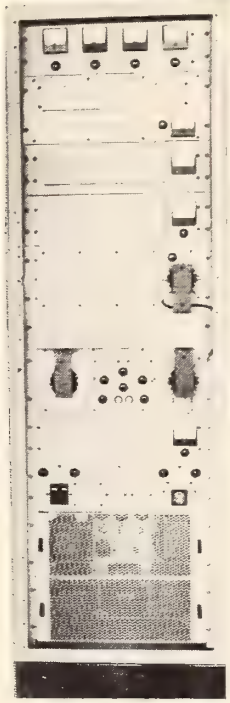
DEATHS


Mr. Pearson

Leon Morris Pearson, 63, newsman and play reviewer for NBC, died April 29 at Roosevelt Hospital in New York, where he had been convalescing from heart attack suffered April 18. Mr. Pearson worked for old International News Service from 1943-47, for which his work in Paris won him French Legion of Honor for "objective reporting." He joined NBC in 1947, and for past decade reviewed Broadway and off-Broadway plays for network news division. He was brother of columnist Drew Pearson.

Henry M. Neely, 84, veteran radio program director and newspaperman, died May 1 in New York. Mr. Neely was director of number of well-known radio shows in 1920's and 1930's including *Show Boat, The Fitch Bandwagon* and *Maxwell House Coffee Hour.*

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING April 25 through May 1 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New TV stations

APPLICATIONS

***San Jose, Calif.—County of Santa Clara, Calif.** UHF channel 54 (710-716 mc); ERP 25.38 kw vis., 13.62 kw aur. Ant. height above average terrain minus 2 ft., above ground 121 ft. P. O. address c/o Robert A. Mason, Communications Director, 2700 Carol Drive, San Jose. Estimated construction cost $164,460; first year operating cost $61,665; revenue $74,900. Studio and trans. locations both San Jose. Geographic coordinates 37° 17′ 18″ N. Lat., 121° 51′ 10″ W. Long. Type trans. RCA TTU-1B, type ant. RCA TFU-27DH. Legal counsel Spencer Williams, county counsel, consulting engineer John H. Atkinson, both San Jose. Principals: **board of supervisors.** Ann. April 29.

Atlanta—Supreme Broadcasting Co. UHF channel 36 (602-608 mc); ERP 220 kw vis., 22 kw aur. Ant. height above average terrain 540 ft., above ground 435 ft. P. O. address c/o George A. Mayoral, Jung Hotel, 1500 Canal Street, New Orleans. Estimated construction cost $191,200; first year operating cost $90,000; revenue $90,000. Studio and trans. locations both Atlanta. Geographic coordinates 33° 45′ 19″ N. Lat., 84° 23′ 22″ W. Long. Type trans. ITA TVU 12A, type ant. Alford 1044 S. Legal counsel Maurice M. Jansky, consulting engineer Raymond E. Rohrer & Associates, both Washington. Supreme owns WJRM-AM-TV and WRCM(FM), all New Orleans, and 25% of WORA-TV Mayaguez and WFQM-FM and WKYN, both San Juan, all Puerto Rico, and WSVI-TV St. Croix, V. I. Ann. April 26.

***Portales, N. M.—Regents of Eastern New Mexico University.** VHF channel 3 (60-66 mc); ERP 57.2 kw vis., 28.6 kw aur. Ant. height above average terrain 1,397 ft., above ground 1,084 ft. P. O. address c/o Dr. F. Claude Hempen, state director of TV, 1801 Roma, N.E., Albuquerque, N. M. Estimated construction cost $428,969; first year operating cost $100,000. Studio location Portales, trans. location Elide, N. M. Geographic coordinates 33° 57′ 42″ N. Lat., 103° 52′ 39″ W. Long. Type trans. GE TT32A, type ant. GE TY-50-F. Consulting engineer Melvin F. Berstler, Albuquerque. Principals: **board of regents.** Ann. April 30.

New AM stations

ACTIONS BY FCC

Ceres, Calif.—KWES Broadcasting Co. Granted CP for new AM on 920 kc, 500 w-D, DA; pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. P. O. address Box 338, Ceres. Estimated construction cost $42,402; first year operating cost $42,000; revenue $60,000. Principals: **Corbett Pierce** and **Chester Smith** (each 50%). Mr. Pierce owns music publishing firm, Mr. Smith is air personality. March 1 initial decision looking toward grant became effective April 22.

Honolulu—Lawrence T. Kagawa. Granted CP for new AM on 1420 kc, 5 kw, unl. P. O. address 1163 South Beretania Street, Honolulu. Estimated construction cost $60,366; first year operating cost $100,000; revenue $120,000. Mr. Kagawa, sole owner, is majority owner of insurance agency. Action May 1.

Dimmitt, Tex.—High Plains Broadcasting Co. Granted CP for new AM on 1470 kc, 500 w, DA-D; conditions. P. O. address Box 974, Dimmitt. Estimated construction cost $25,000; first year operating cost $24,000; revenue $30,000. Principals: **Jay** and **Steve Taylor** (each 50%). S. Taylor owns insurance business and farms; J. Taylor is director of AT&T and owns several businesses. Action April 24.

Existing AM stations

ACTIONS BY FCC

KTLN Denver—Granted renewal of license.

WRUL Scituate, Mass.—Granted waiver of rules and authorized operating schedule of international broadcast station on specified frequencies from May 5 to Sept. 1, 1963. Action May 1.

KOLO Reno—Granted increased daytime power from 1 kw to 5 kw, continued operation on 920 kc, 1 kw-N, DA-N; pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. March 1 initial decision looking toward grant became effective April 22.

APPLICATIONS

WHBB Selma, Ala.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. April 25.

WMBM Miami Beach, Fla.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. May 1.

WEXL Royal Oak, Mich.—CP to change daytime power from 1 kw, DA, to 250 w, non-DA, during hours from local sunrise to 7 a.m., local standard time, except when sunrise occurs after 7 a.m., local standard time. Ann. April 26.

WROX Clarksdale, Miss.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. April 25.

WSHB Raeford, N. C.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. May 1.

WGCD Chester, S. C.—CP to increase daytime power from 250 w to 1 kw, install new trans. and delete request for remote control. Ann. April 25.

KBYG Big Springs, Tex.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. April 25.

KCKG Sonora, Tex.—Mod. of license to change hours of operation from unl. to SH: Monday-Saturday: 6 a.m. to 6 p.m.; Sunday: 10 a.m. to 6 p.m. Ann. April 25.

New FM stations

ACTION BY FCC

***Durham, N. H.—University of New Hampshire.** Granted CP for new FM on 90.3 mc, 10 w. Ant. height above average terrain 142 ft. Estimated construction cost $2,049; first year operating cost $3,900. Principals: **board of trustees.** Applicant owns *WENH Durham. Action April 24.

APPLICATIONS

***Georgetown, Ky.—Georgetown College.** 90.1 mc, channel 211, 10 w. Ant. height above average terrain 75.6 ft. P. O. address Georgetown. Estimated construction cost $4,353; first year operating cost $3,250. Principals: **board of trustees.** Ann. April 25.

Alamogordo, N. M.—Eason Jackson Bond Jr. 94.3 mc, channel 232, 500 w. Ant. height above average terrain 1,000 ft. P. O. address 1401 Cuba Avenue, Alamogordo. Estimated construction cost $8,971; first year operating cost $18,100; revenue $24,600. Mr. Bond, sole owner, is employed by KALG Alamogordo. Ann. May 1.

Existing FM station

APPLICATION

***WGVE(FM) Gary, Ind.**—CP to change frequency from 88.1 mc, channel 201, to 88.7 mc, channel 204, increase power to 362 w with ant. height above average terrain 83.5 ft. and install new trans. Ann. April 30.

Ownership changes

ACTIONS BY FCC

WSUZ Palatka, Fla.—Granted assignment of license from **George J. Duck** (100%), receiver, to **Wayne E. Bullock** and **Herbert E. Strickland** (each 50%), d/b as **Bullock & Strickland,** tr/as **Radio Station WSUZ.** Consideration $65,000 assumed debt. Both principals are currently employed by WMOP Ocala, Fla. Action April 24.

WKTJ Farmington-West Farmington, Me.—Granted transfer of control of licensee corporation, **Franklin Broadcasting Corp.,** from **County Inc.** (50%) and **Bernard G. Marcus** (14% plus) to **Elden H. Shute Jr.** & **Gerald T. Higgins** (each 17% plus before transfer, 47% plus after) and **Robert B. Dow Jr.** (1% plus before, 4% plus after); County is equally owned by **Maurice B. Cloutier, John F. Poulin** and **Germaine & Regis A. Lepage.** Consideration $20,472. Messrs. Shute and Higgins are part owners of WKTQ South Paris, Me. Action April 30.

KRHD Duncan, Okla.—Granted assignment of license from **Duncan Broadcasting Co.** to company of same name; only change is transfer of stock from **Edith H. Scott,** executrix of estate of Robert P. Scott (13.95%), deceased, to Mrs. Scott (6.97% individually) and **Robert H. & William A. Scott** (each 3.49%). No financial consideration involved. Also see KSWO-AM-TV Lawton, Okla., grant below. Action April 30.

KSWO-AM-TV Lawton, Okla.—Granted assignment of licenses and CP from **Oklahoma Quality Broadcasting Co.** to company of same name; only change is transfer of stock from **Edith Scott,** executrix of estate of Robert P. Scott (15.5%), deceased, to Mrs. Scott (7.75% individually) and **Robert H. & William A. Scott** (each 3.875%). No financial consideration involved. Also see KRHD Duncan, Okla., grant above. Action April 30.

WREC-AM-TV Memphis—Granted transfer of control of licensee corporation, **WREC Broadcasting Service Inc.,** from **Hoyt B. Wooten** (100%) to **Gardner Cowles** (approx. 17%) and others, tr/as **Cowles**

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West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

Broadcasting Service Inc., wholly owned subsidiary of **Cowles Magazines and Broadcasting Inc.** Consideration $8,000,000. Cowles owns KRNT-AM-TV Des Moines, Iowa, and *Look* and *Family Circle* magazines. Action April 23.

KOQT Bellingham, Wash.—Granted assignment of CP from **A. V. Bamford** (100%) to Mr. Bamford (100%), tr/as **Topdial Inc.** No financial consideration involved. Action April 30.

APPLICATIONS

KTPM(FM) Sun City, Ariz.—Seeks assignment of license from **Lowell F. Beer** and **Paul E. Mullenix** (each 50%), d/b as **Sun City Broadcasting**, to **Willard Shoecraft** (100%), receiver. No financial consideration involved. Also see KAKA Wickenburg, Ariz., application below. Ann. May 1.

KAKA Wickenburg, Ariz.—Seeks assignment of license from **Lowell F. Beer** (51.4%), **Helen Schultz** (32.8%), **Raymond Manderville** (7%), Paul E. Mullenix (6.5%) and **Bradford Blossom** (2.3%), d/b as **Wickenburg Broadcasting Inc.**, to **Willard Shoecraft** (100%), receiver. No financial consideration involved. Also see KTPM(FM) Sun City, Ariz., application above. Ann. May 1.

WOOK-TV Washington—Seeks assignment of CP from **United Broadcasting Inc.** to **United TV Inc.**, wholly owned subsidiary of United Broadcasting. No financial consideration involved. Ann. April 26.

WLAK Lakeland, Fla.—Seeks assignment of license from **Frank W. Nesbit** and **Howard W. Cann Jr.** (each 50%), d/b as **Florida Central Broadcasting**, to **Doris B. Potter** (60%) and **Robert B. Brown** and **Roland B. Potter** (each 20%), tr/as **Sentinel Broadcasting.** Consideration $225,000. Mr. and Mrs. Potter own WKBC-AM-FM North Wilkesboro, WATA Boone and CP for new AM in Mocksville, all North Carolina, and WHBG Harrisonburg, Va.; Mr. Brown, son of Mrs. Potter, owns WTLK Taylorsville, N. C. Ann. April 25.

WARN-AM-FM Ft. Pierce, Fla.—Seeks transfer of control of licensee corporation, **South Jersey Broadcasting**, from **Ranulf** and **Florence J. Compton** as trustees to Mr. and Mrs. Compton individually; no actual change in ownership. No financial consideration involved. Also see WKDN-AM-FM Camden, N. J., application below. Ann. April 25.

WHFS(FM) Bethesda, Md.—Seeks transfer of control of licensee corporation, **High Fidelity Broadcasters Inc.**, from **Robert J. Carpenter** (30%), **William A. Tynan** (19%) and others to **H. Philip Nesbitt** (63.69%), **Emil L. O'Neil** (31.85%) and others, tr/as **Dixon Industries Inc.** Consideration $30,000. Dixon Industries manufactures electronic equipment. Ann. April 25.

WBSM-AM-FM New Bedford, Mass.—Seeks transfer of control of licensee corporation, **Bay State Broadcasting**, from **Maurice C.** and **Paul A. Duchaine**, executors of estate of Joseph P. Duchaine (79.5%) and M. C. Duchaine (3.5% individually) to **Murray Carpenter** and **George Gray** (each 50%); 17% of stock now owned by **Otto F. A. Arnold** will be sold to Messrs. Duchaine for $85,000 once FCC approves transfer of control, and they will sell 100%. Consideration $395,000. Messrs. Carpenter (35%) and Gray (45%) and **Chauncey L. Landon** (20%) have application before commission now to buy WTCX St. Petersburg, Fla., and they propose to transfer WBSM-AM-FM to that corporation after FCC approval. This application reported incorrectly in April 29 issue. Ann. April 24.

WARE Ware, Mass.—Seeks assignment of license from **Sherwood J. Tarlow** (51%), **Allan W. Roberts** (25%) and **Joseph Kruger** (24%), d/b as **Central Massachusetts Broadcasting Corp.**, to Mr. Roberts (100%), tr/as **Central Broadcasting Corp.** Consideration $70,860 and Mr. Roberts's stock in WWOK Charlotte, N. C., now jointly owned with two above principals. Ann. April 30.

KDOM Windom, Minn.—Seeks assignment of license from **Robert D. Thomson** (54.4%) and **Paul C. Lund** (45.6%), d/b as **KDOM Inc.**, to **Wylie Sterling** (100%), tr/as **Sterling Broadcasting Inc.** Consideration $40,000. Mr. Sterling is consultant in community and public relations and sales management. Ann. April 25.

WBKH Hattiesburg, Miss.—Seeks relinquishment of positive control of licensee corporation, **Deep South Radio Inc.**, by **B. L. Blackledge** (50%) through sale of 26% of stock owned by Deep South itself to **Jimmy Swan**, WBKH station manager, and transfer of 12% from **C. Everette Boutwell** to **James Reeves.** Consideration $4,500 and five years service by Mr. Swan; cancellation of $9,150 note by Mr. Reeves. Ann. April 30.

WKDN-AM-FM Camden, N. J.—Seeks transfer of control of licensee corporation, **South Jersey Broadcasting**, from **Ranulf** and **Florence J. Compton** as trustees to Mr. and Mrs. Compton individually. For other information see WARN-AM-FM Ft. Pierce, Fla., application above. Ann. April 25.

KSYX Santa Rosa, N. M.—Seeks assignment of license from **W. I. Driggers** (100%), deceased, d/b as **K-6 Broadcasting**, to **Mary Major Driggers** (100%), executrix of estate of W. I. Driggers, tr/as company of same name. No financial consideration involved. Ann. May 1.

WGTC Greenville, N. C.—Seeks transfer of control of licensee corporation, **WGTC Broadcasting**, from **A. W. Lewin** (100%) to **Roy H. Park** (100%), tr/as **Roy H. Park Radio Inc.**, wholly owned subsidiary of **Roy H. Park Broadcasting Inc.** Consideration $116,885. Mr. Park owns WNCT(TV) Greenville and 30% of WECT(TV) Wilmington, N. C. Ann. May 1.

WCHE West Chester, Pa.—Seeks assignment of CP from **Edgar C. Shelton Jr.** (100%) to Mr. Shelton (75%) and **E. Theodore Mallyck** and **Chandler W. Drummond** (25% jointly, d/b as **Bi-States Broadcasters**), tr/as **WCHE Broadcasting.** Consideration $4,960. Bi-States holds CP for new AM at Ocean City-Somers Point, N.J., and is applicant for new AM at Annville-Cleona, Pa. Ann. April 30.

WXCN(FM) Providence, R. I.—Seeks transfer of control of licensee corporation, **WXCN Inc.**, from **T. Mitchell Hastings** (15.93%) and others, d/b as **Concert Network Inc.**, to **William C. Hillman** and **Calvert C. Groton**, co-receivers. No financial consideration involved. Ann. April 25.

WNCG and WKTM(FM) North Charleston, S. C.—Seeks assignment of license from **Richard F. Kamradt** (60%) and **Robert S. Tamblyn** (40%), d/b as **KTM Broadcasting**, to Mr. Kamradt (79.8%), **Jack McGinnis** and **Albert J. Stone** (each 10%) and **Minifred C. Kamradt** (.2%), tr/as **KTM Broadcasting Corp.** Consideration $5,000 and assumption of debt. Ann. May 1.

KWLD Liberty, Tex.—Seeks assignment of license from **L. A. Wofford** (100%), d/b as **KWLD Broadcasting**, to **Harlan Friend, J. C. Zbranek** and **O. Kenneth Creel** (each 33 1/3%), tr/as **Southeast Texas Broadcasting.** Consideration is assumption of $54,649 in liabilities. Messrs. Friend and Zbranek are attorneys; Mr. Creel is salesman. Ann. April 25.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Elizabeth C. Smith issued initial decision looking toward granting application of Melody Music Inc. (equally owned by Jack Barry and Daniel Enright), for renewal of license for WGMA Hollywood, Fla. Action May 1.

■ Hearing Examiner Charles J. Frederick issued initial decision looking toward (1) granting application of Cherokee Broadcasting Co. for new AM on 1500 kc, 500 w-D,

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in Pawhuska, Okla., condition and presunrise operation with daytime facilities precluded pending final decision in Doc. 14419, and (2) denying application of Osage Programers for new station on same frequency with 1 kw-D, in Bartlesville, Okla. Action May 1.

■ Hearing Examiner Walther W. Guenther issued initial decision looking toward granting application of Albert Lea Broadcasting Co. to increase daytime power of KATE Albert Lea, Minn., from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N; conditions and without prejudice to any action deemed necessary by commission with respect to renewal of license of WJON St. Cloud, Minn. Action May 1.

■ Hearing Examiner Walther W. Guenther issued initial decision looking toward denying applications of Desert Broadcasting Inc. for (1) additional time to construct KANT-FM Lancaster, Calif., and (2) assignment of CP to Manuel Martinez for $19,937. Action April 29.

■ Hearing Examiner Millard F. French issued initial decision looking toward granting application of Wright & Maltz Inc. to change operation of WBRB Mt. Clemens, Mich., on 1430 kc with 500 w, from daytime to unl. hours, DA-2. Action April 26.

DESIGNATED FOR HEARING

Eastside Broadcasting Co., Phoenix, Ariz. —Designated for hearing application for new daytime AM on 1540 kc, 10 kw, DA; made KFIF Tucson, which filed opposing petition, and KALF Mesa parties to proceeding. Action May 1.

OTHER ACTIONS

■ By order, commission accepted for filing application by Charter Broadcasting Corp. for new FM on 105.3 mc in Lynn, Mass. Facilities requested are now assigned to WUPI (FM) Lynn, license for renewal of which is pending before commission. Action May 1.

■ By memorandum opinion and order, commission granted joint petition by WMT-TV Inc. and WKBH TV Inc. for approval of agreement so as to remove mutually exclusive conflict, and dismissed (1) WMT-TV's application for new VHF TV translator station on channel 12 to serve McGregor, Iowa, and (2) WKBH TV's application for similar station on channel 12 to serve Decorah, Iowa. Agreement provides that applicants will not have any interest in any translator station in respective "withdrawn" areas for 10 years, and WKBH will not oppose WMT-TV's application for VHF translator station to serve Decorah notwithstanding its resultant partial duplication of grade A television service provided over Decorah by station WKBT(TV). Action May 1.

■ By separate actions, commission granted two now non-conflicting applications for new TV translator stations on channel 12 by (1) WKBH TV Inc. to serve Prairie du Chien, Wis., and McGregor, Iowa, by rebroadcasting programs of its WKBT(TV) (ch. 8) LaCrosse, Wis., and (2) WMT-TV Inc. to serve Decorah by rebroadcasting programs of its WMT-TV (ch. 2) Cedar Rapids. Action May 1.

■ By order in proceeding on applications of Massillon Broadcasting Inc., Covington Broadcasting Co. and Kenton County Broadcasters for new daytime AM stations to operate on 1320 kc, 500 w, DA, in Norwood, Ohio, and Covington, Ky., respectively, in Docs. 14125-7, commission granted motion by Covington Broadcasting Co. and extended to June 3 time to file exceptions to April 3 supplemental initial decision and supporting briefs. Action May 1.

■ Commission scheduled following proceedings for oral argument on July 1: South Texas Telecasting Inc. (KVDO-TV), and Nueces Telecasting Co., applicants for channel 3 in Corpus Christi, Tex.; Central Coast TV and Santa Maria Telecasting Corp., applicants for channel 12 in Santa Maria, Calif.; AM applications of Monroeville Broadcasting Co., Monroeville, Pa., and Miners Broadcasting Service Inc. (WMBA), Ambridge, Pa.; AM applications of R. L. McAlister and Western Broadcasting Co., Odessa, Tex.; and W. D. Frink, tr/as Jefferson Radio Co., for license to cover CP for WIXI Irondale, Ala. Action May 1.

■ By memorandum opinion and order in proceeding on applications for new AM stations by Wide Water Broadcasting Inc., East Syracuse, N. Y., and Radio Voice of Central New York Inc., Syracuse, commission (1) accepted late pleading and granted application by Radio Voice for review of review board's action affirming adverse ruling by hearing examiner denying admission of engineering exhibit as surrebuttal evidence; (2) set aside April 3 initial decision, and (3) ordered hearing record reopened for further proceedings and issuance of supplemental initial decision. Comr. Ford dissented. Action May 1.

■ By memorandum opinion and order in Perrine-South Miami, Fla., TV channel 6 proceeding, commission (1) denied petition by South Florida Amusement Inc. for reconsideration of July 20, 1962, action which vacated and set aside ruling by chief hearing examiner permitting compensated withdrawal of South Florida application pursuant to agreement between it and Coral TV Corp., and (2) directed secretary to return to counsel for South Florida "confidential memorandum" tendered on condition that it be held confidential. Commission declined to hold document confidential, and stated that, if South Florida desires consideration of information contained in memorandum, it should be adduced in open, evidentiary hearing. Comr. Lee dissented; Comr. Henry not participating. Action May 1.

■ By memorandum opinion and order, commission denied petition by Norristown Broadcasting Inc. for (1) reconsideration and grant without hearing application to increase power of WNAR Norristown, Pa., on 1110 kc, D, from 500 w to 50 kw, DA, and (2) removal of condition in designation order that final action will be withheld until dispositive action is taken with respect to application of WTSP-TV Inc. (Rahall) for channel 10 in Largo, Fla., now involved in remand proceeding. Comr. Ford not participating. Action May 1.

■ Commission gives notice that March 5 initial decision which looked toward waiving Sec. 3.24 (g) and 3.37 of rules and granting application of Storer Broadcasting Co. to increase power of WJBK Detroit, on 1500 kc, from 10 kw-D, 1 kw-N, to 50 kw-D, 5 kw-N, DA-2; conditions, became effective April 24 pursuant to Sec. 1.153 of rules. Action April 29.

■ Commission gives notice that March 6 initial decision which looked toward granting application of KSAY Broadcasting Co. for renewal of license for KSAY which operates on 1010 kc, 10 kw, DA, D, in San Francisco, conditioned that station will reduce power to 5 kw upon request of Oakland Army Terminal commander during period that terminal is using cranes to handle cargo consisting of volatile fuel or explosives, and to 1 kw on like request during any national emergency in which terminal is required to use undetuned cranes in handling cargo, became effective April 25 pursuant to Sec. 1.153 of rules. Action April 29.

■ By order, commission stayed from April 26 until May 1 requirement in April 24th order directing John Poole Broadcasting Inc. to use call letters KBIG for AM in Avalon-Santa Catalina, Calif. Action April 26.

■ By letter, commission (1) denied request by Hub Broadcasting Inc. for waiver of rules necessary to permit acceptance for filing of tendered application for new TV on channel 5 in Boston, and (2) returned incomplete application which lacked financial, programing, technical and equipment proposals. Action April 23.

■ By memorandum opinion and order, commission denied request by John Poole Broadcasting Inc. to set aside April 19 action rescinding assignment of call letters KGOL to KBIG at Avalon-Santa Catalina, Calif.; denied request for those call letters, and ordered station to use the call letters KBIG after April 26. Action April 23.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order granted petition by Radio Ashland Inc. (WNCO), Ashland, Ohio, and waived Sec. 1.362 of rules to extent necessary to accept late publication notice in proceeding on AM application. Action April 29.

■ In proceeding on AM application of WKYR Inc. (WKYR), Keyser, W. Va., in Doc. 14962, certified to commission joint motion to enlarge issues filed by Allegany County Broadcasting Corp. (WCUM-AM-FM), and Cumberland Valley Broadcasting Corp. (WTBO-AM-FM), both Cumberland, Md. Action April 29.

■ In proceeding on AM application of Windber Community Broadcasting System and Ridge Radio Corp. for new AM stations in Windber, Pa., in Docs. 13736, 14282, granted petition by Broadcast Bureau and extended to May 7 time to file response to petition by Ridge Radio for reconsideration. Action April 29.

■ Granted petition by Great States Broadcasters Inc. and extended to May 1 time to reply to motion by Broadcast Bureau to enlarge issues and reopen record in proceeding on application and that of D & E Broadcasting Co. for new AM stations in San Antonio, Tex. Action April 26.

■ By memorandum opinion and order in Miami TV channel 10 proceeding in Docs. 14775-8, denied joint motion by South Florida TV Corp. and Civic TV Inc. requesting issue to determine financial qualifications of L. B. Wilson Inc. (WLBW-TV). Action April 26.

■ By memorandum opinion and order in proceeding on applications of Valparaiso Broadcasting Co. and Porter County Broadcasting Co. for new AM stations in Valparaiso, Ind., in Docs. 14806-7, denied for failure to comply with provisions of Sec. 1.141 of rules petition by Valparaiso to enlarge issues with respect to Porter County's engineering proposal. Action April 26.

ACTIONS ON MOTIONS

■ Commission granted petition by State of Kansas Committee on Education of Legislative Council and extended from April 22 to June 24 time to file opposition to petition by Tulsa Broadcasting Co. (KTUL-TV), Tulsa, Okla., for reconsideration of Nov. 8,

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1962, report and order in Doc. 13860 which assigned educational channel *8 to Hutchinson, Kans. Action April 26.

By Acting Chief Hearing Examiner Jay A. Kyle

■ Granted petition by Broadcast Bureau and dismissed with prejudice application of Fine Music Broadcasters for additional time to construct KFIN (FM) Seattle, and terminated proceeding. Action April 25.

■ Granted petition by Southwestern Broadcasting Co. of Mississippi to extent of dismissing but with prejudice application for new AM in Port Gibson, Miss.; and retained in hearing status application of Southwestern Broadcasting Co. of Mississippi (WAPF), McComb, Miss. Action April 25.

By Hearing Examiner Charles J. Frederick

■ As result of agreement reached at April 26 prehearing conference in proceeding on applications of Semo Broadcasting Corp. and Brownsville Broadcasting Co. for new AM stations in Sikeston, Mo., and Brownsville, Tenn., respectively, in Docs. 14773-4, rescheduled May 27 hearing for April 29; by separate order, granted petition by Semo Broadcasting Corp., for leave to make engineering amendment to application, and returned amended application to processing line. Action April 26.

■ Upon request by Semo Broadcasting Corp. scheduled further prehearing conference for April 26 in proceeding on application for new AM in Sikeston, Mo., and that of Brownsville Broadcasting Co., Brownsville, Tenn. Action April 25.

By Hearing Examiner Millard F. French

■ Granted petition by Norristown Broadcasting Inc. (WNAR), Norristown, Pa., for leave to amend AM application to show recent ownership changes. Action April 24.

By Hearing Examiner Walther W. Guenther

■ Granted petition by Hudson Valley Broadcasting Corp. (WEOK), Poughkeepsie, N. Y., and reopened record in proceeding on AM application and admitted into evidence engineering statement of Edward F. Lorentz, executed April 9, as part and in correction of WEOK's exhibit 1, and closed record. Action April 26.

By Hearing Examiner H. Gifford Irion

■ In proceeding on AM application of Helix Broadcasting Co. for new AM in La Mesa, Calif., granted petition by Broadcast Bureau and extended from May 1 to May 15 time to file proposed findings and from May 10 to May 31 for replies. Action April 25.

By Hearing Examiner Jay A. Kyle

■ On own motion rescheduled May 6 hearing from 10:00 a.m. to 1:30 p.m., same date, in proceeding on AM applications of Jupiter Associates Inc., Matawan, N. J., *et al.*, in Docs. 14755-7. Action April 24.

■ On own motion scheduled further hearing for May 6 in Washington on AM application of Geoffrey A. Lapping, Blythe, Calif. Action April 24.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Formalized by order certain agreements reached and rulings made at April 24 prehearing conference in proceeding on AM application of K-FIV Inc. (KFIV), Modesto, Calif., in Doc. 15005; and continued May 20 hearing to June 24. Action April 24.

■ By memorandum opinion and order granted petition by William S. Cook, Colorado Springs, and severed AM application from proceeding on application of Charles W. Stone (KCHY), Cheyenne, Wyo., including Stone's application for renewal of license of KCHY and application of Charles W. and Josephine R. Stone, d/b as Fort Broadcasting Co., for renewal of license of KDAC Fort Bragg, Calif.; closed record on Cook's application; and ordered proposed findings to be filed on or before May 24, and reply findings on or before June 3. Action April 24.

By Hearing Examiner Herbert Sharfman

■ Granted request by Southern Radio & TV Co., Lehigh Acres, and further extended from April 25 to May 24 time for receipt of notification of witnesses desired for cross-examination, and from April 30 to May 28 for hearing in proceeding on AM application and that of Robert Hecksher, Fort Myers, both Florida. Action April 26.

■ In consolidated AM proceeding in Docs. 14873-7, granted joint petition by applicants Easton Broadcasting Co. (WEMD), Easton, Md., and Colchester Broadcasting Corp., Herndon, Va., and further extended certain procedural dates; continued further hearing from June 3 to June 17. Action April 25.

BROADCAST ACTIONS

by Broadcast Bureau
Actions of April 30

■ Granted renewal of licenses for following stations, including aux., for normal license term, on which action had been deferred: KBUZ Mesa, Ariz.; WCOU-AM-FM Lewiston, Me.; KHOM(FM) Turlock, Calif.; WDEA Ellsworth, Me.; KIDD Monterey, Calif.; WFEA Manchester, N. H.; KLAD Klamath Falls, Ore.; WHYN-AM-FM Springfield, Mass.; KLOS Albuquerque, N. M.; WKTJ Farmington-West Farmington, Me.; KLUB Salt Lake City, Utah; WLIS Old Saybrook, Conn.; KQFM (FM) Portland, Ore.; WNAB Bridgeport, Conn.; KTW Seattle, Wash.; WOKW Brockton, Mass.; *KVCR(FM) San Bernardino, Calif.; WPFM (FM) Providence, R. I.; WABI-AM-FM Bangor, Me.; WBVL Barbourville, Ky.; WFAU Augusta, Me.; KVFM (FM) San Fernando, Calif.; K07AF, K13AJ Ashley, N. D.; K12AI Sisseton, S. D.; K08AM Buffalo, S. D.; K08AF Crow Peak, S. D.; K08BJ Dupree, S. D.; K12AJ, K06AK Edgemont, S. D.; K13AX Philip, S. D.; K02XFP Wenatchee, Wash.; KF2XDJ State of New York; K02XFN Seattle, Wash.

K74BD Dubuque, Iowa—Granted assignment of license to WMT-TV Inc. (WMT-TV Cedar Rapids, Iowa); consideration $13,500.

K80AW Dubuque, Iowa—Granted assignment of license to Black Hawk Broadcasting Co. (KWWL-TV Waterloo, Iowa); consideration $13,500.

K82AL Dubuque, Iowa—Granted assignment of license to Cedar Rapids TV (KCRG-TV Cedar Rapids, Iowa); consideration $13,500.

WIND Chicago, Ill.—Granted license covering installation of alternate main trans.

KYNO Fresno, Calif.—Granted license covering change in nighttime DA pattern.

WCTC New Brunswick, N. J.—Granted license covering increase in daytime power and installation of new trans.

WILM Wilmington, Del.—Granted licenses covering increase in daytime power and installation of new main trans.; and use of old main trans. as aux. trans.

WRIG Wausau, Wis.—Granted license covering use of old main trans. as alternate main nighttime and aux. daytime trans.

WSB-FM Atlanta, Ga.—Granted license covering increase of ERP to 100 kw.

***WEIQ (TV) Mobile, Ala.**—Granted mod. of CP to change ERP to 234 kw vis. and 126 kw aur., type trans. and type ant., and make changes in ant. structure and equipment; ant. height 600 ft.

WMBO-FM Auburn, N. Y.—Granted mod. of CP to change ERP to 45 kw (horizontal and vertical polarizations), ant. height to 530 ft., type trans. and type ant., and make changes in ant. system (increase height); remote control permitted.

■ Granted licenses for following: KMER Kemmerer, Wyo.; WSEL Pontotoc, Miss., and delete remote control; WBCO Bucyrus, Ohio, and specify main studio location and type trans.; conditions.

■ Granted licenses covering installation of new trans. for following: KLID Poplar Bluff, Mo.; WTTB Vero Beach, Fla.; WSEV-FM Sevierville, Tenn.

■ Granted CPs to install new aux. trans. at main trans. location for following: WCEN Mt. Pleasant, Mich.; WSLI Jackson, Miss.

Actions of April 29

WRSW Warsaw, Ind.—Granted license covering increase in daytime power and changes in DA pattern.

KVOW Riverton, Wyo.—Granted license covering increase in daytime power.

WWSR St. Albans, Vt.—Granted license covering installation of new trans.; redescribe trans. location.

KVET Austin, Tex.—Granted license

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, May 1

	ON AIR Lic.	ON AIR Cps.	NOT ON AIR Cps.	TOTAL APPLICATIONS for new stations
AM	3,788	49	132	406
FM	1,077	27	106	192
TV	518	62	83	118

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, May 1

	VHF	UHF	TOTAL TV
Commercial	487	93	580
Non-commercial	47	21	68[1]

COMMERCIAL STATION BOXSCORE

Compiled by FCC, March 31

	AM	FM	TV
Licensed (all on air)	3,768	1,070	518
Cps on air (new stations)	62	32	62
Cps not on air (new stations)	125	109	81
Total authorized stations	3,955	1,211	661
Applications for new stations (not in hearing)	240	178	68
Applications for new stations (in hearing)	180	13	48
Total applications for new stations	420	191	116
Applications for major changes (not in hearing)	55	3	8
Applications for major changes (in hearing)	282	93	39
Total applications for major changes	337	96	47
Licenses deleted	1	1	0
Cps deleted	0	2	1

[1]Includes 3 stations operating on unreserved channels.

covering installation of old trans. as alternate main trans.

KNIA Knoxville, Iowa—Granted license covering changes in DA pattern.

KJEF Jennings, La.—Granted license covering changes in ant. system.

WWNR Beckley, W. Va.—Remote control permitted; conditions.

Edward C. Morris, Gray Hawk, Tyner, Annville and McKee, all Kentucky — Granted CP for new VHF TV translator station on channel 4, to translate programs of WBIR-TV (ch. 10) Knoxville, Tenn.

WIFM-FM Elkin, N. C.—Granted CP to decrease ERP to 310 w, install new ant. and make changes in ant. system; condition.

K03CA Trout Lake, Wash.—Granted CP to change trans. location and specify frequency as channel 3 for VHF TV translator station.

K06CD Otter, Mont.—Granted mod. of CP to change type trans., make changes in ant. system and include Sayle, Quietus, both Montana, and Pasaic, Wyo., in principal community for VHF TV translator station.

■ Granted licenses for following: KHDN Hardin, Mont.; KLOM Lompoc, Calif.; WOKA Douglas, Ga.; KWNS Pratt, Kan.; WSJR Madewaska, Me., and specify main studio location and remote control point; WTHM Lapeer, Mich., and specify studio location and type trans. and redescribe trans. location; condition.

■ Granted licenses covering increase in daytime power and installation of new trans. for following: KONG Visalia, Calif.; KSLO Opelousas, La.; KRRR Ruidoso, N. M.; KSIX Corpus Christi, Tex; KRTN Raton, N. M.; WTCM Traverse City, Mich.

■ Granted CPs to replace expired permits for following new VHF TV translator stations: K06CT, Quinn River TV Maintenance District, Orovada, Nev.; K11BL, Big Flat TV Association, Hogeland-Turner, Mont.

■ Granted CPs to install new ant. for following: KPOJ-FM Portland, Ore.; KPAT-FM Berkeley, Calif.

■ Granted mod. of CPs to change type ant. for following: *KRVS(FM) Lafayette, La.; *WSAE(FM) Spring Arbor, Mich.

■ Following stations were granted extensions of completion dates as shown: WSWN Belle Glade, Fla., to June 15; *WSAE(FM), to June 15.

Actions of April 26

WIZS Henderson, N. C.—Granted license covering increase in daytime power and installation of new trans.

WAVE Louisville, Ky.—Granted license covering change in DA pattern from DA-1 to DA-2; remote control permitted; condition.

KQV Pittsburgh—Granted licenses covering installation of new main trans. and aux. trans.

WFDF Flint, Mich.—Remote control permitted (main trans.); conditions.

WQAD-TV Moline, Ill.—Granted mod. of CP to change type trans. and type ant., make changes in ant. system and equipment and specify studio location; ERP 290 kw vis. and 145 kw aur.; ant. height 1000 ft.

KING-TV Seattle—Granted extension of completion date to July 25 (aux. trans.).

■ Granted licenses for following AM stations: WBNO Bryan, Ohio; KTDL Farmerville, La.; WAGC Centre, Ala.; KPRM Park Rapids, Minn.; KTTT Columbus, Neb., and specify type trans.

Actions of April 25

KVWG Pearsall, Tex.—Granted license.

WZXR (FM) Cookeville, Tenn.—Granted license and specify type trans.

WVCG-FM Coral Gables, Fla.—Granted license covering installation of new ant. and decrease of ant. height.

WCAW Charleston, W. Va.—Granted license covering increase in daytime power, installation of new trans. for daytime use only, changes in DA system and change to DA-N; remote control permitted daytime only.

WARM Scranton, Pa.—Granted license covering installation of aux. trans.

WGSA Ephrata, Pa.—Granted license covering increase in power, installation of new trans., changes in DA system, and change in ant.-trans. and studio locations; condition.

WONE-FM Dayton, Ohio—Granted license covering change in ERP.

WXUR-FM Media, Pa.—Granted license covering changes in ERP and ant. system, and installation of new trans. and ant.

KRBC-TV Abilene, Tex.—Granted CP to change type trans. and make other equipment changes.

WKLW(FM) Grand Rapids, Mich.—Granted authority to remain silent for period beginning Wednesday, April 24, at 11 p.m. to Wednesday, July 24, at 8 a.m.

■ Granted licenses covering installation of new trans. for following stations: WKWK Wheeling, W. Va., and specify type trans.; WCUE Akron, Ohio.

Actions of April 24

WLOW Aiken, S. C.—Granted license.

KSON San Diego—Granted mod. of CP to make changes in ant. system (increase height; side mount FM) and make changes in ground system; condition.

KNDE-FM Aztec, N. M.—Granted request and cancelled license; delete call letters.

WVOX New Rochelle, N. Y.—Granted request and cancelled license for aux. trans.

WISN Milwaukee—Granted request and cancelled CP to install new trans.

KRBE(FM) Houston—Granted request and cancelled CP to make changes in ERP, ant. height and type ant., and make changes in ant. system.

■ Granted CPs to replace expired permits for following new VHF TV translator stations: K07FF, Rosebud TV Inc., Gregory-Burke, S. D.; K06CY, Better Town & Country TV Inc., Canby, Minn.

■ Following stations were granted extensions of completion dates as shown: KBBI (FM) Los Angeles, to June 1; WMRO-FM Aurora, Ill., to Oct. 15; KBLE(FM) Bellingham, Wash., to Nov. 2.

Fine

■ By memorandum opinion and order, commission ordered Paul A. Stewart Enterprises Inc. to forfeit $500 to government for unauthorized assignment of license of WRVB-FM Madison, Wis. Licensee's response to Oct. 10, 1962, notice of apparent liability contended that previous failure to obtain commission approval for assignment of license from Paul A. Stewart, tr/as Paul A. Stewart Enterprises, to corporation in which Stewart retained 81% interest, was due to misunderstanding and inadvertence, and not to any willful or deliberate effort to avoid compliance. After taking into consideration extent and seriousness of violation, and other factors including licensee's corrective action, commission reduced forfeiture from $1,000 originally proposed to $500. (Application to cover unauthorized assignment of license was granted by commission on Oct. 10, 1962.) Action May 1.

Rulemakings

FINALIZED

■ By report and order, commission finalized rulemaking in Doc. 14920 and shifted noncommercial educational reservation from channel *28 to channel *11 in Provo, Utah. Brigham Young University, presently operating KBYU-TV on channel 11 on noncommercial educational basis, petitioned for reservation. Action May 1.

DENIED

■ By report and order, commission denied proposal by Midland Telecasting Co. (KDCD-TV, ch. 18), Midland, Tex., to assign channel 10 to that city, reserve channel 18 for ETV use there, and modify its authorization to specify operation of KDCD-TV on channel 10 instead of channel 18. Action May 1.

PETITION FOR RULEMAKING FILED

■ University of North Carolina, Chapel Hill, N. C.—Requests amendment of rules so as to provide for additional educational TV channels necessary and essential to state-wide network for ETV by modifying table of assignments as follows: Columbia, add *2−; Marion, *22+; Elizabethton, Tenn., delete +22; Franklin, add *15; Concord, *20; Albemarle, delete 20; Roanoke Rapids, add *20−; Kinston, *34; Goldsboro, delete 34; Red Springs, add *21+; Lumberton, delete 21+. Received April 22.

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New York state 5kw regional needs radio salesman June 10th for opening created by retirement. Applicants mid twenties to mid thirties. Station dominant in market and part of Radio-tv group. Box G-32, BROADCASTING.

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Help Wanted—(Cont'd)

Sales

Delano, California. KCKH, 5 kw, $520 guarantee, 25% commission. Experienced salesman with 1st phone.

Wanted: Creative salesman for Palm Beach county's only fm station, soon to begin stereo. Opportunity for advancement, maximum commission and draw against collections, a live growing area, WQXT, Palm Beach, Florida.

Immediate opening for salesmanager to supervise three salesmen. $150 per week and up base salary. Bonus on net station billing. Pulse rates station top in the area. WGHQ (5,000 watts), Kingston, New York.

Need hard sell, quick closers for music format in Reno. Incentive plan. Not r&r. Modern music. Good sound top job to be sold in expanding market. Sales manager needed to head new crew. Contact Lee Fuller, K-ONE, Reno, Nevada.

Salesman wanted to sell advertising accounts for supermarket store music. Baltimore-Washington area. Market Music of Maryland, 44 W. Biddle St. Baltimore 1, Md.

Opportunity for a salesman in Rocky Mountain vacationland of cool color Colorado. Salary and commission. Write Ellis Atteberry, KCOL, P.O. Box 574, Fort Collins, Colorado.

Have unusual opportunity for experienced young salesman. Good market, good town, and good money if you are the man. Call Mel Ring, 3404, Radio WHLT, Huntington, Indiana.

WGEE Indianapolis member of 7 station group offers excellent opportunity for midwestern radio salesman to join our organization. Position offers guarantee plus commission. Take over established, protected, producing account list. Fringe benefits include: Insurance program, paid vacations and opportunity for advancement. If you think you can qualify send resume immediately to: Arnold C. Johnson, General Manager, FLeetwood 9-5591, for appointment.

Announcers

Medium large midwest market CBS radio-tv outlet needs qualified radio announcer only. Resume, picture and tape first letter, please. Box E-272, BROADCASTING.

Announcer with first class ticket. Desirable mid Pennsylvania location. Tell all in first letter. Box E-363, BROADCASTING.

Ohio better music radio station interviewing for personality announcer and also for first phone personality. Superior facilities and sound. No maintenance. Salary open. Send tape and resume. Box E-395, BROADCASTING.

FM/TV announcer/newsman. Must have mature voice, pleasant appearance, ability to read commercials. No rank beginners please. Send tape, picture or SOF, resume, salary in first letter. Midwest. Box E-396, BROADCASTING.

Experienced, straight music news announcer for anchorman on informantional, 3 man morning program. Must have adult approach with warm personality, good education and commercial background. No rock and roll. 50 kw station. Large eastern market. Send resume, tape, photo to Box G-11, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Experienced morning man needed for Maryland independent station. Send tape and resume and references. Box E-457, BROADCASTING.

Texas country western has immediate opening for 1st phone announcer. Must be competent engineer with directional experience and equipment maintenance ability. Excellent opportunity for the right person. Send tape and complete resume to Box G-30, BROADCASTING.

Oregon daytimer, looking for congenial, likeable morning announcer who likes to sell on the air and on the street. Must be able to adapt to our style. Middle of the road format. Box G-33, BROADCASTING.

Have opening for announcer-first phone and who can sell part time and also do play by play of local high sports. No maintenance experience necessary. Box G-45, BROADCASTING.

If you like both deejay work and news here is your opportunity to move up with established Illinois good music station. Exgathering and writing can do both well cellent pay, many fringe benefits personal interview required. Send tape with complete resume including age, education, martial and draft status, detailed experience and telephone number. Box G-60, BROADCASTING.

Announcer/first phone. Need 1st phone who can maintain 1 kw am and do decent air shift. State$. All tapes returned. Box G-62, BROADCASTING.

Wanted the southeast's best morning man. If you are he send tape and resume to Box G-69, BROADCASTING.

Are you an announcer, a dj or an entertainer? If you are an entertainer, that is a first rate personality who knows how to play to his audience, then were've looking for each other. You have the talent and we have the growth opportunity that offers you the long term security you want. Send tape and resume to Box G-70, BROADCASTING.

Experienced announcer for eastern Pennsylvania. No beginners considered. Seeking mature, voice, family man looking for steady position with opportunity for advancement. Excellent pay with regular raises. Send tape, preferably air check and resume. Box G-75, BROADCASTING.

Philadelphia suburban station needs announcer with experience. No swingers. Straight staff work. Chance for play by play. Many fringe benefits. Time and one-half holidays. Group insurance, hospitalization. 215-696-3690.

Have immediate opening for experienced radio announcer. Also, some tv booth and directing, air resume, tape, photo, and salary. Excellent opportunity for the right man. Dick McDaniel KFEQ AM-TV, Program Director, St. Joseph, Missouri.

Alaska. 5 kw. No beginners. Need mature voice. $750 month start. Airmail tape, qualifications, references. Bill Harpel, KHAR, Anchorage.

Are you a d.j. who wants to be a pd? Southwestern Montana's number one radio station wants d.j. with an eye for the future. Send air check and resume to Jack R. Bolton Manager, Radio KXLF, Butte, Montana.

Help Wanted—(Cont'd)

Announcers

Fast paced jock with 1st phone. Excellent opportunity in major midwest market. Box G-81, BROADCASTING.

New Jersey experienced announcer newsman for adult music station. Send preliminary tape, resume. Interview required. WHTG, Rt. 1, Asbury Park.

Experienced morning man, must have a 1st. Call Arlington JA 5-7566.

WLPM, needs an announcer with 1st phone license. No maintenance top flight operation. Best possible facilities. Modern fast paced big band format. If interested in joining stable modern well equipped radio station send tape and resume to: E. D. Baydush, Radio WLPM, Suffolk, Virginia.

Hot, but getting hotter! Swingin' live wire with showmanship to shovel the coal on WHYE, Roanoke, Virginia. Humorous personality a must. Send tape, photo, resume —when available.

Manager for Nation's largest and most respected Negro chain for over five years has recently purchased his own station in central Florida. Need young Negro morning man who is on his way up the ladder. Must be quick, sober and good air-salesman. Automobile needed. State experience, references and salary requirements. Include recent photo and tape. Jack Everbach, WOKB, 1011 South Division St., Orlando Florida.

Disc jockey. Middle the road music. Number 1 station in market. Send resume and tape to WKHM, Jackson, Michigan.

Experienced first class announcer. Will consider experienced announcer without license. Send replies direct to WCLW, 771 McPherson Street, Mansfield, Ohio.

Technical

Announcer-chief engineer to help build and work at new station in New Hampshire. Salary $110.00. Send tape and resume. Box E-326, BROADCASTING.

Directional am/fm good music station in beautiful southern California coast city needs permanent chief engineer/announcer to take complete charge of all engineering plus night board shift. Box E-364, BROADCASTING.

First class radio telephone operator. AM-FM in town of 10,000. Ticket holder should also be interested in radio time sales and a resident of Illinois or Indiana. Box E-374, BROADCASTING.

Help wanted—engineer—with first class ticket, capable of complete maintenance of 1,000 watt non directional RCA transmitter, cartridge equipment, and remotes. Salary, $75.00 per week to start. Air voice preferable, not essential. Call Manager, WOKS Radio, Columbus, Georgia. References carefully checked.

Production—Programming, Others

Experienced newsman for combination radio-tv Rocky mountain area. Send tape, resume, photo, references to Box E-399.

Newsman with local news experience, gathering, writing and airing. Established am-fm station in growing New York suburban area. Pleasant working conditions, good salary. Send tape and resume to Box E-406, BROADCASTING.

Copywriter-announcer with emphasis on copy. Must be able to produce good production copy and young adult appeal. Will consider beginner but primary interest must be copy. Radio Station WBYS, Canton, Illinois.

Wanted: Two (2) news directors for WLLH, Lowell, operation and Lawrence operation. Must furnish resume of experience and references. Contact Bud Armstrong, WLLH, 458-8715, Lowell, Mass.

Florida fulltimer is looking for a quality newsman. Someone with outstanding on air delivery who has what it takes to establish, sustain and build a local news department second to none in the area. Box G-68, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Qualified newsman wanted by established Illinois news minded station offering finest facilities—new news mobile plus beeper phone set-up News Central. Must be experienced in gathering, writing delivering news and interviews. Excellent pay, many extra benefits. Personal interview necessary. Send tape and resume in detail. Box G-59, BROADCASTING.

News director immediate opening in local news. Call General Manager, 644-1255 WHWT, Anderson, Indiana.

Situations Wanted—Management

Veteran, versatile manager-sales manager for small to medium radio station. Gulf Coast, California, Florida only. 20 years experience as announcer staff, sports, news, copy writer, pd and traffic, management and sales. Originate and sell new programs. Agency experience to get and handle national business. Responsible man for absentee owner. Can handle variety jobs as manager and keep nub to minimum. Best references. Box E-293, BROADCASTING.

Profit maker thru toughest times available thru partnership rift. Four years successful radio sales, sales management, last three management. Heavy on sales promotions, hypoing local sales, plugging profit leaks. Offer dependability, loyalty, hard work for modest base with percent of net sales. Married, 39, upper midwest. Will move to #1 radio, or tv with #1 potential. Box G-9, BROADCASTING.

Operations manager. Nine years all phases medium major market tv. Top producer director with some writing and announcing. Family, B.A. work well with crews and clients. For resume and personal interview write Box G-6, BROADCASTING.

Manager. Astute businessman. Excellent background. Young, energetic leader searching medium market opportunity. Box G-19, BROADCASTING.

Manager-14 years experience. Familiar every phase. Top references. Available now. Write Box 7161, Orlando, Florida. Phone 423-9900.

Experienced management wants to manage or lease your station. Compensation based on performance. Box E-409, BROADCASTING.

All markets. Manager, management, sales, jock, pd experience. Degree 30's. Quality leadership. Box G-20, BROADCASTING.

Management and sales problems? Have trippled sales at present station. Seek management position with investment opportunity or option to buy. First phone. Top reputation. Box G-41, BROADCASTING.

Presently employed sales manager and assist station manager 1,000 watt station. Fifteen years experience all phases of radio. Strong sales. Capable of handling sales manager position in challenging market. Prefer southern market. Best references. Present salary in high four figures. Box G-47, BROADCASTING.

Employed sales manager; desires general management position. Excellent sales record in five station market. Married, college. Box G-58, BROADCASTING.

Broadcast executive with over 20 years experience, 15 in management, for medium or metro market am, am-fm-tv operation or chain. Native southwesterner, 41, family and top references. Will invest in company. Box G-77, BROADCASTING.

Sales

Have you a 2 or 3 hour daily block for me to sell program and/or produce? Is your's a strong station in a major warm weather market? If so let me turn your time into profit. 20 years experience, 10 in local radio and CBS network production plus 10 in advertising sales. Ed Gaylor, Box 36 Fairmount Sta. El Cerrito, California or call 524-1661.

Situations Wanted—(Cont'd)

Announcers

Attention! All-nighters! DJ limited experience would like graveyard shift. Available after 15 June. Have tv experience-audio, booth announcing. Box E-274, BROADCASTING.

Florida only. Professional dj, 1st phone, no maintenance. Medium or smaller market preferred. Box E-362, BROADCASTING.

D.J. wants to swing with top 40. One year experience middle of road. Single Box E-372, BROADCASTING.

Fast, smooth, funny pro wants to spend a long time with a solid, responsible organization in medium to major market with major university. My ad lib is my product. Lots of good background, references, and love for money. Educated. No problems. Box E-391, BROADCASTING.

Announcer—program-production director 27. Married. 10 years experience. Award winning newscaster. References excellent. Prefer Virginia or North Carolina. Box E-393, BROADCASTING.

Attention AFTRA affiliated stations! An intelligent, college trained announcer is looking for a career opportunity with a sound progressive organization—no rock. I'm young, experienced, and have fresh ideas. Prefer eastern market but will consider all. Box E-400, BROADCASTING.

Let's exchange references. 30 year old pro, presently employed major eastern market, offers 8 years experience. DJ modern radio, good music, tv. Will relocate only for right organization. Top rated personality. Recognized production, news. Family man. Will answer all inquires. Minimum $7,000 annually. Box E-419, BROADCASTING.

Sportscaster. Not high-powered salesman. 28 single, clean cut, personable. Box G-22, BROADCASTING.

Experienced good music personality. Authoritative news. Married. Presently morning man. Tight board, adult sound. Minimum $125. Box G-23, BROADCASTING.

Eight years experience, three major markets. 24 married. Offer talent to match experience. Jocking at respected million plus market station, but desires relocation, salary boost. Best references. Not a floater. Box G-25, BROADCASTING.

Philadelphia announcer wants combination air and time sales slot. Will relocate. Box G-29, BROADCASTING.

Jock with lots (5 years) of experience. . . Working in small market wants to move up now! Good references, presently employed, married, family. Prefer pop swinging station in metro market. Will consider any good offer. For tape photo, resume write. Box G-36, BROADCASTING.

Experienced announcer, tight board, seeks good broadcasting opportunity; east coast. Box G-38, BROADCASTING.

Stable, young, ambitious. College grad. 3½ years combo dj, news, sports. 5 kw. Mature smooth delivery. Excellent voice, good production. Vast musical knowledge. Professional comedy experience. Wants to locate with middle road personality station in medium to large urban market. Box G-44, BROADCASTING.

I have an idea you'll like my ideas. Swing personality/ace newsman. Bright, tight, write. Right? Box G-56, BROADCASTING.

Some experience. Good voice. First phone. Eager. Will go where your opportunity exists. Would consider straight engineering, but prefer combo. Sam Taylor, 12212 Brisbane, Farmers Branch, Texas.

Go first class all the way. First class jockey with first class ticket available now! Phone 813-688-1142. Call Now!

Looking for June opening. Can leave after June 7th, reason wife is school teacher. Box G-10, BROADCASTING.

Situations Wanted—(Cont'd)

Negro dj, with 1st phone shovel. Rock and Roll King. Comboman. Has great mature resonant voice. Box G-82, BROADCASTING.

Versatile announcer seeking challenging position with am-tv operation. Would like to work both sides. Box G-61, BROADCASTING.

Are you still using those greasy kid jocks on your air? Experience, timely glibe, tight board. Box G-63, BROADCASTING.

Swinging top 40 dj. Presently working in two mid-western am stations. Prefer change to swinging station. If you need a dj with a good sense of production, too, then I'm your man. Write Box G-64, BROADCASTING.

Combo chief, available, 739-7066 Hagerstown Maryland after 7 p.m.

Here's my story: I announce for a network owned, 50 thousand watt good music station in one of the top five markets. The work is wonderful . . . it's permanent . . . but it's only part time. I'm 24, married, and a college graduate with a degree in Radio and Television. I think I was born to play good music. I feel it. I know it. I program it impeccably. My voice is warm and soothing. I do a sincere, easty going, uncluttered show. Now then, you do the hiring for an important station in a metropolitan market. Your listeners know good radio, too. You'll pay the right man well to keep them happy. Listen to my tap, read the rest of my story, then lets get together. Box G-66, BROADCASTING.

Swinger, experienced, currently employed but wants rhythm and blues because he knows it and loves it. Can produce top rate show that will get listeners and keep em. Veteran, married, sales experience. Southern market. What do you have? I'm ready now. Box 1131, Jackson, Tennessee.

Personality presently swinging on top rated night show in #1 market of five adjoining states. Will move for $950.00 a month. Prefer midwest. Will consider all offers. Box G-18, BROADCASTING.

Lively, versatile, country and pop disc jock. Operate own board. News too. Prefer east of midwest. Available June 1st. Write 359 Allen Avenue, Chillicothe, Ohio.

President Kennedy impersonator, age 17, slays competition. Available June 12; will relocate. Wire: Alias JFK, 9325 Beacon Street, Cleveland 5, Ohio.

Beginning announcer. Will locate anywhere. Can do news, commercials, and run my own board. Box G-71, BROADCASTING.

Midwest . . . east. Professional. Ten years experience. Veteran. College. Know production . . . music . . . news. Finest background. References. All round man. Box G-76, BROADCASTING.

Technical

Good technician, fair announcer, wanting a short and early morning announcer shift. Good voice. $125 per week. Box E-464, BROADCASTING.

12 years transmitter experience 1st phone. Desire position either radio or tv. Prefer southwest. Box G-24, BROADCASTING.

First class transmitter engineer. Experienced radio, television wages secondary. Sober, reliable, competent. Box G-31, BROADCASTING.

First phone. 12 years am-fm experience. 2½ years as chief engineer. Maintenance, production technician. Box G-39, BROADCASTING.

Top engineer $85 if: I service CB at station reciprocating job priority by importance reserve parking population 20,000 Florida. Keeps me there, both linked advertised. Box G-48, BROADCASTING.

Versatile college grad. looking for a summer job. 1st class ticket. Experience on fm, tv. Will do maintenance, can combo. Prefer west coast. Box G-49, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Negro announcer seeks start. Excellent voice strong news, sales, continuity writing. Some experience. Hard worker. Box G-51, BROADCASTING.

New first phone. Graduate national radio institute, communication course. Four years licensed amateur. Ambitious and dependable. Desire permanent position in radio or tv transmitter engineering. Midwest or southwest preferred. Jack McMillin, 17 West Filimore, Charleston, Illinois, Phone 345-2915 area 217.

Production—Programming, Others

News director—top rated newscaster 16 years experience. Editing, writing, filming 16mm, B & H, Bolex, Auricon and still work. Tape or film on request. Box E-367, BROADCASTING.

Graduating from University of Iowa School of Journalism. Desire position in radio television newsroom. Experienced in writing, editing and delivery. 22, family man. Available mid June. Box G-3, BROADCASTING.

Sports is my business. Top rated sportscaster seeking major college sportscasting job, radio and/or tv. Seven years experience. Married, veteran. Box E-414, BROADCASTING.

Radio telephone personality presently employed on number one station in metro market. Successful background conducting telephone discussion programs. Extensive news background major markets. Personal interview only. You pay for what you get, "number one rating." Box G-65, BROADCASTING.

Capable, all around newsman. Radio television experience gathering, writing, delivering (both mediums) specializes in hard hitting, sarcastic writing style. Extensive experience with Bolex plus Bell and Howell 16 mm camera. Wants market larger than half million. Will negotiate price. Box G-55, BROADCASTING.

Director-announcer, 7 years experience wants position in midwest. Box G-79, BROADCASTING.

Top radio program production man looking to relocate in Pacific coast or southwest metro market in program or management capacity. 15 years experience in all phases radio programming and production—including ten years network. At home with tape, tape editing continuity, writing, commercials, good music, community relations news and special events, and engineering (first phone). Married, 3 children, 35. Box G-72, BROADCASTING.

TELEVISION

Help Wanted—Sales

Account executive television sales. Write Channel 8, P.O. Box 2148 Idaho Falls, Idaho.

Announcers

Immediate opening for experienced on-camera announcer strong on news, weather and commercial presentation. All replies will be acknowledged. All tapes will be returned. Send photo, background information, references, and audio tape to: Harry C. Barfield, WLEX-TV, Lexington, Kentucky.

Technical

Video maintenance supervisor, minimum 5 years in the industry, wanted for July opening. University in planning stage. Top conditions, Florida east coast. Box E-288, BROADCASTING.

Transmitter engineer wanted, experience desirable. Contact Bill Elks, Operations Manager, WECT-TV, 205 W. Shipyard Blvd., Wilmington, North Carolina.

Help Wanted—(Cont'd)

Technical

Hawaii Asst. Chief engineer; experienced in general maintenance on RCA transmitters, video tape recorders and Vidicon film chain. Please write outlining background and salary requirements. Box E-381, BROADCASTING.

TV transmitter engineer summer relief possibly permanent. Give experience, availability and wages required. Write Chief Engineer. WENH-TV, Box Z, Durham, New Hampshire.

Two technicians with 1st or 2nd class phone licenses to attend uhf translators in Chicago and Detroit retransmitting airborn tv instruction programs to city schools. Twenty hour weekly broadcast schedule offers unique opportunity for individuals desiring to further education in off-duty hours. Send qualifications, references, and salary requirements to Director of Engineering, MPATI, Inc., Memorial Center, Purdue University, Lafayette, Indiana.

Production—Programming, Others

Station located in N.E. has opening for artist with experience in all phases of art work utilized in tv slides, set design and construction requirements newspaper ads sales, promotion presentations etc. This is a fine opportunity for a person who is creative and looking for a challenge. Send resume to Box G-2, BROADCASTING.

Southern CGS station in one of the top television markets will soon have opening for program director. Experience either as program director or assistant program director necessary and news, film buying and on the air background preferred. Box G-27, BROADCASTING.

Continuity writer . . . full time position with established etv stations. College graduate, radio-tv writing experience essential. Write Otto Schlaak, Manager, WMVS, Milwaukee 3, Wisconsin.

TELEVISION

Situations Wanted—Management

Promotion and research manager—young, experienced, sales minded. Presently associated with network O&O station. Box E-404, BROADCASTING.

Experienced radio-tv man with proven record of building up stations seeks management. Strong on know how. First phone. Can invest. Box G-40, BROADCASTING.

Sales

Creative executive television salesman seeks challenging opportunity. Exceptional background in sales & local sales management. Also, merchandising promotion experience. Excellent references. Box G-5, BROADCASTING.

Technical

Experienced UHF chief engineer. 20 years broadcast, 10 in UHF. Will assume complete responsibility of station engineering. Medium or small market if adequately financed. Desire salary-stock arrangement. Box G-4, BROADCASTING.

Former field engineer for a well known consultant. Experienced in all phases of studio and transmitter engineering. Seeking a position as field engineer, working chief, or in construction and maintenance. Box G-17, BROADCASTING.

Presently TV chief. Good references. 10 years varied experience. Available May 20th. Box E-332, BROADCASTING.

Engineer, 1st phone ticket limited tv experience. 5 years experience allied fields willing to relocate. Box G-54, BROADCASTING.

Eight years experience maintenance, video switching microwaves. 2 years supervision desire assistant chief. Box G-57, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Opportunity needed: Ambitious studio technician, experience 2 years, live tv, 6 years tv film editing. Mature family man, age 26. Willing to relocate. Box G-73, BROADCASTING.

Production—Programming, Others

Major market newsman. Some television, heavy radio. Harvard graduate, 32, family. Interested radio television combination top markets only. Box B-286, BROADCASTING.

Northwestern University graduate (June, '63) with degree in radio-tv seeks permanent position sportscasting, directing or producing. Have working experience with major tv stations and have handled Big Ten play by play football and basketball. Sportscasting is my main interest. Young and ambitious. Excellent references. Box E-291, BROADCASTING.

News director. Unusual organizational situation makes available award winning radio-tv newscaster. Extensive major market special events and public affairs experience. Top rated on camera delivery. Excellent references including current employer. Kine available. Box G-8, BROADCASTING.

Realistic public affairs special events director. Prepared to take total responsibility for your public service committments; a running tap on public service announcements, production of low budget effective public affairs shows and general community relations. Box G-14, BROADCASTING.

Writer, proven skill and adaptability highly regarded in broadcast industry, seeks limited number of additional clients, freelance assignments. Feature articles biographies, profiles, speeches, special projects. Box E-461, BROADCASTING.

Top producer director. Employed. Ten years experience. Creative professional seeking to advance with station that values and appreciates quality work. BA; married, family. Best references. Box G-53, BROADCASTING.

BUSINESS OPPORTUNITY

Unlimited funds available for radio and television properties. We specialize in financing for the broadcasting industry. Write full details to Box 205A, BROADCASTING.

Seeking partner to match ($5,000-7,500) down payment to purchase and operate radio station in southwest, radio experience & presently residing in NYC, late twenties married. Box G-21, BROADCASTING.

Someone's opportunity. $5000 down buys security plus income. Dramatic school and summer theatre. Consider partnership with qualified person. Box 56, Crown Point, New York.

Very unusual business opportunity for several select and aggressive men with electronics background, and preferably with business experience, to become mail order dealers in 17 year old electronics home-study school. Small investment required for franchise and supplies. Write stating your qualifications. CSOE, Box 10634, Jackson, 9, Miss.

Radio-TV manager has $5,000 cash to invest in minority interest in radio or tv. Absentee basis. Box G-43, BROADCASTING.

Miscellaneous

FM I.D.R.'s with music. Major market announcer. 8/$10.00. Contact Jack Thomas Productions 2919 West Central Avenue, Toledo 9, Ohio.

Need help? 1000 Super doper hooper scooper one liners exculsive in your market. Free sample. Lyn Publications. 2221, Steiner St., San Francisco.

Helicopters for lease, yearly, for traffic time newsphoto, promo. Very reasonable. Tax deductible. Box E-33, BROADCASTING.

Miscellaneous—(Cont'd)

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

"Quick Quips" Jokes, one-liners, comedy, ad-libs for deejays. Also "Disc Hits," record info. $5.50. Del Mar Radio Features, P.O. Box 61, Corona Del Mar, California.

WANTED TO BUY

Equipment

Remote two turn table with amplifier in good condition. Gus Czaplak, WJJL, Niagara Falls, N. Y.

All equipment between the microphone and the 150 foot tower necessary to build a 250 watt station. Gates transmitter preferred. What do you have? Cash available. Box C-23, BROADCASTING.

One kw fm transmitter; fm antenna with power gain of 40; fm modualtion & freq. monitor; 200 foot am tower, forty pound wind load. WTJH, East Point, Georgia.

3 RCA 44 BX microphones. Must be in excellent condition. Include prices in first answer to A. Tillery, Engineer, KOB Radio, P. O. Box 1351, Albuquerque, New Mexico

Tower wanted. Approximately 450 foot self supporting. Bill Angle, Box 55, Greenville, North Carolina.

For Sale

Equipment

Ampex 401 $400, Maganacord PT6 with mixer $225, Stevens OD-4 microphone $90, RCA BK1 microphone $40.00, RCA 80X console $175, Presto 6N cutter with many accessories $400, RCA 70-C2 turntable with viscus arm and GE stylus $90. Box G-7, BROADCASTING.

Excellent one kilowatt FM transmitter available immediately. KRPM, 1505 Cherryvalley Drive, San Jose, California.

Will sell individually or as package the following: 200 foot G-17 stainless tower with lighting; two sampling loops; sampling line; two sampling insulation coils; 200 foot RG-17 transmission line; one phasor for two tower array; one line termination unit. All in use less than two years. WDUN, Gainesville, Georgia.

Gates ST 101 spot tape, used less than one year, asking $650.00. WQXT, Palm Beach, Florida.

Xmission Line; Teflon insulated, 1⅝" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for $40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

Am, fm, tv equipment including transmitters orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Transistorized: Pulse Distribution Amplifier, 8 in 16 out. Sync Generator W/Regulated Power Supply. Sync Slave W/Regulated Power Supply. Aperture & Phase Correction Amplifier. Regulated Power Supply, 1.6 Amp 285V. Video Equalizer Amplifier W/Regulated Power Supply. Waveform monitor W/Regulated Power Supply. Keyed Video Signal Generator. TV-Radar Bar Dot Generator. All units are new and guaranteed. Priced at a fraction of original cost. Lang Electronics Inc. 507 Fifth Avenue, New York 17, N. Y. MU 2-7147.

Houston fearless labmaster less than two years old with assessories. Costs $7,000 new. Make an offer. Bill Hargan. KSBW-TV, Salinas, California.

Television film camera RCA TK-20A with accessories studio camera RCA TK-10A and accessories. In good condition. Inspection or inquiries invited. Box E-465, BROADCASTING.

For Sale—(Cont'd)

Equipment

1,000 watt fm transmitter with 10,000 watt power amplifier. WE 506B-2 F.C.C. type accepted. Clean, complete. $2995.00 CECO, 518 State Street, La Crosse, Wisconsin.

1000 watt Western Electric transmitter model 443-A-1. Now tuned to 1050 kc. Good working condition. Best offer. WPAG, Ann Arbor, Michigan.

Broadcast frequency monitor RCA model 311A with companion clipper amplifier less crystal. Good condition. Write Box G-34, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 1505 N. Western Ave., Hollywood 27, California.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Altanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago— Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting July 10, October 9. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Special accelerated schedule. The Los Angeles Division of Grantham Schools is now offering the proven Grantham first class license course in a special accelerated schedule. Taught by a top notch instructor, this class is "success tested" for the man who must get his first phone in a hurry. The next starting dates for this accelerated class are July 8, and September 9th. For free brochure, write: Dept. 3-B, Grantham School of Electronics, 1505 N. Western Ave., Los Angeles 27, California.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5 kw station. One price includes everything, even room and board. Can be financed. American Academy of Electronics, WLIQ, Sheraton Battle House, Mobile, Alabama.

San Francisco's Chris Borden School teaches you what you want: 1st phone and "modern" sound. Jobs a plenty. Free placement. Illustrated brochure. 259 Geary Street.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1653 North Cherokee, Hollywood, California.

INSTRUCTIONS—(Cont'd)

"Do you need a first phone? Train for and get your FCC first class license in just five (5) weeks with R.E.I. in beautiful Sarasota! Affiliated with modern commercial station. Free placement. Write: Radio Engineering Institute of Florida, Commercial Court Building, P. O. Box 1058, Sarasota, Florida."

Announcing, programming, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Keegan Technical Institute, 207 Madison, Memphis, Tennessee.

FCC license in six weeks. Total cost $285. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. CA 7-0529.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

Help Wanted—Sales

TOP SALES MANAGER FOR TOP STATION!

Metropolitan_____Good image
Good salary_____Good incentive

Don't apply unless you are proven—aggressive—hard selling salesman and Sales manager.

Box E-348, BROADCASTING

Philadelphia

area station needs top notch salesman. Good pay to producer. Must be experienced. Send full resume to:

P.O. Box 8987
Philadelphia 35, Penn.

REGIONAL SALES REPS IN KEY MARKET

MASTER ARTISTS Presents the NEW GOLDEN AGE OF RADIO. Top names... Top productions for local markets. Contact Martin E. Ross, VP, Director of Marketing/Sales.

General Service Studios
1040 North Las Palms Avenue
Hollywood 38, California

Announcers

WANTED: ANNOUNCER

for Major East Coast Radio-TV station. Must be mature professional with excellent reputation who is experienced in both media. Send full resume, audio tape and VTR or kine to:

Box E-341, BROADCASTING

Help Wanted—(Cont'd)

Announcers

WEST COAST 50 KW MAJOR WANTS:

World's All-Time, Number One, Champion, Top-Rated, Funniest Morning Man.* Rush your unbelievably great resume and knock-out tape to:

Box G-78, BROADCASTING

*WE'RE TRYING TO SCARE THE HECK OUT OF ALL THOSE WHO ARE JUST "THE BEST."

Technical

Visual Electronics Corporation

A leader in Broadcast Equipment, Sales, Engineering has openings for:

Broadcast Systems Sales Engineer

to assist engineering staff in N. Y. C. in preparing systems proposals. Requires experience in broadcast engineering and knowledge of AM-FM and TV stations equipment requirements in systems design.

Image Orthicon Camera Tube Technician

Requires knowledge of tube and camera operating parameters and experience in evaluating warranty claims. Please send resumes in complete confidence to:

Lynn Christenson
Personnel Director
Visual Electronics Corporation
356 West 40th Street
New York 18, New York

SITUATIONS WANTED

Management

Presently employed manager with 15 years experience in all phases of radio. Very strong on sales and sales direction. Excellent agency connections. Past and present record deserves top salary. Would consider Sales Manager in Major Market. Happy to face challenge with property that is down or increase earnings of established station. I have the record and the facts to back it up! Location secondary to opportunity.

Box G-1, BROADCASTING

Production—Programing, Others

Program Director/DJ

Sound ideas-talent & hardwork. AM or FM. Good music-or-rock-will produce ratings & sales.

Write: Tom Clay
1031 Lamer
Burbank, California

You Can't Top A
CLASSIFIED AD
in
BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

TELEVISION

Situations Wanted—Management

CATV EXECUTIVE

Mature individual presently heading up multiple CATV organization seeks more challenging and active opportunity. Thoroughly experienced in all phases of CATV operations. Preparation franchise applications, pole contract negotiations, construction, rebuilding, promotion, public relations, budgets, projections, etc. Complete autonomous operation of systems both large and small.. Principals only reply in confidence to:

Box G-28, BROADCASTING

SALES EXECUTIVE

At home onMadison Avenue, Michigan Blvd., Montgomery Street and Wilshire Blvd. Five years VP National TV Rep. firm. Five years national Sales Manager, General Manager Major Market NBC-TV station. Eight years Major motion picture studio executive. Ran 50,000 watt AM station. Sales Director transcription company and allied assigned. Thorough knowledge all station functions including programming, news, union negotiations, merchandising, public service and sales.

Box G-74, BROADCASTING.

WHAT'S WRONG WITH...

I understand there is a shortage of young, experienced executive talent in the broadcast industry.

I'm young (38), experienced (15 years in every phase of radio, television sales, and management, including the past five years as General Manager of a small market TV-Radio Station) and I have no qualms about my talent.

But my station has sold and so far, I haven't found the right job.

I'm married with two daughters, college graduate, sober, civic-minded and have done an outstanding job in each position I have held. My experience includes local and national sales manager in 300,000 market, sales manager for a six station regional network and every phase of local selling.

My biggest sin is being in a market the size of my present one. Yet, most of you started in markets the size (30,000) and if you remember back there is no tougher selling in the world.

I'm willing to go metropolitan, medium or small. Manager or Sales Manager, Television or Radio. I'm making $13,000-$15,000 now and want to make more. **But I'm willing to work for it.** My ability and experience should fit in some group or individual station's needs.

Let me know that I didn't make a mistake in getting five years of small market experience that I consider invaluable no matter what size market I go to.

Tom Wiseheart
General Manager
KAVE-TV—Radio, Carlsbad, N. M.
TUxedo 5-4101

Home:
1308 Chico, Carlsbad, N. M.
TUxedo 7-2293

Employment Service

JOBS JOBS JOBS
ALL BROADCAST PERSONNEL PLACED
MOST MAJOR U. S. MARKETS
MINOR-MARKET MIDWEST SATURATION
WRITE FOR APPLICATION NOW
BROADCAST EMPLOYMENT SERVICE
4825 10th Ave. So. Minneapolis 17, Minn.

For Sale

Equipment

10 KW Continental 316B Transmitter	$10,000
Gates M-5693 Modulation Monitor	300
Gates SA-39B Limiting Amplifier	300
Gates V-22 VU Panel with attenuator	60
Spotmaster Model 500 Record Player	300
Gates M-5452 "Auto-Trans" 45 RPM Automatic Programmer	450
Gates Studioette Console	650
Gates Model 525 Transcription Turntable complete with arm and equalizer in cabinet	250
Ampex 351-U 7½-15" full track rack mount	1,250

Above equipment has been in use less that 2½ years and is in very clean shape. Please reply to Box E-428. BROADCASTING.

Miscellaneous

QUANDRY ABOUT AUTOMATION??

Automation and/or automatic program aids can increase your radio station's profit. My station, with excellent earning record, has been using automatic equipment for over 5 years. On a consulting basis I will make an analysis of your complete operation. Over 20 years broadcasting experience as station owner and manager with FCC first license and degree in E.E.

Box G-52, BROADCASTING

Colorful Combination
RADIO MARKET SHEETS *and* **COVERAGE MAPS**

Address Radio Dept. on your letterhead for FREE information and samples.

EVEREADY ADVERTISING

1817 Broadway • Nashville 4, Tenn.

BUSINESS OPPORTUNITY

INVESTMENT WANTED!

Detroit professional man wishes to invest $5,000 to $10,000 as silent partner in radio station within 200 mile radius of Detroit. Or will join with others in the organization of a new station.

Box G-50, BROADCASTING

WANTED TO BUY

Stations

WESTERN STATES

Successful manager/salesman seeking the best buy possible for his money. Properties from $50,000-$200,000

All replies confidential

Box E-429, BROADCASTING

For Sale

House

HOUSE—New Canaan, Connecticut Country Estate, 5.1 acres Wooded White Colonial Frame, 7 years old, 3 Story, 2 Fireplaces, 4 Bedrooms, 3 Full Baths, Library, Living Room, Dining Room, Foyer, Modern Kitchen, Large Play Room, 2 Porches, Terrace, 2-Car Detached Garage, Tool Shed, Chicken House, Pond, Blacktop Driveway. Well protected. Immaculate. Many extras. Must sell. $65,000. Call Robert Pauley,

New York SU 7-5000
or New Canaan 966-2502.

For Sale

Stations

Rocky Mountain City

Construction permit, at cost. 1 kw daylighter . . . trade area 50m. Will be 3rd station.

Box G-37, BROADCASTING

FOR SALE

Daytime Station-Located in the heart of New York State. Price very reasonable for immediate sale. Financing can be arranged.

Box E-407, BROADCASTING

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

GUNZENDORFER

California daytimer
Growing Market Asking $130,000 29% down.

Arizona one station Mkt.
Asking $62,500 29% down.

Television Western states
Good TV mkt. Asking $250,000 easyterms.

FM Big market $100,000.

WILT GUNZENDORFER AND ASSOCIATES

Licensed Brokers Phone OL 2-8800
864 So. Robertson, Los Angeles 35, Calif.

CONFIDENTIAL NEGOTIATIONS
For Buying and Selling
RADIO and TV STATIONS
in the eastern states and Florida
W. B. GRIMES & CO.
2000 Florida Avenue, N.W.
Washington 9, D. C.
DEcatur 2-2311

To buy or sell Radio and/or TV properties contact.

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 17, TEXAS

For Sale—(Cont'd)

Stations

FOR SALE

Fulltime AM in metropolitan southeastern market. $225 000 with $65,000 down; length of pay-out to be negotiated. Station owns transmitter site and is a profitable operation.

Box G-80 BROADCASTING.

STATIONS FOR SALE

PACIFIC NORTHWEST. Full time. Priced at $50,000. 29% down.

EASTERN REGIONAL. Daytime. Priced at $85,000. $30,000 down.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

Tenn.	single	daytimer	48M	terms
N.Y.	small	daytimer	125M	36M
S.E.	small	fulltime	33M	10M
Fla.	medium	power	150M	30%
Ky.	medium	fulltimer	225M	terms
Mass.	metro	daytimer	185M	29%
Pa.	metro	daytimer	120M	terms

And others

CHAPMAN COMPANY
2045 Peachtree Rd. N.E., Atlanta 9, Ga.

Promotion Ideas

RADIO
PROMOTIONAL PURPOSE

Single AM Frequency
Tuned to
YOUR station only!
Shaped like Pocket Watch
Approximate Size: 2½" Diameter
1⅛" Depth
(other shapes and sizes available)

Exclusive in your area and sensitive enough to cover it. Inscribed with your station legend.

Priced well under $5.00 in quantity

For engineering demonstration model, tuned to your station, send $10.00 to

ARCOLA RADIO CO.
ALDIE, VIRGINIA

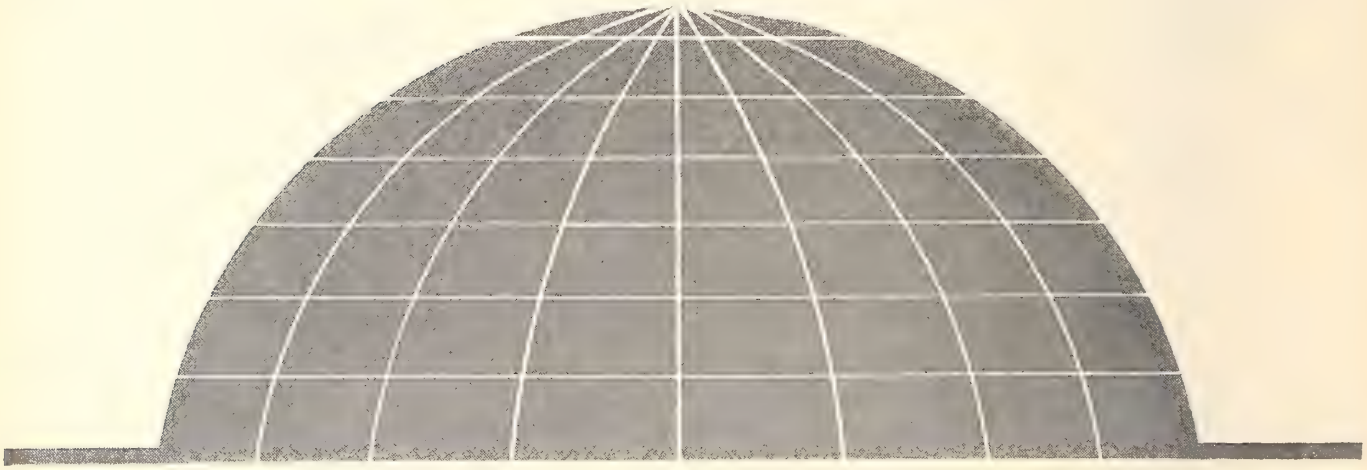
Specifications, terms, prices and delivery schedule will be sent upon receipt of order for model. Allow two to three weeks from date your order is received for manufacturer to ship direct.

NEED HELP?
LOOKING FOR A JOB?
SOMETHING TO BUY
OR SELL?

For Best Results
You Can't Top A
CLASSIFIED AD
in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

BMI



LICENSED FOR PERFORMANCE
13 OF THE 15 INTERNATIONAL TUNES
THAT HIT THE HOT 100 DURING 1962*

**From Billboard's 1963 Who's Who in the World of Music*



BROADCAST MUSIC, INC.
589 FIFTH AVENUE, NEW YORK 17, N.Y.

CHICAGO • LOS ANGELES • NASHVILLE • TORONTO • MONTREAL

OUR RESPECTS to Marvin Leroy Rosene

Imagination and service help build better sales

"We place a premium in our organization on men who have the ability to sell creatively."

One who can speak with authority on the subject is Marvin L. Rosene, vice president and general sales manager of KSTP-AM-TV Minneapolis-St. Paul and other Hubbard Broadcasting Inc. stations, KOB-AM-TV Albuquerque, N.M., and WGTO Cypress Gardens, Fla.

He launched his selling career with the magic of his creative touch. It was in 1931, just after his sophomore year in high school.

Early Starter ▪ Young Marvin persuaded a food specialty broker to hire him to sell a Sunsweet prune and juice promotion to local Iowa grocers. The promotion proved a success that summer for two reasons: He put plenty of mileage on his Model T roadster making calls and he got his brother to go along to set up special window displays —his sales clincher each time he made a call.

The depth and diversity of his career, plus his understanding of both the opportunities and challenges of the men who make up the selling teams for the Gold Seal stations, have earned for Mr. Rosene the mutual respect of his associates. And his business acquaintances, too, have long recognized him to be the enviable salesman's salesman, a tribute born of the fairness and helpfulness he freely imparts in his dealings.

Mr. Rosene has another favorite idea about selling: He is "unalterably opposed to house accounts—and we have none." Management should work with salesmen and not against them as a competitor, he feels. The house account, handled by someone in management, cuts off commission potential for the sales staff, he points out.

Radio, TV Distinct ▪ Competition between radio and TV salesmen is something else again, though. Mr. Rosene believes that while both radio and TV can be housed under the same roof, they should be operated separately, especially in sales. This competition can be friendly, he agrees, and the selling efforts can augment one another.

Marvin Leroy Rosene was born June 15, 1915, at Moline, Ill., but his family soon moved from there to nearby Davenport, Iowa, where he attended public schools. His family also had a cabin on the Rock River, a swimming, fishing and boating paradise for "youngsters" of all ages, he recalls—and one which he enjoyed to the fullest too.

Mr. Rosene's father was a salesman in the wholesale grocery business and he remembers many summer adventures as a youth riding along with his father as he made his calls. The salesman in those days made his own inventory check on each call, so perhaps this is where his ideas about service in selling found birth.

News Career ▪ Reporting and writing were skills that Mr. Rosene also learned early in life. During junior high school he wrote for the school paper and in high school he made pocket money reporting sports for the *Davenport Democrat* and the *Rock Island Argus*. At the *Argus* he was befriended by Maurice Corken who later hired him at WHBF Rock Island.

After graduating from high school in 1933 and having no money for college, Mr. Rosene joined a new Davenport newspaper, the *Tri-City Star*, as assistant sports editor. Subsequently he did desk work, was assigned to the city beat and then became police reporter. When the paper "went broke" in early 1937, he recalls, he was offered a job by Mr. Corken as continuity writer at WHBF. He gladly accepted.

Until then he had never been in a radio station. But, in typical Rosene tradition, he quickly learned how radio stations functioned and acquired an awareness of the operation of the sales department. "It had great appeal to me," he says. Given his chance to sell, Mr. Rosene spent a month canvassing International Harvester dealers in the area, packaged a daily noon farm news show for them and helped them build new business through their first venture into farm radio.

The Agency Beat ▪ WHBF named Mr. Rosene national sales manager in 1939, then a new position, and he began regular treks to Chicago and New York. After Pearl Harbor he enlisted in the Army and subsequently was commissioned second lieutenant in the Signal Corps.



Mr. Rosene
Creative salesman

Assigned to the Aleutian Islands area and Kodiak for most of the war, he used his creative salesmanship to jump rank and marry a captain, Maude Carraway, an Army nurse, on May 4, 1944. He spent his latter war years trying to transfer to different state-side posts to keep up with her, he recalls, as her nursing career achievements were recognized by bigger assignments there.

In 1946 Mr. Rosene returned to WHBF in his former post but later that year he moved to newly founded WQUA Moline as sales manager. In 1948 Ralph Atlass of WIND Chicago asked him to manage his new WKTY La Crosse, Wis. Mr. Rosene not only built WKTY, including design of the studios, but he also hired the staff. He managed WKTY one-and-a-half years until it was sold.

Baseball Networks ▪ Mr. Rosene continued with Mr. Atlass at WIND in sales, handling the Midwest Baseball Network among other assignments. Mr. Atlass also was consultant to WMCA New York at this time so Mr. Rosene suggested a New York Giants network there and upon approval he set it up.

In 1950 when Mr. Atlass bought KIOA Des Moines, Iowa, Mr. Rosene went there as manager. Two years later Mr. Atlass named him manager of WLOL Minneapolis.

Mr. Rosene left WLOL in late 1953 and early the next year he joined the Stanley E. Hubbard group's KSTP Minneapolis as local sales manager for radio. That fall he was made general sales manager of both KSTP and KSTP-TV. He was named vice president in July 1955. Hubbard Broadcasting acquired the KOB stations in 1957 and WGTO in 1958.

The Rosenes live in suburban Edina, a 25-minute drive from KSTP. Their 16-year old son, Ray, a good student, likes to join his father in a round of golf now and then. They also enjoy an occasional fishing trip into Canada.

Mr. Rosene has been active on various committees of the Minneapolis Advertising Club and last year he was president of the Northwest Advertising Golf Association, a club he helped to found some six years ago.

His son put the family's 30-foot Chris Craft Sea Skiff into the water the previous weekend and dad hopes to join him soon. Like tinkering in their home workshop, "I just help," Mr. Rosene says, since "Ray knows what he is doing."

Everything must go

IN proposing to prohibit the broadcast of horse race information that might be of use to gamblers, the FCC is, you should pardon the expression, on the right track. But this can be only the beginning if the commission and the U. S. attorney general—at whose behest the FCC has proposed to embargo racing reports—really want to stamp out betting along with other undesirable pursuits such as staying out of swimming pools while dressed and voting Republican.

For example, there isn't a moment to lose before the invocation of another rule prohibiting the broadcast of the 1964 Democratic and Republican political conventions and of the elections the following November. Everyone knows that betting on the outcome of those events would be brought to a dead halt if radio and television were unable to report them.

An even more pressing need for action may be determined at this very moment by the turning of any radio or television dial. The air is filled with talk and pictures of baseball games in progress, another invaluable service that broadcasting performs for the gambling community. Before the baseball season ends, football will be on the air—to prevent the horror of a seasonal hiatus in bookmaking. If not football, golf; if not golf, bowling; if not bowling, basketball—the conspiracy between broadcasting and the crime syndicates is obvious.

Rule out all these broadcasts, right-minded citizens must cry, and after that rule out press coverage, word-of-mouth discussions and finally the sports themselves.

Gambling must be stopped—even if it means ruling out touch football.

Not as advertised

THE latest studies of consumer attitudes suggest that both the critics and the practitioners of advertising need to do some basic re-thinking.

The studies, conducted for the American Association of Advertising Agencies among people in Syracuse, N. Y. (BROADCASTING, April 29), found that so-called intellectuals do not differ significantly from housewives in their evaluations of advertising messages as good, bad or indifferent.

Two findings have special significance when considered in tandem. First, the average consumer—housewife or intellectual—is aware of being exposed to about 50 advertising messages via television, radio and the print media in a normal evening. There was no breakdown by media, but the facts of advertising life would indicate that a preponderance of these come via TV or radio. Second, not more than 20% of the messages strike her or him as notably good ("entertaining" or "informative") or notably bad ("offensive" or "annoying"). The good outnumber the bad by about 3 to 1.

This ratio, coupled with the low incidence of irritation and the general evidence that advertising is far from being an obsession with most people, ought to say something fundamental to the professional critics. It ought to tell them how wrong they've been in making advertising their all-purpose whipping-boy. To compound the metaphor, it ought to make them change their tune.

It ought to, but we wouldn't bet that it will.

Equally important, and we hope more apt to lead to action, was the finding that 40 of the 50 messages noticed in an average night were shrugged off as not especially noteworthy either way, good or bad. That doesn't mean that these messages don't sell. Even messages that make no conscious impression at all—and nobody knows how many of these there were—can help to stimulate sales, as any good subliminal perceptionist will tell you.

But 50 are a lot of messages to compete for the consumer's attention, and 40 are a lot to strike him as "not noteworthy."

The challenge to advertisers and agencies, as noted by AAAA officials, is to examine those "not noteworthy" ads and find out why they don't tick. Are they indeed selling as well as they could? Are they getting as much attention as they should? Could they perform better with a new approach and a fresh shot of imagination? The answers to questions like these will largely dictate whatever corrective steps are needed.

The net result, we venture, will be a higher level of noteworthily good advertising, and with that will come an even more favorable attitude toward advertising as a whole.

Time for uniform time

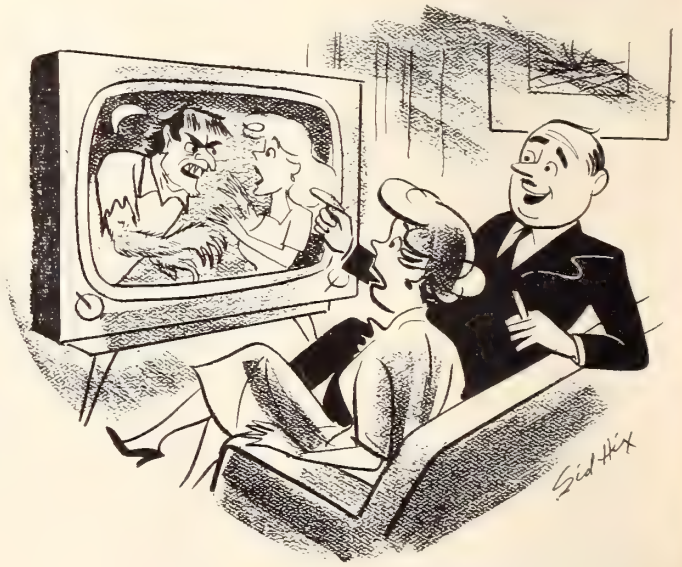
YEARS ago there was a popular song titled: *When It's Nighttime in Italy It's Wednesday Over Here.* It was a funny ditty inspired by the time differential between Europe and America.

That was before daylight saving time in the U. S. There has been annual confusion ever since. It began again last week, when some communities in some states moved their clocks ahead an hour. Others in other states will begin DST later; others not at all. At the summer's end, some communities will go back to standard; others will wait until fall.

Meanwhile, people are missing planes, trains and buses. Broadcast schedules are so scrambled that some communities will air rebroadcasts ahead of original transmissions, and networks and stations are forced to absorb extraordinary line and tape costs. Clock confusion is the norm.

What is and has been needed are uniform time standards. Local communities do not need local autonomy to manipulate the clock as each sees fit. The federal government has pre-empted interstate transportation and communications as areas controlled by it, rather than by the states. What is more interstate commerce than time?

Legislation is pending in Congress for a uniform time system. It is a simple law. It should pass.

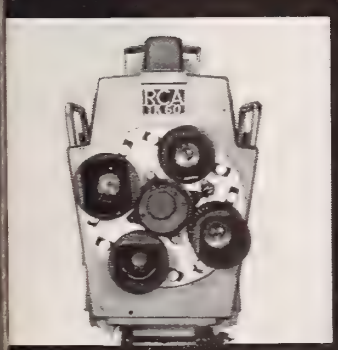


Drawn for BROADCASTING by Sid Hix

"I've been looking forward to tonight's late, late show. Mom wouldn't let me see it when I was a kid!"

TV Camera of the Sixties!





Distinctive silhouette of "TK-60", television studio camera that's years ahead in performance.

After five years of intensive development and two years of field testing, the TK-60 advanced studio TV camera is here! Big picture 4½" image orthicon pickup tube combines with stabilized circuits, ease of camera set-up, and simplicity of operation to make it every inch the TV Camera for the "sixties". Here's a great new monochrome camera that's sure to be a success with producers and station-men alike! The TK-60 produces pictures of sensationally new quality...over extended periods, without alignment delays. You can control contrast and mood as never before. You can produce tapes and live commercials that show the client's product in sparkling, life-like detail, with effects not possible on any other camera. Where striking picture quality can mean stepped-up product sales, this is the camera that "says it" and "sells it" best! See the RCA Broadcast Representative for the complete story Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N. J.

RCA

THE MOST TRUSTED NAME IN TELEVISION



WEEKEND MONITOR

AT HOME...ON THE FARM...ON THE ROAD...IN THE PARK...IN A BOAT...FISHING...AT THE BEACH

COMEDY...NEWS...ENTERTAINMENT...INTERVIEWS...SPORTS...MUSIC...AND JUST PLAIN FUN

NBC RADIO

35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

MAY 13, 1963

FCC considering birth control for radio; limits on TV advertising 27

The top 100 newspaper advertisers are even bigger spenders in TV 49

A second look at two unsuccessful attempts of cooperative research 38

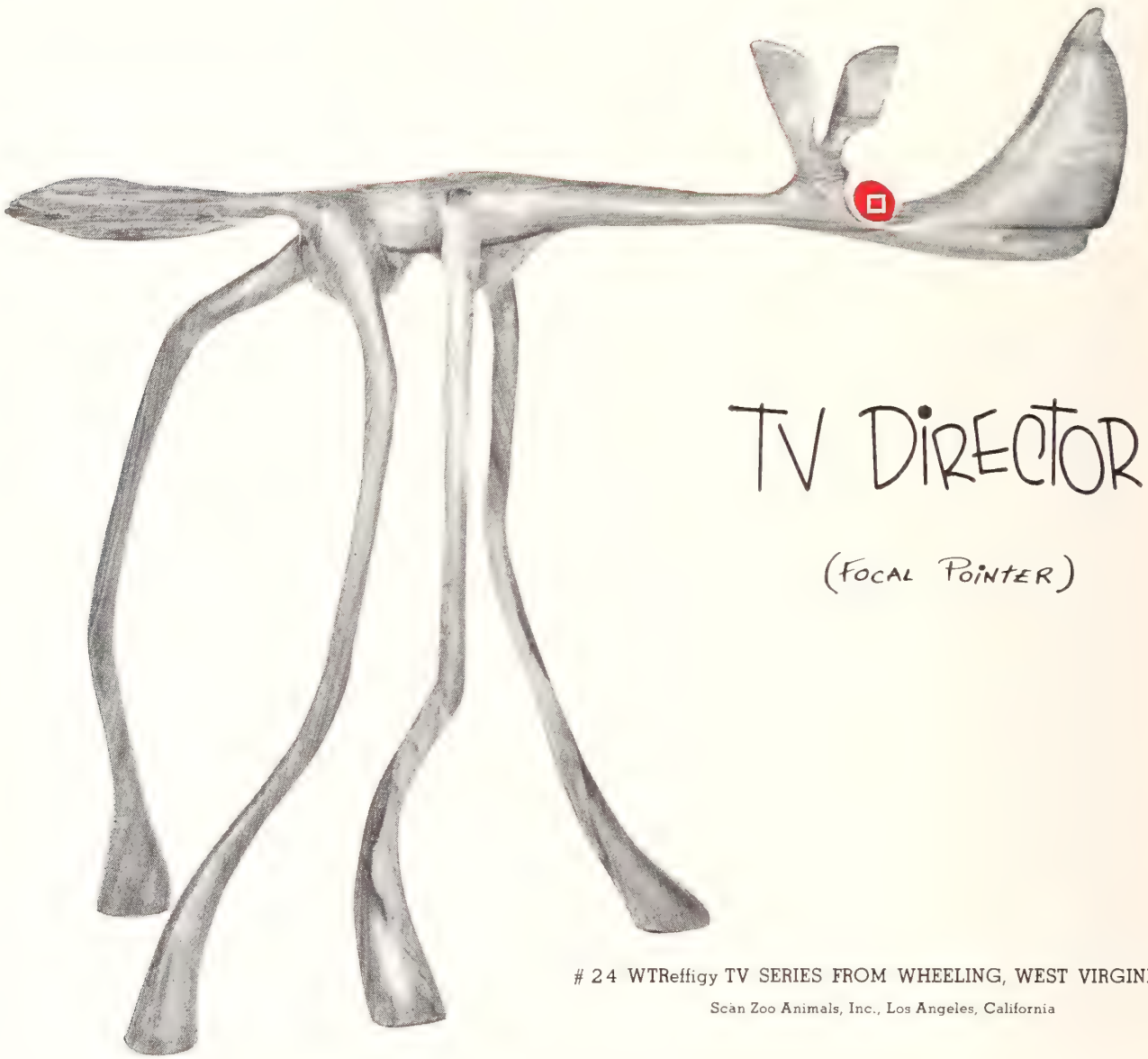
Minow may be known as 'good time Newton' if Henry is his successor 64

COMPLETE INDEX PAGE 7



WTReffigies
Wheeling

A SERIES OF FRAMEABLE ADworld CLOSE-UPS!



TV DIRECTOR

(FOCAL POINTER)

24 WTReffigy TV SERIES FROM WHEELING, WEST VIRGINIA

Scan Zoo Animals, Inc., Los Angeles, California

Important . . . WTRF-TV Wheeling Market . . . Dominant in Rich
Booming Wheeling-Steubenville Industrial Ohio Valley . . . 2½ Million
People spending 1¾ Billion Dollars Annually . . . 7500 Retail Outlets.
Tops in Sales . . . Service . . . Results! Better Buy . . .
WTRF-TV Wheeling!

(RED EYED SET? Write for your frameable WTReffigies, our ad-world close-up series!)

wtrf-tv

316,000 watts NBC **network color**

CHANNEL 7

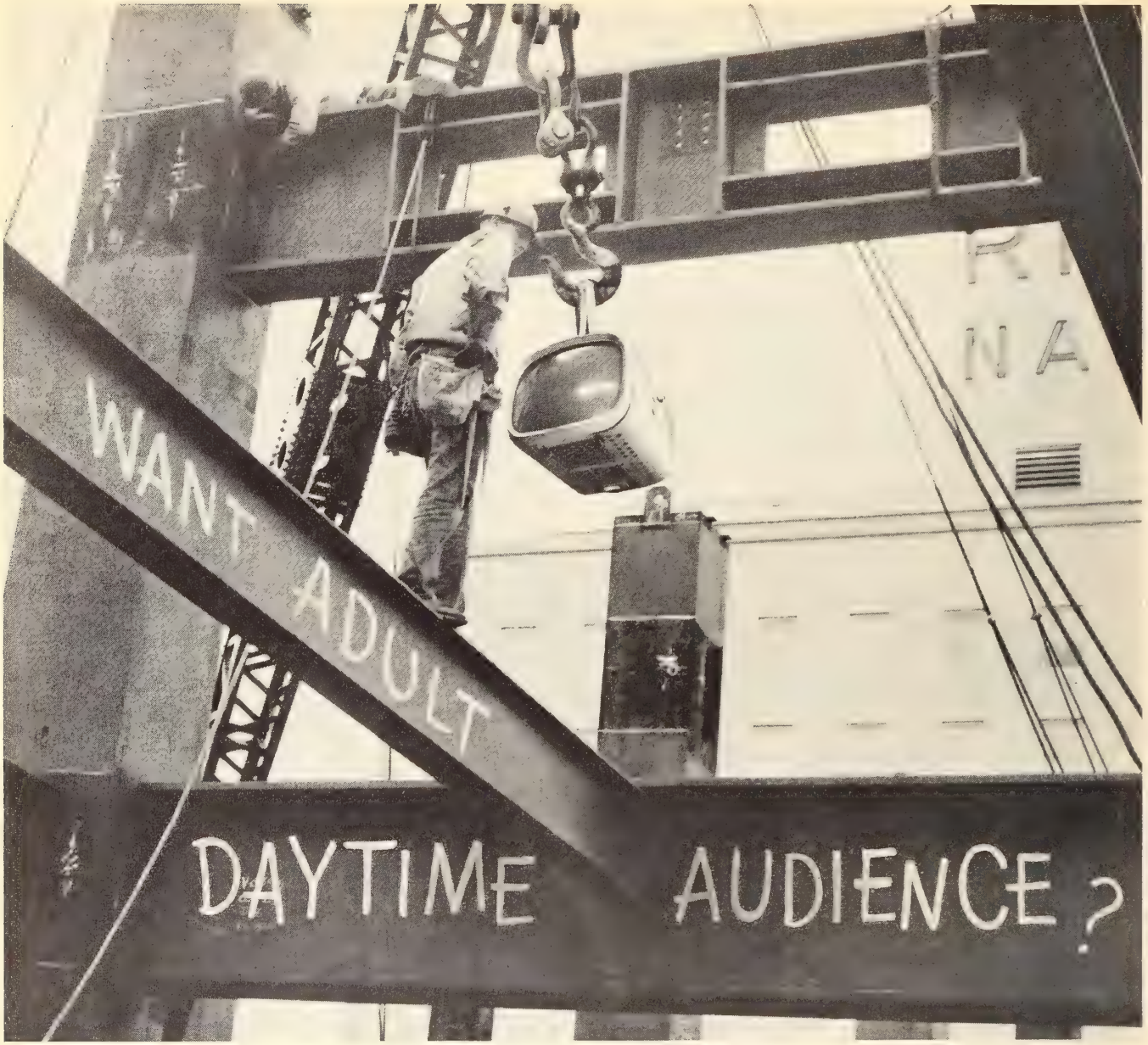
WHEELING 7, WEST VIRGINIA

Represented Nationally by George P. Hollingbery Company

If you lived in San Francisco...



...you'd be sold on KRON-TV



Monday through Friday from 4 to 6 p.m.,* KRLD-TV delivers more homes and higher ratings per average quarter-hour than the next two stations in the Dallas-Fort Worth market combined! And the majority of this audience is composed of the people who do most of the buying for the American family — adults.

So no matter what you're selling — from toothbrushes to tires, soap to soup — your product is bound to be seen by more adults — bought by more adults — on Channel 4. See your ADVERTISING TIMES SALES representative.

* NSI
Feb. 25 - Mar. 24, 1963

KRLD-TV

represented nationally by
Advertising Time Sales, Inc.

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

CLOSED CIRCUIT®

Arbitron revived?

American Research Bureau hopes to reactivate its overnight national Arbitron TV ratings service. It's already approached TV networks, is waiting for their reactions. Plan is to use combination of Arbitron meters and phone interviews, as before. CBS-TV was chief network subscriber when national service was in operation in 1960, but ABC-TV bought portions. Since then it has been sold only on special-order basis.

ARB executives testified in congressional hearings that patent suit brought by A. C. Nielsen Co. (since settled, with ARB to pay Nielsen 5% of gross on Arbitron system) and inadequate subscriber interest in two meter-based services contributed to downfall of earlier national effort. Networks haven't indicated whether they would support new Arbitron national, but at least some network authorities feel there would be strong political value, if nothing else, in having two national services in operation instead of one.

New FCC prospect

Is Dixon Donnelley, public affairs assistant to Secretary of Treasury Dillon, and protegé of Sen. Estes Kefauver (D-Tenn.), under consideration for upcoming Newton Minow vacancy on FCC? While Mr. Donnelley disclaims knowledge of prospect, report was current that administration, having failed to find qualified broadcaster who would accept post, had decided on lateral move from within administration. If Mr. Donnelley gets appointment, it would boost prospect of E. William Henry, FCC's youngest and now most controversial member, for chairmanship.

Mr. Donnelley, 47-year-old native of New York, was Sen. Kefauver's press chief in 1956 vice presidential campaign, and year before had been editorial director of Kefauver Juvenile Delinquency Subcommittee. He was former assistant city editor of Washington Daily News *and* Washington Post, *city editor of* Havana (*Cuba*) Post, *and had served in foreign service as press attache in several Latin American embassies. President Kennedy will visit Tennessee next weekend and there's possibility Donnelley appointment, if it is made, will be announced then.*

Word to the wise

Is modified form of "commission" or consulting fee developing at some TV stations tied into use of syndicated programs? At least one film syndicator, who has found going tough in clearing time, believes that practice exists at secondary and tertiary station levels among few smaller distributors. No top executives of stations but rather staff members, may be supplying "expertise" for fee.

Practice, if it exists, is believed spotty but would run counter to anti-payola law enacted in 1960 in wake of House Oversight Subcommittee disclosure of gifts to disc jockeys and others. FCC last week (see page 50) implemented anti-payola law in its rules (new Section 508) making such practices illegal. Rule requires licensees to "exercise reasonable diligence" and if any consideration has been paid, appropriate announcement must be broadcast. Inquiries among top management failed to develop any knowledge of practice but stimulated prompt investigations.

Ups and downs

Researchers keeping careful eye on ratings say they detect sharper fluctuations in sets-in-use figures in Pulse's latest local radio reports. They say set-usage figures are markedly up in some markets, markedly down in others, with slumps seemingly most evident in nighttime measurements. They attribute it partly to Pulse's announced elimination of "weightings" that had been target of criticism, partly to changes in interviewing practices, but prefer to wait for further reports and analyses before speculating on what it means.

Pulse authorities say non-weighting may be contributing factor but less important than doubling of coincidental interviews and change to evening hours for all recall interviewing (to reduce not-at-homes). They say they're running analyses, including test of alternative interviewing sequence, to get clearer insight and find best answers to criticisms and problems that led to changes in first place.

Slow report

Proposed FCC program reporting form was subject of three-hour meeting Monday of special committee of commissioners responsible for drafting document. No conclusions were reached, and additional meetings will be required before proposal on how form should be revised can be submitted to full commission.

Sitting as new member of committee was Kenneth A. Cox, who replaced Chairman Newton N. Minow. As chief of Broadcast Bureau before his appointment to commission, Commissioner Cox had presented staff ideas on program-form revision. Chairman Minow is said to have bowed out because of pressure of his other duties. Others on committee are Frederick W. Ford, chairman; Robert T. Bartley.

Return to program buys

One of those two advertisers who've "reversed the trend" of minute selling in CBS-TV's daytime schedule, it's understood, is Johnson & Johnson. J&J reportedly has bought alternate-week quarter-hour in daytime block, which was converted to minute sales plan few years ago to bolster advertiser interest (see page 72).

Among major nighttime sales developments another gain in program selling was implicit in report, disclosed earlier, that Travelers Insurance is making one of biggest advertiser commitments yet in informational programing—two-thirds sponsorship of CBS Reports. *In past,* Reports *has been sold largely in minutes.*

Against the storm

In preparation for upcoming labor negotiations with technical unions, networks are again sending their executives to training schools to acquire or sharpen skills as cameramen, technical directors, boom operators and audio operators. This training came in handy in recent years when CBS and NBC were involved in strikes: executives-turned-technicians kept networks on air until settlements were reached. Interesting note: training in New York is at RCA Institutes.

Little Geneva

Special three-member panel of FCC commissioners will meet in Washington May 28 with five community antenna operators representing National Community Television Association. Purpose: to search for compromise of dispute holding up agreement on CATV legislation. NCTA committee to meet with Commissioners Robert T. Bartley, Kenneth A. Cox and Frederick W. Ford includes three men with broadcasting interests: Al Malin, WWNH Rochester, N. H.; Bruce Merrill, KIVA(TV) Yuma, Ariz.; and Martin F. Malarkey Jr., WRTA Altoona, Pa. Other committee members are Robert Clark, Oklahoma City; and Gene Schneider, Casper, Wyo.

Non-political appointment

Elevation of Ben F. Waple to secretary of FCC, after three years and one month in acting capacity, is expected to be announced this week. Mr. Waple, who signs all FCC letters to licensees, was approved for post last week by Civil Service Commission.

Published every Monday, 53rd issue (Yearbook Number) published in November, by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C., and additional offices.



WE'VE GOT A WAY WITH WOMEN

Channel 2 brings 'em what they want!

Our women viewers are well-rounded more ways than one! They want entertainment, but they want mental stimulation, too. That's why they're so loyal to WJBK-TV's satisfying combination of the best of CBS and our horizon-widening local daytime programs like the Connie Page Show, newscasts and thought-provoking TV editorials. They like what they see, and they buy what we sell. Advertisers, take note!

WJBK-TV
CBS IN DETROIT
2

MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	DETROIT WJBK-TV	TOLEDO WSPD-TV	NEW YORK WHN	*IMPORTANT STATIONS IN IMPORTANT MARKETS*
MIAMI WGBS	CLEVELAND WJW	LOS ANGELES KGBS	DETROIT WJBK	TOLEDO WSPD	PHILADELPHIA WIBG	*STORER BROADCASTING COMPANY*

STORER TELEVISION SALES, INC.
Representatives for all Storer television stations.

WEEK IN BRIEF

FCC considering wide-ranging birth control measures for AM radio pinned on area, population and engineering standards in conjunction with FM allocations table and premised on breakup of AM-FM duopoly. See . . .

BIRTH CONTROL FOR AM RADIO . . . 27

Commission poised to vote on making NAB commercial time limitations part of its regulations; possibility strong it may very well do that. Move underway to ease time strictures for smaller stations. See . . .

EVERYONE GETS A CODE . . . 28

Florida media unite to fight pending legislation which would impose 3% tax on advertising. Broadcasters join newspapers in opposing tax as discriminatory; it leaves magazines and billboard untouched. See . . .

MEDIA JOIN TO FIGHT TAX . . . 30

TV's top advertisers in 1962 are led by P&G with $112 million gross time billings; among top 10 each spent $23 million or more. Leading newspaper advertisers spent more in TV than in newspapers. See . . .

TOP BUYERS IN TV . . . 48, 49

CBS-TV affiliates hear cheering news; network is top dog in programing, sales and affiliates' compensation, they're told. Stanton urges ETV support, Aubrey warns of spiraling sports costs. See . . .

CBS-TV'S HAPPY HOUR . . . 70, 72

Broadcasters' charges for using FCC range from $100 for TV to $50 for AM and FM for major applications. Fee schedule designed to raise $3.8 million—about one-fourth of FCC budget. See . . .

COST OF REGULATION . . . 62

Pearson government in Canada is seeking advice on future of broadcasting. Hope is to establish long-range commitments, says new secretary of state. CAB hears promise private broadcasters will be left free. See . . .

ASKS FOR RECOMMENDATIONS . . . 68

RCA revenues and profits continue upward climb in first quarter. NBC revenues in 1962 were up 12% over previous year, and earnings up 35%. Color set sales gain, color programing is two-thirds of network offering. See . . .

ROSY PICTURE AT RCA . . . 76

Thirty years ago broadcasters, advertisers and agencies had CAB; it didn't work. Then came BMB; it folded too. History of single research group supported by users indicates drawbacks, small hope for success. See . . .

CO-OP RESEARCH TRIED BEFORE . . . 38

Give a thought to what the FCC may be like if Bill Henry gets Minow's job; present administration may be considered "good old days." Henry's views as expressed in speeches and news conferences. See . . .

IF HENRY GETS MINOW'S JOB . . . 64

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses plus address label from front cover of magazine.



Her Science Fiction Movies on KMTV reach more homes than competing movies combined!*

Science Fiction Movie is another KMTV creative blend of talent and ideas that sell.

See Petry for KMTV, the across-the-board leader in fifteen consecutive surveys!**

KMTV-3-OMAHA

*Three ARB's, Nov.-Dec. '62, Jan. '63, Feb.-Mar. '63. (Hostess Pat's parody treatments of movies like *Queen of Outer Space* and *Caltiki, the Immortal Monster* trounced conventional 'rating-week blockbusters' including *On the Waterfront* and *All the King's Men.*)

**Fifteen ARB's, Nov. '59 through Feb.-Mar. '63. (KMTV has won them all, average homes-reached 9:00 a.m. to Midnight, Monday through Sunday.)

AGENCY HITS 'CORRECTIVE' MEASURES

Benton & Bowles calls magazine concept TV's 'greater danger'

Benton and Bowles, New York, has attacked "corrective" measures of "magazine concept" and "guaranteed cost per thousand" for television advertising, labeling them "an even greater danger to television than increased government regulation."

B&B's position on TV is contained in memorandum released today (May 13) by William R. Hesse, agency's president. It was prepared for internal use by Lee Rich, B&B senior vice president for media management, at request of Mr. Hesse "in light of the criticism being leveled at the [television] industry today."

Mr. Rich says though approaches are different, magazine concept and guarantees would "minimize and even eliminate selection by advertisers." He condemns C-P-M and magazine concept as implying advertisers are largely responsible for everything critical about TV and charges they would stifle competition and creativity by equalizing advertising values of all programs. He said both concepts, if practiced, would result in "less frequent schedule changing and greatly reducing the introduction of new programs."

Memorandum also notes advertisers are associated by public with editorial as well as with advertising content in television unlike other media and thus program content in addition to media values must be important factor in advertiser selection of TV programs. Mr. Rich contends overcommercialization is undesirable to agency for in long run irritation renders all commercials "less effective." Covered under this topic by Mr. Rich are triple-spotting, upping time between network programs from 30 to 40 seconds, and "loud and blatant" commercials.

Benton and Bowles's memorandum strikes against government "pressures" in programing areas, noting networks apparently have been pushed into overscheduling public service programs to extent that many have become repetitive and thus dull. It warns "the imposition of the will of a regulating body on TV programing implies a form of control that could lead to the demise of the current free enterprise television system" and could easily lead to need for government subsidy and greater government control.

Mr. Rich defends networks against program critics by noting they are "conscious of their obligations to the public" and have demonstrated this responsibility. He also notes that advertisers support "red ink" public service programing through their sponsorship of all kinds of shows including "the unjustly labeled 'wasteland' programing."

The other side

WLIB New York, Negro-oriented station, reported Friday (May 10) it has commitment from gubernatorial candidate Charles L. Sullivan of Mississippi to record interview for broadcast at 11 p.m. today (May 13).

Station offered time to Mr. Sullivan, who had criticized network coverage (and particularly New York stations) of integration activities in Mississippi and Alabama. Criticism was made in Biloxi at Mississippi Broadcasters Association meeting three weeks ago.

RAB's Bunker to appear Wednesday on ratings

Radio Advertising Bureau President Edmund Bunker agreed Friday (May 10) to testify before House Special Subcommittee on Investigations Wednesday (May 15). Mr. Bunker is appearing at request of ratings subcommittee, day after RAB representatives meet with National Association of Broadcasters Research Committee in New York (see page 75).

Date of appearance of NAB President LeRoy Collins, who hopes to give united industry plans for research of ratings, had not been definitely scheduled Friday.

Ad practices under study of Senate group on aged

Senate subcommittee on frauds affecting elderly, established last week, will call on broadcast media to see whether commercial acceptance standards are adequate to safeguard old people from deceptions in miracle cures, drugs, land sales and dancing lessons, it was learned Friday (May 10) (CLOSED CIRCUIT, Feb. 4).

Senator Harrison A. Williams (D-N. J.), chairman, said that communications media "are inextricably intertwined" with problem of fraudulent offerings. New subcommittee "could provide a major service in publicizing many of the frauds that are being perpetrated on innocent and frequently low-income elderly persons," Senator Williams said.

New York agencies fight planned city rental tax

Not-so-veiled threat that much of advertising agencies' operations "could be readily diverted to other offices or to new offices outside the city," may be part of agencies' organized opposition to New York's proposed occupancy tax on commercial property rentals.

New York Council of American Association of Advertising Agencies has asked for oportunity to testify before city council in opposition to tax, which would amount to 5% on annual rent if in excess of $2,500 and 2½% if less than $2,500. Newly elected chairman of New York council, William Holden of Fuller & Smith & Ross, pointed out that "location of these advertising agencies in New York is also the chief reason why so many other lines of business are located here."

Philco explains why it asked out in ch. 3

Philco Corp. executive testified Friday that company, "for variety of reasons," had been required "to make commitment or an agreement with RCA" to withdraw its application for channel 3 Philadelphia (earlier story page 54).

David B. Smith made comment as FCC hearing involving NBC-Philco contest for channel turned for first time to background of joint request of both parties for permission of Philco to withdraw. FCC rejected agreement under which NBC would have reimbursed Philco up to $550,000 for expenses.

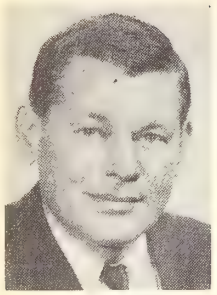
Mr. Smith didn't detail reasons he said made Philco enter into agreement with NBC to withdraw. But, under questioning by Broadcast Bureau attorney Ernest Nash, he said that after Philco's purchase by Ford in 1961, decision was made to settle all outstanding differences with RCA. These included Philco's patent-rights suit against RCA and contest for channel 3, occupied by NBC's WRCV-TV.

He said there was no connection between suit, settled by payment of $9 million by RCA to Philco, and agreement to withdraw from channel 3 contest.

Under earlier questioning by Mr.

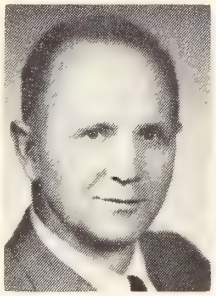
more AT DEADLINE page 10

WEEK'S HEADLINERS

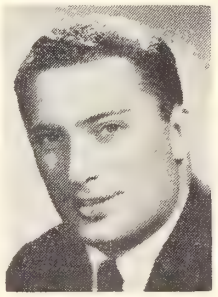

Mr. Lanigan

Francis Lanigan, VP, management supervisor and member of board of directors of Benton and Bowles, New York, elected senior VP. Mr. Lanigan joined B&B in 1958 after serving The Nestle Co. for nine years as director of marketing and new product development. Earlier, he was with Dewey & Almy Chemical Co. for 13 years.

Fred W. Dickson, president of Fanta Beverage Division and **Donald A. Leslie,** director of purchasing, elected VP's of The Coca-Cola Co., Atlanta, Ga. Mr. Leslie will continue as director of purchasing. Mr. Dickson will assume duties as advertising manager, succeeding Vice President **Hunter Bell,** who has been elected staff VP. Vice President **Thomas C. Law Jr.** succeeds Mr. Dickson as president of Fanta Beverage Co. Mr. Law's present duties as field sales manager for bottler sales will be assumed by **J. Lucian Smith,** VP-general manager of bottler sales development department. Both Messrs. Dickson and Leslie became associated with Coca-Cola Co. in 1933. After several years interrupted service with Navy, F. L. Jacobs Co. and J. Walter Thompson, Mr. Dickson returned to Coca-Cola in 1960 to organize newly formed Fanta Beverage Co. as president and general manager. He supervised development and introduction of Sprite and TAB and implemented introduction into U. S. of Fanta line of beverages. Mr. Leslie was appointed director of purchasing in 1960.


Mr. Leslie


Mr. Dickson


Mr. Rush

Herman Rush, senior VP of TV division of General Artists Corp,. New York, elected president of that division. Mr. Rush has been with General Artists since 1960, after serving in executive positions with Official Films (1949-57) and Flamingo Telefilm Sales Inc. (1957-60). He will supervise development of new programs, network sales and TV talent appearances and coordinate activities of division with personal appearance, literary, motion picture and equity divisions.

For other personnel changes of the week see FATES & FORTUNES

Nash, Mr. Smith said that when Philco decided to get back into broadcasting, its purpose was to apply for NBC's channel 3. Later, however, he said decision to apply for that facility was reached after considering several factors, including fact that NBC was under Justice Department consent decree to vacate that channel. This order has been stayed to June 30, 1964.

Other considerations, he said, included a survey of programing by all three Philadelphia stations which, Philco felt, showed channel 3 was doing "poorest job" and fact that Philco had previously operated on channel 3.

Directors, producers agree

Screen Directors International Guild reported Friday (May 10) that it had reached agreement with Film Producers Association of New York on three-year contract covering members working on film commercials and industrial and theatrical films. SDIG said agreement will provide wage increases and fringe benefits, but details will not be disclosed by unions' until ratified.

WYNR consulted envoy on new programing format

William Rivkin, ambassador to Luxembourg, and former Chicago attorney for McLendon Corp., testified before FCC inquiry last Friday that at time McLendon purchased WYNR Chicago (then WGES) station's programing was "offensive." Ambassador said WGES format was "worse kind of rock 'n' roll" and comments between records were illiterate and "appealed to chauvanistic instincts of the audience."

Ambassador Rivkin testified he had discussion with Gordon McLendon, president of McLendon Corp., of proposed programing of WYNR some four to five days before sale of then WGES was completed. He said he asked Mr. McLendon what latter planned to do with station. Mr. McLendon replied he didn't know, but perhaps he would continue Negro format, ambassador testified. He also said Mr. McLendon had described format of WGES as "Uncle Tomism" and seemed to want to change programing, but said nothing about dropping foreign language portion.

FCC's probe into McLendon's program plans for WYNR was instigated when station changed from 80% Negro format to 100% Negro programing, dropping all foreign language programs (BROADCASTING, April 29).

WICC dropping ratings; finds them unnecessary

WICC Bridgeport, Conn., Friday (May 10) announced it will no longer use rating services "because they can no longer serve the radio medium accurately." WICC is in proximity to New York City market area. Station's president, Kenneth Cooper, said he didn't question ratings services' honesty, but felt they were physically incapable of measuring radio audience "because 50% of radio's audience is out of the house."

Mr. Cooper, who said his station was among top 65 in country in gross business and stood high in ratings in country last year, said, "we have been using ratings less and less over the last two years, and we found that advertisers didn't insist upon them."

Bowls, news and special gain sponsors on NBC

NBC-TV is SRO on five of its postseason football games for 1963-64. Advertisers of contests last year will pick up tab again next season.

Sponsors renewing are Gillette and Chrysler (Rose Bowl and Blue-Grey games); R. J. Reynolds Tobacco, Colgate-Palmolive and Savings and Loan Foundation (East-West); Brown & Williamson, United Motors Division of General Motors, Georgia Pacific Corp. and Colgate-Palmolive (Sugar Bowl), and Liggett & Myers, Carter Products and United Motors (Pro Bowl).

In other network sales:

Standard Brands has purchased alternate-week sponsorship in NBC-TV's expanded *Huntley-Brinkley Report* next season. Buy still leaves two quarter hours open in hour news show. Other advertisers: Alcoa, R. J. Reynolds, American Home Products and American Chicle. J. Walter Thompson is agency for Standard Brands.

Procter & Gamble, through Grey Advertising, has purchased two-thirds sponsorship of Emmy awards telecast on NBC-TV May 26 (10-11:30 p.m.) to close sale of annual show. Other third bought by Libby, McNeill & Libby, through J. Walter Thompson.

HAWAIIAN EYE



134 HOURS OF SPELLBINDING MYSTERY-ADVENTURE

Using HAWAIIAN EYE as their firm name, a team of private investigators—Robert Conrad, Anthony Eisley and Grant Williams—find excitement and romance in the never-ending variety of characters who rendezvous in exotic Hawaii. With their friends—Troy Donahue as the handsome Special Events Director at a resort hotel, Connie Stevens as the lovely singer-photographer, and Poncie Ponce as the fun-loving taxi driver—the bachelor investigators are constantly involved in spine-tingling suspense and action.

Now in its fourth season on the network, HAWAIIAN EYE against strong competition compiled an average *20.4 rating* and a *31.2 share of audience** during its first three full seasons. Available on an individual market basis—for fall start.

**Nielsen Multi-network (Oct.-Apr. averages)*







WARNER BROS. TELEVISION DIVISION 666 Fifth Avenue, New York 19, N.Y., Circle 6-1000

ALSO: MAVERICK · SURFSIDE 6 · SUGARFOOT · THE ROARING 20'S · BRONCO · BOURBON STREET BEAT · LAWMAN · CHEYENNE

NORMAN & NORMAN Inc.

MID-WEST SPECIAL

. . . . Daytimer located in Wisconsin-Minnesota area, single station market, grossing $53,000, priced at $75,000 with good terms. Rich area, station not near its maximum.

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$1.11 an hour STAFFS YOUR STATION with IGM SIMPLIMATION

Get the details! Find the way to bigger audiences, lower costs, higher profits with unparalleled flexibility and consistently better sound. Write for free folder. "The Sound of Money."

IGM SIMPLIMATION,

P. O. Box 943, Bellingham, Washington.

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing

MAY

*May 12-18—**Affiliated Advertising Agencies Network** annual convention at Ambassador hotel, Los Angeles, with delegates expected from 42 U. S. and 12 foreign cities. Hixson & Jorgensen, Los Angeles, is host agency. Awards for advertising excellence will be presented at the Friday night banquet.

May 13—**Hollywood Ad Club** luncheon meeting 12 noon at Hollywood Roosevelt. Radio Day with Maurie Webster, vice president, CBS Radio Spot Sales, New York, speaking on "New Creative Dimensions in Radio." Bob Sutton, VP and general manager of KNX Los Angeles, is chairman.

May 13—1963 **Emmy Awards dinner,** Great Hall, Pick-Congress hotel, Chicago. Awards program will be televised by WNBQ (TV) Chicago from 9:30-10 p.m.

May 13-15—NAEB national conference on **Instructional Broadcasting,** University of Illinois, Urbana. Participants will observe how instructional television is used at the university, and visit the Urbana public schools to see the reception and use of Midwest Program on Airborne Television Instruction programs.

May 14—Annual stockholders meeting, **Metromedia Inc.,** New York.

May 14—Annual stockholders meeting, **Macfadden-Bartell Corp.,** Milwaukee.

May 15—Membership meeting of **Radio, TV, Recording, and Advertising Charities** of Hollywood, 12 noon, Continental hotel.

May 15—Annual stockholders meeting, **The Outlet Co.** (WJAR-AM-TV Providence, R.I.), Providence, R. I.

May 15—**Catholic Apostolate of Radio, TV and Advertising,** "spring fiesta" at Starlight Roof, Waldorf Astoria hotel, New York, 6-11 p.m. Fashion show, cocktails, buffet supper and dancing. Co-chairmen: Martha Palmer, PR consultant; John McArdle, vice president and general manager, WNEW-TV New York, and Jane Huntley, Compton Adv., chairman of ticket committee.

May 16—**FCC** deadline for reply comments in proposed rulemaking to allow daytime radio stations to go on the air at 6 a.m. or sunrise, whichever is earlier.

May 16-17—Annual spring meeting of **Ohio Association of Broadcasters,** French Lick-Sheraton hotel, French Lick, Ind. Reggie Martin, vice president and general manager of WSPD-AM-FM Toledo, is conference chairman.

*May 16-18—**Western States Advertising Agencies Association** annual conference, Riviera hotel, Palm Springs, Calif. Keynote speaker: William B. Lewis, board chairman, Kenyon & Eckhardt, New York.

May 16-18—**Iowa Broadcasters Association** annual meeting, Sheraton-Warrior hotel, Sioux City.

May 17—**Iowa AP Radio-TV News Association,** in conjunction with the Iowa-Nebraska Broadcasters meeting at the Sheraton-Warrior hotel, Sioux City.

*May 17—**Arizona Broadcasters Association** spring meeting, Skyline Country Club, near Tucson. Speakers include Representative J. Arthur Younger (R-Calif.), member of the House committee investigating ratings; Dr. Sydney Roslow, director of The Pulse Inc.; Jack Roth, KONO San Antonio, president of the Texas Association of Broadcasters; Vincent Wasilewski, executive vice president of the National Association of Broadcasters; John Courcier, western director of Radio Advertising Bureau; Arlo Woolery, KSUN Bisbee, Ariz., chairman of Arizona Development Boards.

May 17—**South Dakota AP Broadcasters Association,** Cataract hotel, Sioux Falls.

*May 17-18—Annual convention of **South Dakota Broadcasters Association,** Sheraton-Cataract hotel, Sioux Falls. Speakers will include NAB President LeRoy Collins, Jim Hulbert, NAB manager of broadcast management, and Herbert Evans, president of Peoples Broadcasting Co.

May 17-18—**Seminar on Educational Television** by University of Wichita, in cooperation with the Wichita Board of Education. Principal speaker will be Charles A. Siepmann, chairman of Department of Communications in Education, New York University. Further information, write Richard J. Meyer, director of educational television, University of Wichita, Wichita 8, Kan.

May 17-18—**Iowa Radio News Directors Association** annual meeting, Sheraton-Warrior hotel, Sioux City.

May 17-19—**Louisiana-Mississippi AP Broadcasters meeting, Lafayette, La.**

May 18—**Florida AP Broadcasters** annual meeting, Cape Colony Inn, Cocoa Beach, Fla. News panels in the morning, a luncheon, afternoon tour of Cape Canaveral and an awards dinner at night.

May 19-21—**Pennsylvania Association of Broadcasters** convention, Pennsylvania State University, University Park, Pa. Speakers include: LeRoy Collins, NAB president; Eric Walker, president of Pennsylvania State University; Honorable William W. Scranton, governor of the Commonwealth of Pennsylvania; Edmund Bunker, RAB president; and William Kaland, Westinghouse Broadcasting Co.

May 19-21—**Association of National Advertisers** meeting, Waldorf-Astoria, New York.

May 20—**Georgia Radio Day, Atlanta Advertising Club, Atlanta.**

May 20—**Composers and Lyricists Guild of America,** western branch, annual dinner at Sportsman's Lodge, North Hollywood, Calif.

May 20—**Southern California Broadcasters Association** annual "whingding" at Lakeside Country Club, Burbank, Calif. Ed Lytle of KFI and Ed Loveton of KFAC (both Los Angeles) are co-chairmen of the stag event, golf followed by dinner.

May 20—Fifty-seventh annual **Boys' Clubs of America** convention, Toledo, Ohio. Keynote speaker is LeRoy Collins, president of

TVB SALES CLINICS

May 13—Tulsa; Binghamton, N. Y.; Nashville; Lincoln, Neb. May 14—Utica, N. Y.; Omaha. May 15—Sioux City, Iowa; Houston; Evansville, Ind. May 16—Rochester, N. Y.; Sioux Falls, S. D. May 17—Lake Charles, La.; Buffalo; Louisville, Ky.

May 20—Providence, R. I.; South Bend, Ind.; Milwaukee; Terre Haute, Ind.; Wichita. May 21—St. Louis. May 22—Portland, Me.; Topeka, Kan.; La Crosse, Wis. May 23—Cincinnati; Bangor, Me. May 24—Detroit; Rockford, Ill.; Wheeling, W. Va.; Presque Isle, Me.

May 27—Burlington, Vt. May 29—Albany. May 31—Springfield, Mass.; Amarillo, Tex.

June 3—Boise, Idaho; Abilene, Tex.; Minneapolis. June 4—Duluth, Minn. June 5—Seattle; Odessa, Tex. June 6—Fargo, N. D.; Baltimore. June 7—Portland, Ore.; El Paso, Tex.; Bismarck, N. D.

June 10—Sacramento, Calif.; Albuquerque, N. M. June 12—San Diego; Salt Lake City. June 14—Phoenix, Ariz.; Denver.

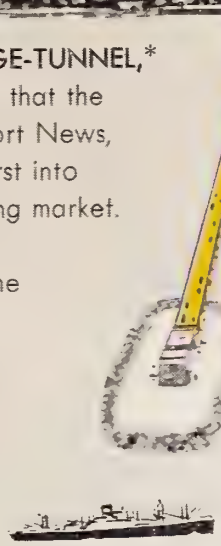
June 18—Chicago; Los Angeles. June 19—Fresno, Calif. June 21—San Francisco; Monroe, La.

June 24—New Orleans. June 25—Baton Rouge, La.; Winston-Salem, N. C. June 27—Hattiesburg, Miss. June 28—Meridian, Miss.

GOLDEN GATE *EAST*



The great CHESAPEAKE BAY BRIDGE-TUNNEL,* opening in January, is the golden link that the experts say will cause Norfolk-Newport News, Virginia's Tidewater metropolis, to burst into millions and become the South's leading market. Here, right now, is urban population (ranked 28th in America) equaled in the Southeast only by metro Atlanta and Miami. *WTAR-TV's Metro area alone offers unduplicated coverage of nearly a million people!* What a place to put a new-business dollar! Tide**WTAR** is a better way to spell it, and the *best* way to sell it.



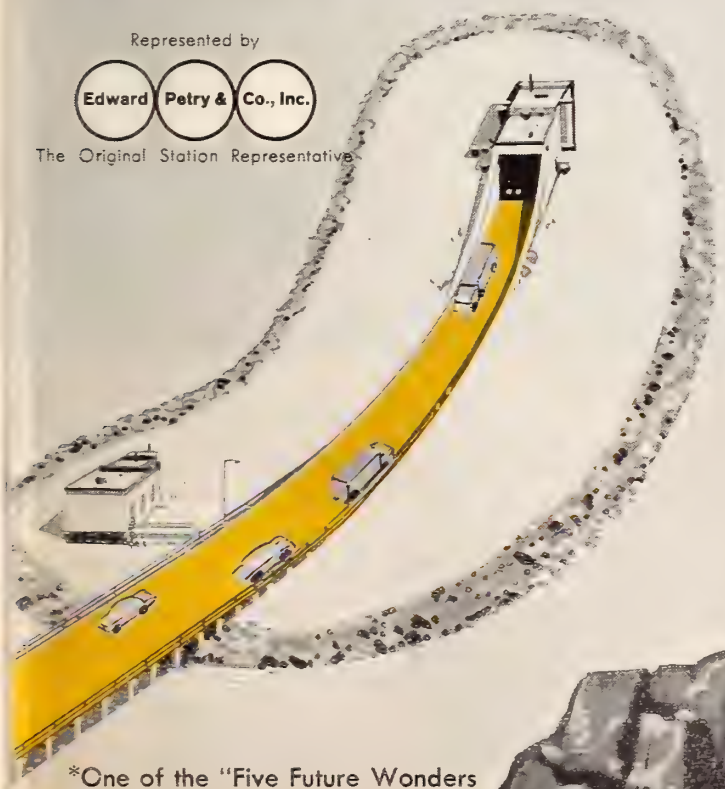
WTAR TELEVISION & RADIO

CBS AFFILIATES FOR NORFOLK-NEWPORT NEWS, VA.

Represented by

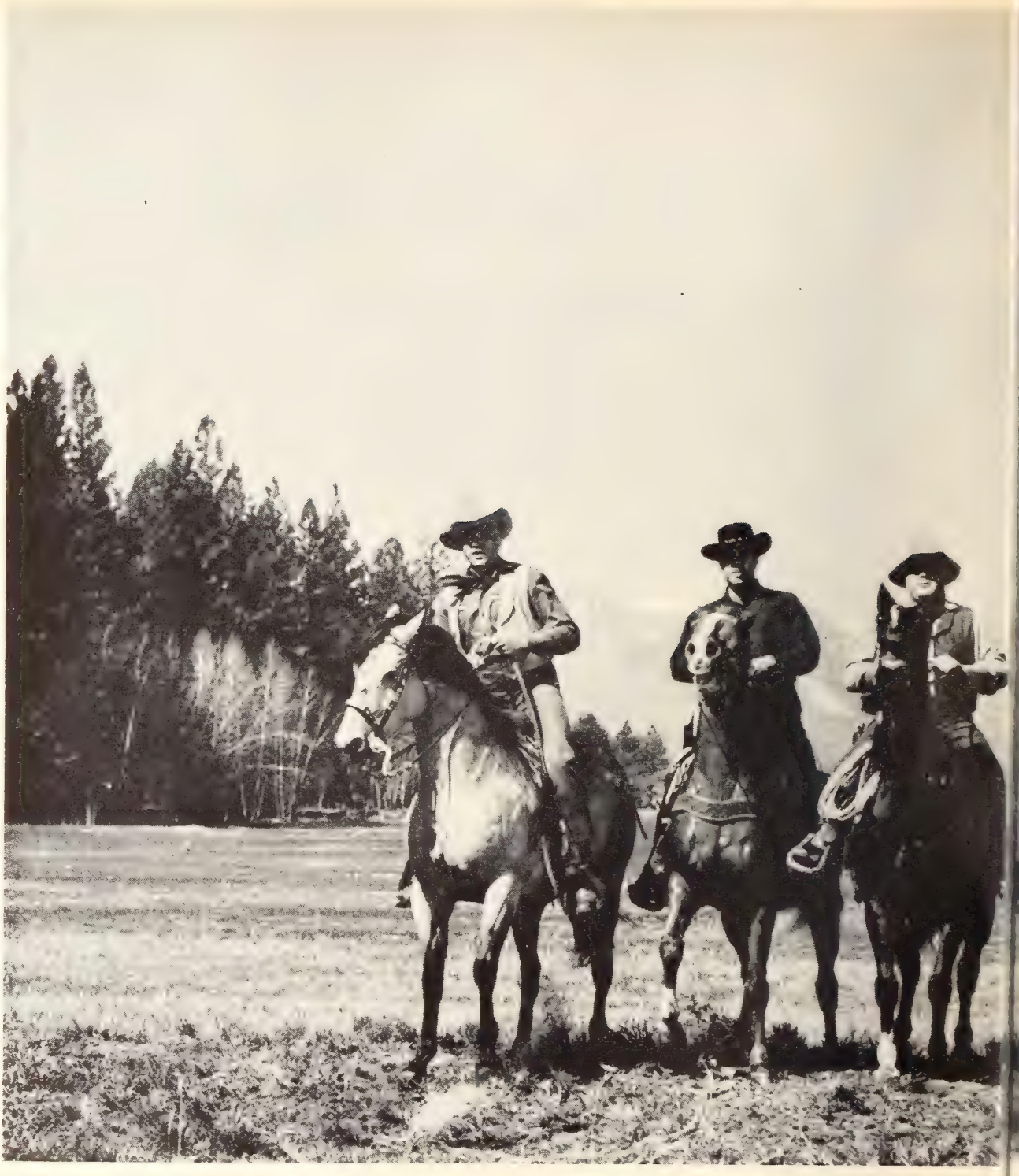
Edward Petry & Co., Inc.

The Original Station Representative





*One of the "Five Future Wonders of the World" (Reader's Digest, Jan. '63)



Bigger than the Scenery

A thousand square miles is a lot of back yard for *any* family to own. That the Cartwrights handle it so well is easily explained: "Bonanza" is an adventure-drama where the people are even bigger than the scenery.

When this tremendously popular series begins its fifth year this Fall – as a major attraction in NBC's variegated, new schedule – we'll still be putting the Cartwrights before the horse.

And how could it be otherwise? No family in television is more interesting than this quartet from the Ponderosa: Ben, the young-in-heart patriarch... Adam, the handsome and brooding number-one son... Hoss, a slow-to-anger colossus of a man... and Little Joe, the clan's carefree rebel –four roles enacted, by the way, with evident joy *as well as* craftsmanship by Lorne Greene, Pernell Roberts, Dan Blocker and Michael Landon.



Not that we're shrugging off "Bonanza's" setting. The vast, fictional spread includes such heady locales as Lake Tahoe and the California Sierras, and we think enough of it to go there in person, complete with color cameras and calamine lotion. It may be a costly way to get a backdrop, but just look at the sublime results any Sunday night.

Of course, on NBC-TV, "Bonanza" has no exclusive on this sort of creative attention. Witness such next-season newcomers as "The Lieutenant," filmed at the Camp Pendleton Marine Corps base; "Espionage," most of which will be shot in England; and "Harry's Girls," which will be touring the capitals of the Continent.

This no-shortcut style of producing a series—established *or* new—applies to our entire, diversified lineup. It's a schedule which—beginning this Fall—will be bringing NBC-TV viewers the most rewarding programs in the medium's history.

NBC

Look to NBC for the best combination of news, information and entertainment.

LOS ANGELES
(and advertisers)
LIKE US
BECAUSE....

we treat our adult audience like adults with stimulating, entertaining, informative, provocative conversation and news-in-depth.

As a result, advertisers like us because we program for listeners who listen.

Represented Nationally by the Katz Agency

KABC
conversation
RADIO 79

AN ABC OWNED RADIO STATION

National Association of Broadcasters.

May 20-22—**Electronics Parts Distributors Show,** Conrad Hilton, Chicago.

May 21—Annual stockholders meeting, **20th Century-Fox Film Corp.,** New York.

May 21—Annual stockholders meeting, **American Broadcasting-Paramount Theatres Inc.,** New York.

May 21—**Kiwanis Club of Hazleton** (Pa.), Altamont hotel. Robert F. Hurleigh, president of Mutual Broadcasting System, will speak. His remarks will be broadcast on WAZL, MBS affiliate in Hazleton.

May 22—Annual spring managers' meeting, **New Jersey Broadcasters Association,** Rutgers University, New Brunswick, N. J.

May 22—**Advertising Club of Wilkes-Barre** (Pa.), Sterling hotel, Robert F. Hurleigh, president of Mutual Broadcasting System, will speak.

May 24—Annual dinner for President Kennedy, **White House Correspondents Association** and **White House News Photographers Association,** Sheraton-Park, Washington.

*May 24—Spring meeting of **UPI Broadcasters of Michigan,** Detroit Press Club.

May 24—Deadline for comments on **FCC** proposal to bar applications under multiple ownership rules unless applicant first disposes of one interest.

*May 25—Meeting of **UPI Broadcasters of Wisconsin,** County Stadium, Milwaukee. Cartoonist Al Capp will be guest speaker.

May 26—**Academy of Television Arts & Sciences,** "Emmy" awards telecast. NBC-TV, 10-11:30 p.m. EDT.

May 27—**Hollywood Ad Club** luncheon 12 noon at Hollywood Roosevelt. Jack Samuels, director of marketing, Lucky Lager Brewing Co., San Francisco, will speak. Jack O'Mara, western manager for Television Bureau of Advertising, is chairman.

May 27-29—15th annual conference of **International Advertising Association,** Stockholm, Sweden. Theme is "How to Sell in World Markets." Among the speakers are: Sherwood Dodge, vice president of Colgate-Palmolive Co., "Advertising's Role in the Engineering of Preference"; William Belson, director of survey research unit at London School of Economics and Political Science, "Recent Progress in Audience Measurement"; Alfred W. de Jonge, vice president for international operations of Benton and Bowles, "American Advertising Agencies Abroad—the Leaders of the Led," and Leonard H. Lavin, president of Alberto-Culver Co., Melrose Park, Ill.

May 30-June 1—**Texas AP Broadcasters,** Jack Tar hotel, Galveston.

JUNE

June 1—**UPI Broadcasters of Illinois,** Hotel Jefferson, Peoria.

June 3—**Hollywood Ad Club** luncheon at the Hollywood Roosevelt, 12 noon. Max Factor, founder of the cosmetic firm bearing his name, will receive the club's Founder's award. Marvin L. Mann, director of advertising for Max Factor & Co., will be program chairman.

June 4—**Board of Broadcast Governors** hearing, Ottawa.

June 4-6—**National Visual Presentation Association,** Hotel Commodore, New York.

June 4-6—Annual convention and exhibition of **Armed Forces Communications & Electronics Association,** Sheraton-Park hotel, Washington.

*June 5—Annual meeting and premium round table of **Premium Advertising Association of America,** Hotel Roosevelt, New York City.

*June 6-8—**Los Angeles Advertising & Marketing Materials Show,** Shrine Exposition Hall, Los Angeles.

June 7-14—Annual convention of **National Community Television Association,** Olympic hotel, Seattle.

*June 8—**UPI Broadcasters of Upper Michigan,** Dee Park Lodge, Manitowish Waters, Wis.

*June 8-9—Annual meeting of **Tri-State TV Translator Association,** Rainbow hotel, Great Falls, Mont.

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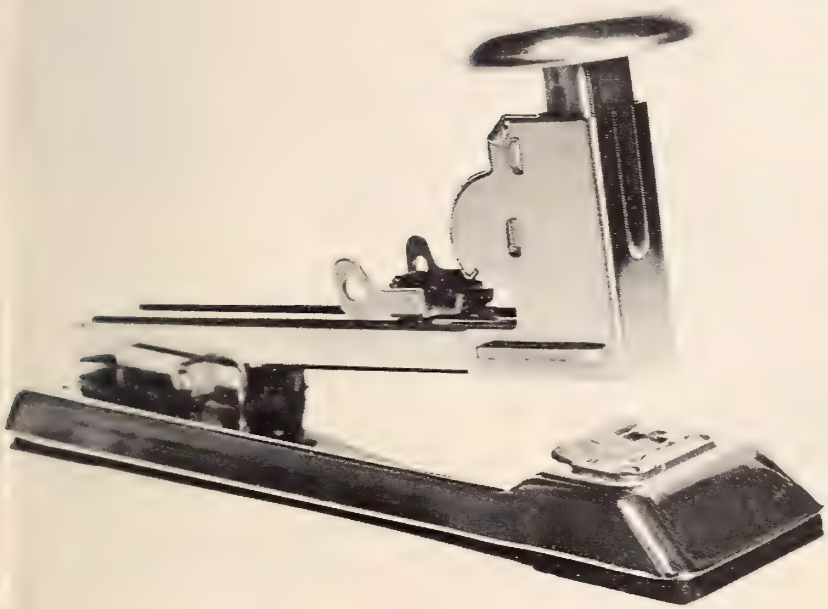
Toronto: 11 Burton Road, Zone 10. Telephone: Area code 416 Hudson 9-2694. CORRESPONDENT: James Montagnes.

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*Reg. U. S. Patent Office
Copyright 1963: Broadcasting Publications Inc.

"I like
a market
you can
pin down."

"One
you can
really
get a
grip on."





You pin down the entire North Florida/South Georgia *regional* market when you fasten your television advertising to WJXT! More people are attached to us . . . 307% more homes outside the metro area and 27% more homes inside Jacksonville itself than reached by the other television station. With 46 out of the top 50 breaks, with consistent leads in total audience, WJXT comes to grips with the problem of putting advertisers in the total regional picture with unrivalled efficiency!

Represented by TvAR

WJXT 4

JACKSONVILLE, FLORIDA

POST-NEWSWEEK STATIONS A DIVISION OF THE WASHINGTON POST COMPANY

Source: Nov. 1962 NSI, Mon.-Sun., 9A.M. to Midnight

WIBC The Friendly Voice of Indiana

"Gentlemen—start your engines!"



LEADS IN ACCEPTANCE

Sid Collins, WIBC Sports Director and Chief Announcer of the WIBC-originated Indianapolis Motor Speedway Network, is set to call all the thrilling action of the Memorial Day 500 mile race just as he has done each year since the inception of the network.

LEADS IN SERVICE

On May 30, for the 18th consecutive year, WIBC will originate the race broadcast to be heard around the world via the more than 700 stations of the Indianapolis Motor Speedway Radio Network and Armed Forces Radio. Over 100,000,000 people will hear the sounds of Indianapolis as produced, directed, announced and engineered by the WIBC team.

LEADS IN AUDIENCE

WIBC devotes the same care and employs the same experienced personnel in its daily broadcasting. This team is at work throughout the year maintaining for WIBC the largest audience morning, afternoon and evening in Indianapolis and Indiana.* The WIBC team is ready to go to work for you . . . the national advertiser.

*C. E. Hooper, Inc., July, 1962.
Pulse Metropolitan Area Survey, October, 1962.
Pulse 46-County Area Survey, October, 1962.

2835 N. Illinois Street
Indianapolis 8, Indiana

50,000 WATTS **WIBC** 1070 KC
The Friendly Voice of Indiana

JOHN BLAIR & COMPANY
National Representative

WIBC IS A MEMBER OF THE BLAIR GROUP PLAN

OPEN MIKE ®

The utterly random sample

EDITOR: . . . An employe of this station recently received a diary from American Research Bureau. She felt, in all loyalty to her employers, that she should draw the fact to our attention.

This was the first time such a situation had occurred to us and it was interesting and even alarming to realize what a temptation it was to perhaps "hypo" the diary. However, the end result was that the employe and her three roomates (none of whom had any connection with us) filled in the diary simply as they viewed. Needless to say, we had no idea as to what was entered in the diary, although we did suggest the respondent include a letter to the effect that she was employed by the station so that ARB could act as they saw fit.

The point of this letter is that ARB, in its desire to obtain a random sample, did not reject the girl's name when it came up on their sample list. When soliciting the respondent, ARB's telephone interviewer was told by the girl that she worked here. The interviewer nevertheless said that this did not matter, which, in the interests of obtaining a completely random sample, is absolutely correct. Thus ARB was performing its function with all honesty.

It is so much easier to criticize the rating services than it is to defend them. However, there are two sides to every coin. I hope you will see fit to publish a picture of the other side.—*Graham Wallace, research director,* KGO *San Francisco.*

Right figure, wrong source

EDITOR: A typo in the May 6 story about my speech to the West Virginia Broadcasters has me stating "½ of 1% of TvAR gross revenues are spent on research." The figure referred to gross revenues of the television industry.

This was called to my attention by Larry Israel, of TvAR, who says he spends much more than ½ of 1% of TvAR gross revenues on research.—*Don L. Kearney, director of sales, Corinthian Broadcasting Corp., New York.*

Pickup permission

EDITOR: As newly appointed editor of the FM-TV section of the monthly Newark News Radio Club Bulletin. . . I am asking permission to use FCC information that appears in BROADCASTING with credit given to your publication. The club, founded in 1927, is one of the largest and most influential organizations of its kind. Entirely nonprofit, the club is devoted exclusively



OLD HAT AT THE CAPE?

Few things get to be "old hat" at Earth Station Number One. But one of those few things is the way NBC News automatically relies on the men and equipment of WFGA-TV to perform the number of complex and unusual jobs required during a rocket launching.

Starting with the first live telecast in 1958 through to the present day, it has become "old hat" to see the WFGA-TV men and equipment handling the television pickups with NBC News or the television pool. Old hat at the Cape? Yes, but a new story each time — through the eyes of WFGA-TV and NBC.

NBC abc

WFGA-TV

Jacksonville's FULL COLOR Station

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

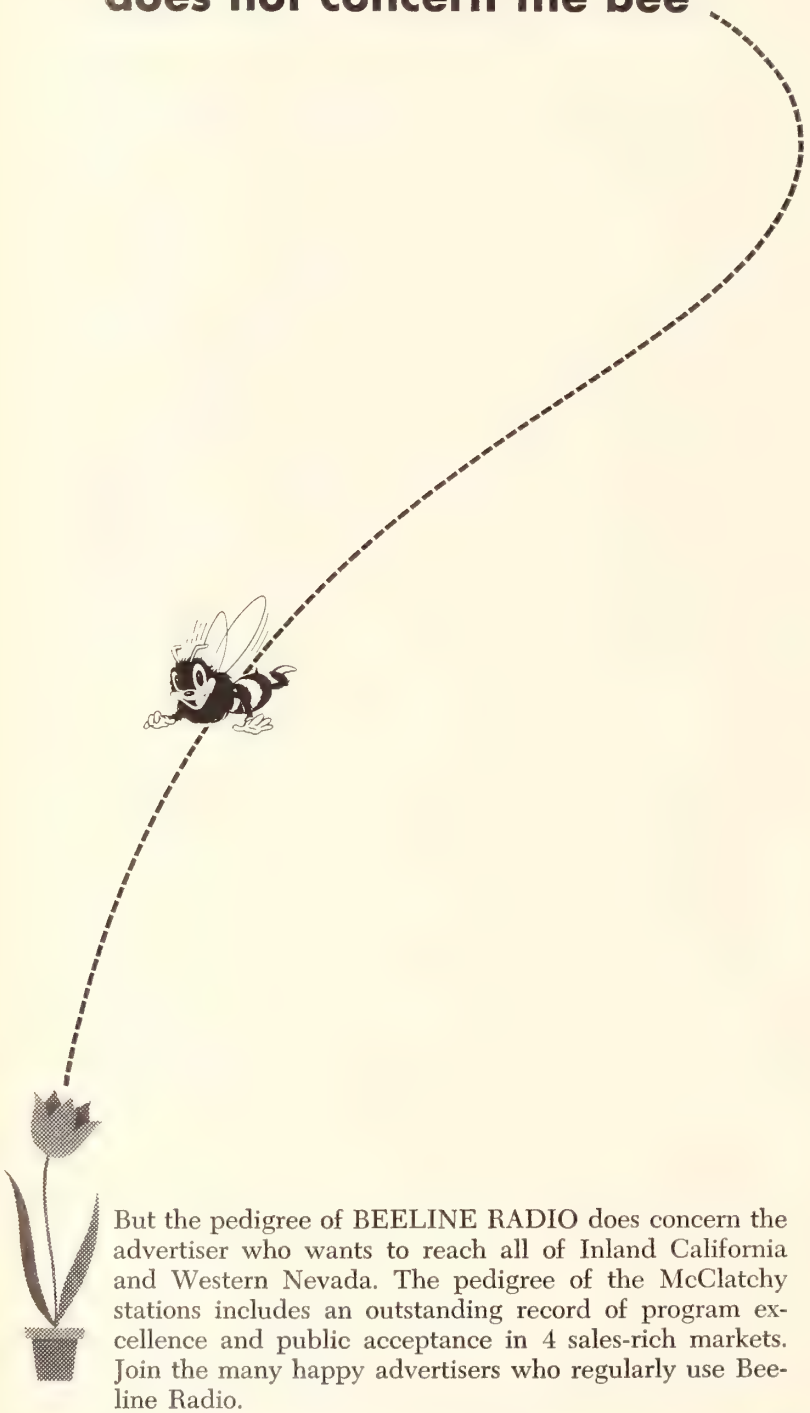
WOMETCO ENTERPRISES INC

WTVJ

WLOS-TV

KLOS TV

The pedigree of honey does not concern the bee



But the pedigree of BEELINE RADIO does concern the advertiser who wants to reach all of Inland California and Western Nevada. The pedigree of the McClatchy stations includes an outstanding record of program excellence and public acceptance in 4 sales-rich markets. Join the many happy advertisers who regularly use Beeline Radio.

McClatchy Broadcasting Company

delivers more for the money in Inland California-Western Nevada

PAUL H. RAYMER CO. — NATIONAL REPRESENTATIVE

KOH RENO • **KFBK** SACRAMENTO • **KBEE** MODESTO • **KMJ** FRESNO

to furthering the DXing hobby.—*Jim Cumbie, Newark News Radio Club, 3841 Southwestern Boulevard, Dallas.*
(Permission granted.)

Stainless rebuttal

EDITOR: The tallest tower in the Southeast is at WTVM(TV)-WRBL-TV Columbus, Ga. It is some 230 feet taller than WRDW-TV Augusta, Ga., in your April 8 article. As a matter of fact, the tower in Columbus is the tallest in the world. Other taller ones are coming but are not yet erected.—*John S. Fisher, Stainless Inc., North Wales, Pa.*

(The Stainless tower in Columbus is 1,749 feet high. The WRDW-TV claim to having the tallest tower in the Southeast was also rebutted by WIS-TV Columbia, S. C. which has a 1,526-foot tower)

M and m's are sticky

EDITOR: I notice that you now spell "programing" with one "m." This has been the preferred spelling for many years. . . . But now just to confuse everybody, the new edition of *Webster's International Dictionary* reversed the preferences which it had formerly listed and which it had published in its widely-used *New Collegiate Dictionary*. The preferred spelling . . . is no longer "programing" but "programming." Now what do we do?

As if broadcasting didn't have enough problems from federal regulation vagaries and from rating research analysts! Now the lexicographers have compounded the confusion surrounding one of the frequently used words in the field.—*Rev. James A. Brown S.J., Loyola High School, Los Angeles.*

(The extra "m" was dropped from "programing" as one of a number of style changes that were started with the issue on April 22. At that time we put into effect a new style book which has as its authority *Webster's International Dictionary Second Edition*. We intend to stay with the second edition spelling.)

BOOK NOTES

"How to Become an Advertising Man," by James Webb Young. Advertising Publications Inc., 740 *Rush Street, Chicago* 11; 95 *pp.* $3.00

A senior consultant and director of J. Walter Thompson Co., Mr. Young's latest book is an outgrowth of lecture notes used by the author for a night course at the University of Chicago School of Business. It is a simple, down-to-earth primer on advertising.

Mr. Young spells out five steps in which advertising works: familiarizing, reminding, spreading news, overcoming inertias and adding a value not in the product.

By eliminating the adman's jargon, leaving out the novelist's flair for conflict, and carefully weaving his thoughts and words, Mr. Young has given the reader a frank rundown of the work, not the glamour, that faces an adman today.

FIRST
IN THE
17TH
MARKET*

WJAR tv

PROVIDENCE

WJAR-TV — continuing leadership in a 3-station market . . . serving a responsive audience of Southern New England television homes. Check your Edward Petry man for the dramatic facts.

*Television Magazine — March, 1963

An Outlet Company Station NBC



Who can deliver a fully transistorized broadcast VTR for less than $35,000?



AMPEX

Now: the Videotape* Recorder is practical for any sized station. And low-cost mobile tape applications are a reality. It's all because of the VR-1100—another Ampex tape recording innovation for television. The VR-1100 is a transistorized broadcast recorder that costs less than $35,000. It has two speeds—15 ips and 7½ ips. Provides three hours of recording at 7½ ips. Is compatible with all 4-head recorders. Takes less than half the floor space of previous VTRs. Weighs half as much. And can be equipped for single camera production—by adding the Vertical Lock Accessory that allows use of the Ampex Electronic Editor. What's more, low power requirements and a new convection cooling system eliminate the need for blowers or special air conditioning in the station. Controls are minimized for simple operation. Maintenance costs are low. Reliability and performance characteristics are superb—all in the Ampex tradition. Order now for Fall programming. For complete details call your Ampex representative or write the only company providing recorders, tapes and core memory devices for every application: Ampex Corporation, 934 Charter Street, Redwood City, California. Term financing and leasing are available. Sales and service engineers throughout the world.

AMPEX

*TM Ampex Corp.

MONDAY MEMO from STEPHEN O. FRANKFURT, Young & Rubicam, New York

Put the missing art director back into TV picture

The concepts of programing and timebuying will change completely in a few years. Already the two-hour show is an accepted fact, and for those who can afford it, can you imagine what opportunities will open up for two, three, and even five minute commercials?

There's color. I wonder how many practicing TV art directors have tried at experimenting with even a single color commercial?

Typography has been virtually untouched in this medium. The whole field of typography is wide open, and unexplored. And where are the explorers?

My point is that television is zooming like a rocket, and unless the art director gets out of his *space* suit, into his *time* capsule, and takes off, he won't even end up going along for the ride. He'll be grounded at his drawing board!

What To Do? ▪ What can be done to put the missing art director back in the picture? Here are six suggestions:

1. Define your function in your own mind. Make sure others understand what your function is, and stick to it in performance as well as theory. If you're satisfied to function as a storyboard artist, then don't ask for the title of TV art director.

2. Stop treating TV as a picture set to motion. It isn't.

3. If you're going to work in TV, start improving your knowledge of sound and music. The look and the sound of a commercial cannot be divorced. In a print ad, you can set bad copy in 4-point type, but on television there's no hiding the spoken word.

You must aim for a perfect marriage of sight and sound. You'll never get it if you say, "I'm only responsible for the visual aspects—here's where I bow out."

The Proper Blend ▪ The learning of how to blend sight and sound requires work, it doesn't just happen. You have to learn to understand composers and musicians, and to talk their language. Otherwise, you're going to have a communications problem that will show itself in the end result.

4. Ask not what television can do for you but what you can do for television. If you can't learn any more because you already know it all, then maybe you should teach.

And, seriously, teachers are needed in this medium. There are, to my knowledge, no courses in the country in television art direction.

5. Face the fact that you can no longer outshout your competition. Not only are the networks saturated with commercial messages, but the number of stations is growing. At last count, there were approximately two dozen independent stations, and that number is on the increase. UHF and VHF will also continue to provide additional outlets for commercials.

Money Wasted ▪ As viewers build up an immunity to advertising exposure, even the roar of a giant will be reduced to a whisper. Those who fall into "The Tritan's Trap" will soon find out that no amount of shouting will help them. Without recourse to ingenuity and innovation, you will be pouring your client's money down the drain.

6. Start thinking in terms of what hasn't been done, and not in terms of what has been done and what can't be done. The greatest stumbling block to progress is made up of four little words: "It can't be done."

Now that I've given six ways for the art director to get back in the picture, let me hasten to say that all of this advice might be academic. It is completely possible there should be no art director in television, at least not under that name.

For that matter, maybe there should be no writer or casting director or producer under those names.

It seems to me that we've been assigning people to functions in this medium based on past forms and past titles, which were applicable to other media, but don't necessarily hold true for TV.

Maybe what we ought to do is to break down all the work that needs to be done in producing a commercial. Then perhaps we should segment the work into logical assignments and only then give these jobs titles and fill them with people qualified to do the work.

Different Function ▪ Were this to be done, I have a feeling that the art director's function would be much different from what it is today.

Actually many more print art directors should be turning their hand to TV. Isn't it logical that a great art director at *McCall's* could be equally as great if he worked at CBS? Then why shouldn't a man or woman who does brilliant work on paper be able to transfer that brilliance to another commercial medium? He could, if he were not afraid to try, and if he were given the opportunity to do so. An analogy with the motion picture industry may be helpful. The art director in the movies has a broader function dictated by the fact that he is the only one connected with the production who is qualified to assume this function.

He is involved in the designing of sets, creates the layouts for location shooting, designs the continuity sequences for the director, has the final responsibility for titles (though he may not create them himself), and in fact he is part of the team held accountable for the look of the finished product.

We make our mistake in TV by looking to our art directors to create storyboards, and by not designating for them a broader function that holds them responsible for the final result.

We have been guilty of treating TV like moving print ads or radio commercials with pictures, or even movies on a small screen.

It is none of these. It is a completely different medium, with problems and opportunities all its own. In terms of the art director's function, it should be treated as such.

This is a medium that should permit the artist his heyday. It's a medium that cries out for innovators and experimenters. The surface has not even been scratched.



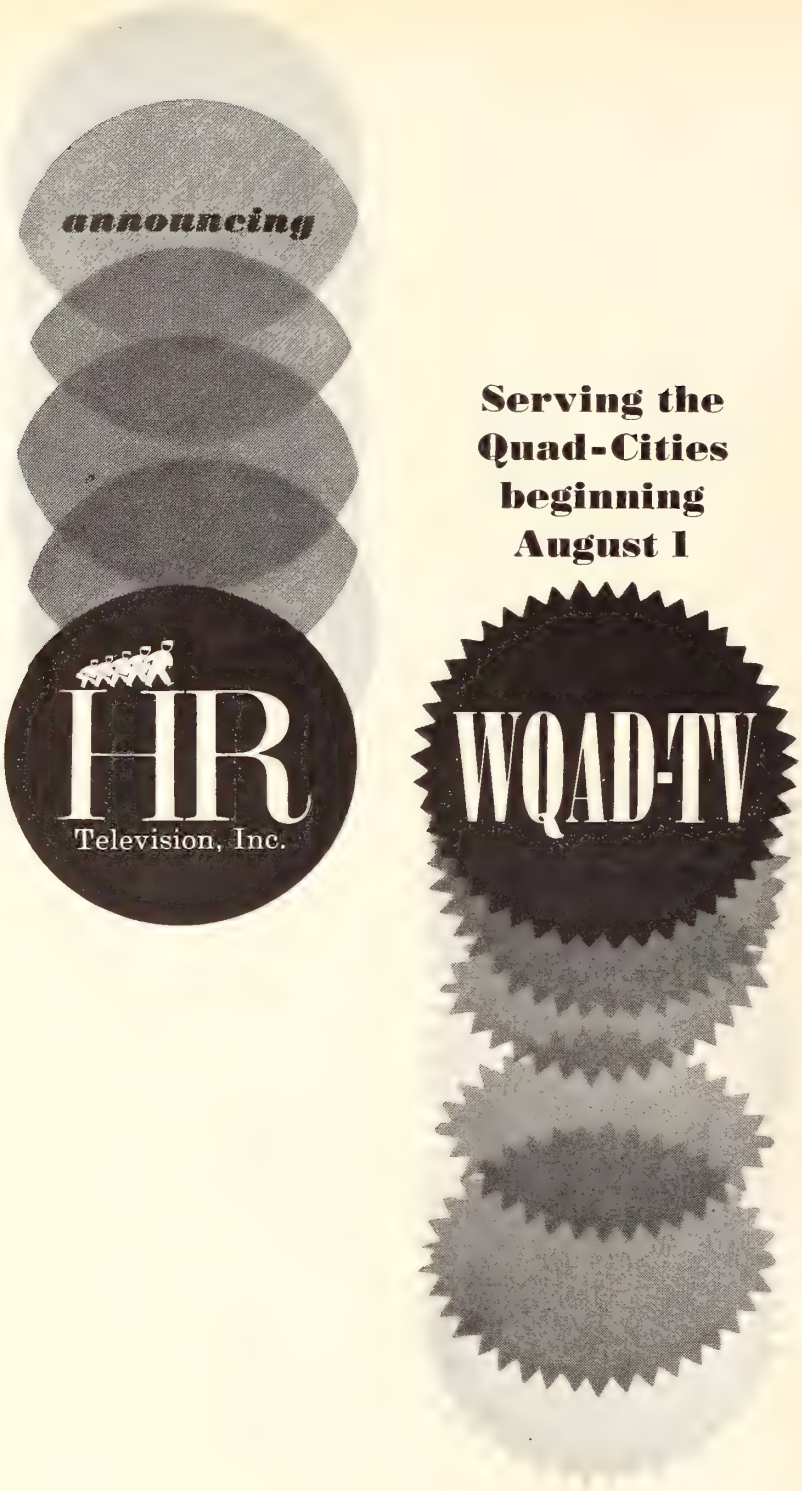
This Monday Memo is based on a talk delivered by Stephen O. Frankfurt before the eighth annual Visual Communications Conference held in New York a few weeks ago. Mr. Frankfurt joined Young & Rubicam, New York, in 1955 as a television art director, was promoted to TV art supervisor and TV producer in 1957, and elected a vice president and director of a special projects group in 1960. He was appointed executive director of art in March of this year.



FAVORITE THROUGHOUT MARYLAND *THE FLOWER MART, MT. VERNON PLACE, BALTIMORE*

WBAL-RADIO 1090 NBC **BALTIMORE** *MARYLAND'S ONLY 50,000 WATT STATION*

NATIONALLY REPRESENTED BY McGAVREN-GUILD COMPANY, INC.



WQAD-TV, ABC for Moline-East Moline-Davenport-Rock Island, proudly appoints H-R Television Inc. as exclusive national representative effective immediately.

Francis J. Coyle
Chairman Of The Board

Frank P. Schreiber
President

Les C. Rau
General Sales Manager

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
May 13, 1963, Vol. 64, No. 19

CUTBACK IN STATIONS AND COMMERCIALS?

The FCC will act soon—perhaps this week—to impose controls on radio station population and restrictions on the volume of advertising carried by both radio and television.

Both birth control and mercy killings are under consideration for radio. Grants of new stations would be arrested by the imposition of stringent new rules. The number of existing stations would be reduced through voluntary mergers and the withdrawal of discarded frequencies.

In a separate action the FCC is considering adopting as its own rules the commercial time limitations in the radio and television codes of the National Association of Broadcasters (to which only 38% of radio and 70% of TV stations now subscribe). The story on AM control begins below; the one on commercial limitations begins on p. 28.

Birth control for AM radio stations

EXPECTED FROM FCC: TOUGH NEW RULES TO REDUCE THE CLUTTER

The FCC appears headed toward a complete overhaul of its AM allocations policy that would have a profound effect on the future development of not only AM radio but FM as well.

The commission is considering as a proposed rulemaking a staff-prepared document providing for stringent birth-control measures for AM radio and, at the same time, encouragement of FM as a more independent service.

The proposal thus looks to more than a solution of the so-called AM population explosion, which prompted the commission last year to impose an AM freeze so that it might reassess its allocations policy (BROADCASTING, May 14, 1962). It also is aimed at achieving an integrated AM-FM service.

The document reportedly recommends stiff area, population and engineering standards for the granting of new AM licenses, and puts such assignments on a "go-no-go" basis. Among other things it provides for a table limiting the number of new AM's permitted in a market according to population.

The proposal, which contemplates adoption of the FM table of assignments now being considered by the commission, is said to provide the basis for breaking up AM-FM duopolies and prohibiting the duplication of more than 50% of an AM service by a commonly owned FM in some markets.

Action Likely ▪ The commission discussed the document at a meeting two weeks ago and is expected to consider it again this week. A vote to invite industry comments on it is considered likely, with at least four commissioners expected to support it. Chairman Newton N. Minow and Commissioners Robert E. Lee, E. William Henry and Kenneth A. Cox are known to favor it. Commissioners Robert T. Bartley, Frederick W. Ford and Rosel H. Hyde are believed to be opposed.

The proposal, which is described as "lengthy and complex," is said to lack any recommendation that economic criteria be used in deciding AM applications. Broadcast industry representatives fear that if the commission provides existing stations with economic protection, it might seek to regulate rates and profits.

However, the effect of the proposed tougher standards for new AM applicants would obviously be economic protection for existing stations.

Adoption of the proposal as a rule would permit the commission to lift the year-old AM freeze. But some critics say the proposal, if adopted, would

FCC may impose station quotas by market size

The FCC is thinking of limiting the number of radio stations according to the size of population in the markets they serve. It would grant no new stations in markets where the station quota was already filled. Although it would take no action against existing stations where quotas were already exceeded, it would encourage an eventual reduction to quota through voluntary mergers and the withdrawal of abandoned facilities.

In markets of most sizes the AM quotas would be reduced if FM assignments were provided in the FM allocations that the FCC intends to release some time this year. Here is the list of quotas as prepared by the FCC staff:

10,000 population or under, 2 AM's.

10,001 to 25,000: 3 AM's (maximum reduced by one if one or more FM's is assigned.)

25,001 to 50,000: 4 AM's (maximum reduced by 1 if 1 FM assignment is provided; reduced by 2 if 2 or more FM's are assigned).

50,001-75,000: 5 AM's (maximum reduced by 1 if 1 FM assignment is provided; reduced by 2 if 2 or more FM's are assigned).

75,001-100,000: 6 AM's (maximum reduced by 1 if 1 FM assignment is provided; reduced by 2 if 2 FM's are assigned; reduced by 3 if 3 or more FM's are assigned).

100,001-150,000: 7 AM's (maximum reduced by 1 if 1 FM assignment is provided; reduced by 2 if 2 FM's are assigned; reduced by 3 if 3 or more FM's are assigned).

In markets of over 150,000 the table provides only for maximum numbers of AM's and FM's.

Over 1 million: 12 AM's, 12 FM's.

150,001-250,000: 7 AM's and 6 FM's.

250,001-1 million: 9 AM's and 8 FM's.

BIRTH CONTROL FOR AM RADIO STATIONS continued

simply make the freeze permanent.

One defense of the document is that it would put the allocation of frequencies on a sounder basis and provide for their assignment to underserved markets rather than to those already saturated. Commission sources say there has been a "migration" of frequencies to the larger markets. They also note that the commission's AM allocations policy is virtually the same today as it was 20 years ago even though the number of AM stations has soared from about 1,000 to almost 4,000. There are also some 1,200 FM stations. The existing policy of deciding grants on a case-by-case basis, it is argued, has resulted in many unwise decisions.

25% New Coverage ▪ According to commission sources, the proposal, as it was being considered last week, would require an applicant for a new AM station to demonstrate that he would bring a first primary service to 25% of his proposed coverage area at night and no more than a second service to the same amount of area by day.

If this showing couldn't be made, the application wouldn't be considered unless the proposed station could be accommodated within a table specifying the number of AM outlets to be assigned to markets ranging in population from under 10,000 to over 1 million. In the smallest markets, reportedly, two AM's would be allowed; in the largest, 12 AM's and 12 FM's (see box, page 27).

In addition to population, however, the number of AM's would be determined by the number of FM's assigned to the market. For instance, the draft prepared by the staff provides for three AM's in markets of between 10,001 and 25,000 population, but it states that this number would be reduced by one if one or more FM stations were provided in the FM table of assignments now being drafted.

No-Interference Rule ▪ Another hurdle applicants would have to clear would be a no-interference requirement, according to commission sources. They say the proposal would prohibit grants that would result in any interference either from or to existing stations. Commission rules now permit interference under certain circumstances, and some officials see this proposed "go-no-go" recommendation as stirring up as much controversy as any of the other requirements in the proposal.

Additional provisions reportedly are aimed at tightening up the rules to limit the number of grants to bedroom communities.

The proposal wouldn't affect existing stations, sources say. The document is said to contain inducements for stations to merge in markets containing more than the maximum number of AM's provided for in the proposed table. One source said that, under the proposal, the commission would not reassign in the same city frequencies made vacant by such mergers.

In seeking to provide the basis for an integrated service of AM and FM, the document contains provisions aimed at developing FM as a new and independent source of aural broadcasting. One provision would prohibit the duplication of more than 50% of AM service by a companion FM station. This prohibition reportedly would apply to the 100 largest markets.

In addition, the commission is said to be interested in attracting "new blood" into FM broadcasting. One source said prospective broadcasters would be encouraged to compete for frequencies occupied by existing FM stations. And FM stations duplicating even 50% of an AM service, he observed, would "be the most vulnerable."

FM grants have been frozen since December 1962, when the commission proposed a nationwide table of allocations for the 80 U. S. FM commercial channels (BROADCASTING, Dec. 24, 1962). The commission is considering industry comments on the table, and a final order in the matter, which would end the freeze, is expected within the next few months.

A way to get everyone into the codes

FCC WILL ACT TO INVOKE CODE LIMITS ON RADIO-TV COMMERCIALS

The FCC is set for action this week on a proposal to adopt in its own rules the commercial time limits in the radio and television codes of the National Association of Broadcasters.

The action has been under consideration since just before the early April convention of the NAB in Chicago. Four days before that meeting the FCC by a 4-3 vote instructed its staff to draw up a rulemaking order. The order has now been presented and is expected to be approved this week.

Last week—in anticipation of commission action—a drive by an El Dorado, Ark., TV broadcaster to remove the commercial restrictions from the NAB codes, had reached major proportions. John Soell, vice president and general manager of KTVE(TV) El Dorado, spent all week in Washington drumming up support for his position that elimination of commercial time standards from the codes is the best defense against government action.

Bunker's View ▪ And last Thursday, a powerful radio voice joined the fray. Edmund Bunker, president of the Radio Advertising Bureau, said additional government regulation is not the way to protect the public's interests.

NAB President LeRoy Collins promised an all-out fight by the association against the FCC's plan to embrace the industry codes but at the same time turned his back on any effort to delete the specific time standards from the TV and radio standards. The NAB president disclosed that the association is giving considerable thought to the problems of small market vs. large market stations and will consider a liberalization of the rules for both radio and TV stations in minor markets.

Just Ahead ▪ An FCC vote on the controversial proposal probably will

These are commercial rules codes require

If the FCC goes through with plans to adopt the NAB's radio and commercial time standards into its rules (see story, this page) all licensees would have to meet these requirements:

For television—Commercial material within any 30-minute period of prime time may not exceed 4 minutes plus 70 seconds for a station break. For other periods of the day, commercial material may not exceed 6 minutes plus station break in any 30 minute segment. An exception is made for individual programs of 5 minutes and 10 minutes, in which commercial time may be 1 minute, 15 seconds and 2 minutes, 10 seconds, respectively.

For radio—Programs under a single sponsor are limited to 1 minute 30 seconds of commercial time for a 5-minute show up to 7 minutes for a 60-minute program, plus station breaks. On participating programs, maximum advertising time may not exceed 18 minutes for any single hour or 5 minutes in any 15-minute segment, or an average of 14 minutes an hour on a weekly basis.

come this week. It was on the agenda for a special meeting last Tuesday but was not reached for consideration. In the proposed rules change, the FCC plans to ask for comments on a draft of new requirements which adopts as official dictum the NAB ceiling on the amount of time code subscribers can devote to commercials (for these ceilings, see box page 28).

The commission also notes the problems of small stations (such as a daytime radio during short winter days; a resort area station; TV stations in small markets) and asks that comments also be directed toward helping them. Just four days before the NAB convention last month, the FCC announced its plan to institute rulemaking on commercial time (BROADCASTING, April 1). This action came on a 4-3 vote and commissioners expect this week's vote to consist of the same lineup—Chairman Newton N. Minow and Commissioners Robert E. Lee, E. William Henry and Kenneth Cox, yes; Commissioners Rosel H. Hyde, Robert T. Bartley and Frederick W. Ford, no.

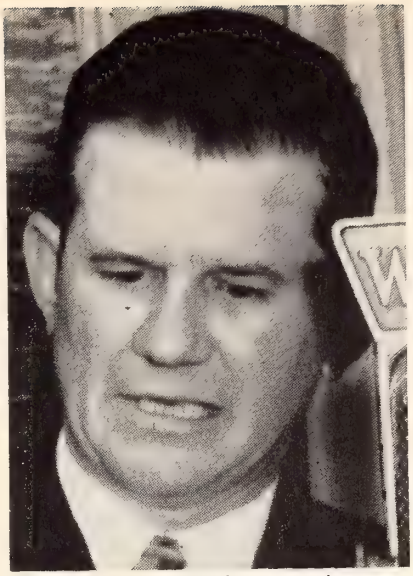
Vote Reversed ▪ Last November, the FCC refused to consider an identical rulemaking on a reversed 4-3 vote (CLOSED CIRCUIT, Nov. 26, 1962). The majority at that time became the minority in March when Commissioner Cox replaced Commissioner T. A. M. Craven, who was against the rulemaking. The pre-convention announcement was authorized at the first FCC meeting at which Commissioner Cox (former chief of the Broadcast Bureau) had a vote.

Mr. Soell, who has won sympathy if not support from several members of the TV code review board, presented his case last week to members of the FCC, Governor Collins, code authority director Robert Swezey and others. The Arkansas broadcaster said that he is "violently opposed to dual standards because there is no such thing as being a little pregnant."

He said that the best way for the industry to prevent government action in this area is to delete the time standards altogether—a position disputed by Governor Collins and other NAB officials. The voluntary time standards are the best deterrent the industry has to government intervention, Governor Collins said in promising to fight the FCC's plan.

NAB Has Been Wrong ▪ The NAB does not want to delete the standards, Mr. Soell said, because it would have to admit that it has been wrong for the past 25 years. "But the FCC rulemaking has opened the door for the NAB to act," he argued. "This is the one thing that has got to be done to stop the government."

Mr. Soell presented his argument before the TV code review board meeting in Chicago last month at the NAB convention. He used charts prepared from the FCC's annual financial figures to depict the plight of the small market TV station in its search for advertising revenue. His figures showed that:



John Soell, vice president and general manager of KTVE(TV) El Dorado, Ark. spent last week pleading his case for the elimination of commercial time standards from the NAB codes. Members of the FCC, Governor Collins and other NAB executives as well as members of the code committees heard his arguments which he had previously presented to the TV code review board meeting in Chicago last month.

- The top 25 markets with 95 TV stations reaching 60% of all TV homes receive 44.1% of all network revenue and over 60% of national and regional spot revenue.
- The top 45 markets with 148 stations and 71% of the TV homes receive 55% of total network revenues and 75% of the national spot dollars.
- The remaining 228 markets with 327 stations are left to divide only 45% of network billings and but 25% of the total national spot.

"In the radio industry, and particularly in smaller markets, the situation is equally severe," Mr. Soell said.

These figures demonstrate why an industry commercial standard is not workable, Mr. Soell and his advocates maintain. These broadcasters feel that, within general boundaries, stations must establish their own specific standards and not be subject to rigid industry-wide regulations which do not take into account individual situations.

It has long been argued that so many broadcasters remain outside the NAB codes because they feel they cannot honestly live with the commercial time standards. NAB officials, too, recognize this argument but to date have felt that the standards are necessary.

Public Confidence ▪ Governor Collins said that it is the voluntary codes and their commercial time standards which give the public confidence in radio and television. "Mr. Soell and I are in agreement to a point—in being against government enforced standards," the NAB president said. "But there must be some voluntary self-regulation in this area and the NAB codes are the proper way to accomplish this."

The president saw these virtures for the codes: (1) they are the voice of the broadcaster and his own determination as to what he feels he should do in the area of self-regulation; (2) they can be amended as the need develops and in ways to help broadcasting improve its service to the public.

Governor Collins said that he did not necessarily feel the present standards are the best possible and personally feels that they should be more flexible to provide a "wider range in small markets." The answer, he said, has not been found but the question is sure to be discussed at radio and TV code board meetings within the next few weeks.

The radio code board meets May 27-28 in Washington under the chairmanship of Cliff Gill, KEZY Anaheim, Calif. TV code board members will meet June 10 in New York with William Pabst, KTVU(TV) Oakland-San Francisco, as chairman.

Another NAB executive said that Mr. Soell has "logic" on his side but expressed the fear that removal of the time standards would give added impetus to the FCC or Congress to act. "There is a problem of historical precedence," he said, "as the industry has always had time standards in its code."

All broadcasters agreed, however, that if the FCC does adopt its proposed rulemaking an all-out appeal will be taken to the courts. No license will be on the line, it was pointed out, and the industry will have an exellent opportunity to test the commission's "encroachment" into free enterprise.

Bunker's Views ▪ Mr. Bunker, agreeing with many others who spoke last week on the subject, said that the public not the government should decide when a broadcaster's ratio of advertising is not acceptable. "Additional government regulation is not the answer," he said. "Audience losses are suffered by media which exceed an acceptable standard. This applies to print media as well as broadcasting."

Mr. Bunker said that improvement in radio audience research methodology will improve radio's ability to determine audience trends and therefore will furnish management with a more sensitive index to the public's wishes on advertising as well as programing.

FLORIDA MEDIA FIGHTING 3% AD TAX

Broadcasters, press oppose discriminatory revenue bills

Florida broadcasters have joined forces with state newspapers to fight bills now pending in the state legislature which would levy a 3% sales tax on advertising in these media only.

Joe Field, WIRK West Palm Beach and president of the Florida Association of Broadcasters, said there is considerable sentiment in both the Florida senate and house of representatives for passage in the state's search for additional revenue. Bills in both houses still are in committee and no action is expected pending adoption of a state budget.

At the present time, all advertising is exempt from the Florida sales tax. The two measures causing the most concern (one in each house) would remove the exemption for radio, TV and newspaper advertising only while continuing the non-tax status for billboard, magazine and other types of advertising. Under the bills, the additional sales tax collected would be earmarked for the construction of buildings on state college campuses.

Mr. Field said that the FAB is working closely with the Florida Press Association and the Florida Daily Newspaper Association. State officials estimate the proposed tax would bring in an additional $4-5 million annually.

Opponents of the bills claim they are discriminatory against radio, TV and newspapers and would have a depressing effect on the state's economy.

Although a proposed tax on advertising has arisen in many state legislatures in recent years (Missouri and Alabama this year in addition to Florida), no state at the present time has such a tax according to the Advertising Federation of America.

National Association of Broadcasters President LeRoy Collins, former Florida governor, said that he did not like the idea of any state taxing advertising. "If Florida must raise additional revenue there must be a better way to do it," he said. Governor Collins said that he was not personally familiar with the specific Florida proposals but noted the NAB staff has sent material on the subject to the Florida association.

The fourth district convention of the AFA, meeting in Orlando, Fla., three weeks ago adopted a resolution condemning the proposed tax as "not in the public interest or the interests of the economy of Florida." AFA told the legislators not to "kill the advertising goose that is laying the golden eggs of Florida's prosperity."

Court denies injunction against Bayer TV ads

The Federal Trade Commission's appeal for a temporary injunction against certain advertising claims of Sterling Drug Co. for Bayer aspirin, has been denied.

The Second Circuit U. S. Court of Appeals in New York, in a unanimous decision, upheld a district court decision of two months ago (BROADCASTING, March 18).

Television and print advertising by



Gulf buys WPIX(TV)'s one-minute news shows

WPIX(TV) New York, which recently introduced a *One Minute News Report* in prime time under the sponsorship of the Gulf Oil Corp., believes the newscast is a prime example of the opportunity local TV stations have to develop new business by creating program concepts that will appeal to specific types of advertisers.

Six months ago, according to Jack Patterson, vice president for sales for WPIX, the station began to develop a format for a prime-time, weekday news program of one-minute duration that would run twice a night. The rationale was that a concise, well-prepared newscast delivered by a well-known newsman in the New York area in prime time could be valuable to a prestige-type advertiser.

The concept, believed to be "a first" by WPIX officials, was discussed with several advertisers and eventually was bought by Gulf. The program began on April 1 and is carried at 8:58-9 p.m. and 9:58-10 p.m. spotlighting WPIX newsman John Tillman. The news segment covers one minute and includes four to five stories; the commercial portion, 40 seconds, and the billboard and weather report, 20 seconds.

Gulf is watching the progress of *One Minute News Report* with "considerable interest," according to Clyde Syze, Young & Rubicam contact representative for Gulf. He said that Gulf decided to buy the news show because "the concept was fresh and imaginative and the opportunity to have John Tillman as its newscaster was most attractive." A news presentation in prime time, he added, provides the appropriate showcase for the Gulf commercials, which are pre-taped at various New York areas that have high incidence of traffic.

Mr. Tillman provides the commentary for the taped commercials and introduces them live from the studio (see photograph). They are product commercials and not the institutional type, Mr. Syze observed.



Close



Closer

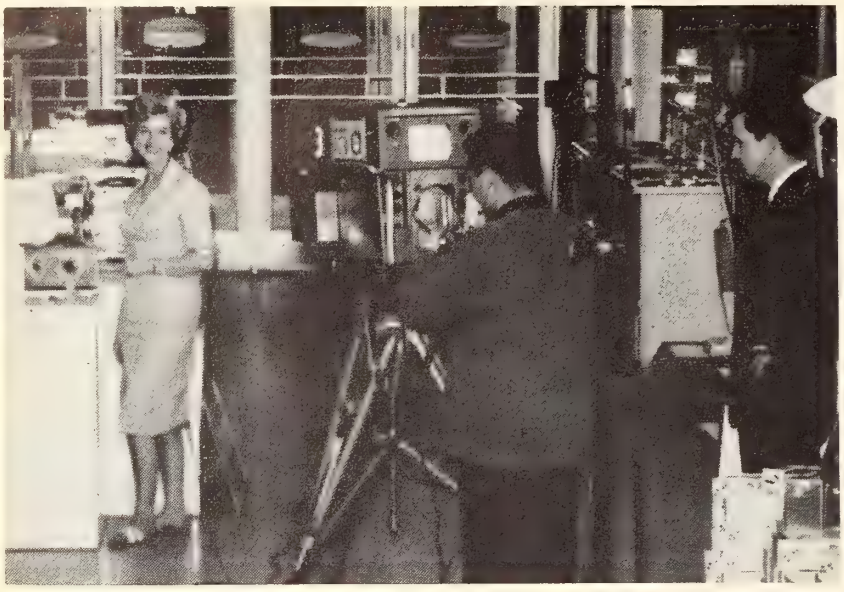


Closest to the Dallas, Ft.Worth Market.

It's no accident that the shortest distance between the sell and the sale is the station your prospects believe in. Take over 40 years' broadcasting experience, add management and personnel with a keen sense of civic responsibility and you have one more reason why WFAA-TV is closest to the Dallas, Ft.Worth market.

WFAA-TV

CHANNEL 8 abc WFAA-AM-FM-TV COMMUNICATIONS CENTER, BROADCAST SERVICES OF THE DALLAS MORNING NEWS. REPRESENTED BY EDWARD PETRY & CO



Sears uses TV exclusively in test

Three television stations that often compete for the advertiser's dollar, reversed their field last month and pooled their resources to get a $10,000 account to prove television's selling power.

WAVY-TV Portsmouth, WTAR-TV Norfolk and WVEC-TV Hampton, all located in the Tidewater area of Virginia, worked together to produce the commercials which were used by Sears, Roebuck and Co. as the only advertising for its "Sears Sales Days" in Norfolk.

Using a four-day, 161-spot saturation campaign, divided among the three stations, Sears experimented with TV's ability to show how well it can do as the only medium for the sale. The campaign was initiated by William Saunders, district advertising director of Sears. A successful campaign, he said, could "change our ideas about the budget breakdown for media in the future."

For past sales Sears had used a combination of print and broadcast.

Upstairs And Downstairs ▪ A total of 26 spots were video-taped in the Sears store after closing hours April 9 and 10 by WVEC and WTAR. Technical assistance was supplied by WAVY. On the first floor WVEC taped 13 commercials on outdoor equipment, appliances and hard goods. WTAR, on the second floor, taped 13 fashion and white good spots (see picture).

While it is still too early to cite figures and percentages, Sears's officials said they are highly satisfied with the early turnout, but will wait until the end of the sale to make future advertising plans.

Sears's agency is Major and Bie, Norfolk.

Sterling citing results of an FTC-sponsored comparative study of five analgesic compounds has been called misleading by the commission. The FTC had sought the restraining order, pending litigation of the case.

Hearing Examiner Eldon P. Schrup heard the case in April and has set June 3 as the deadline for filing proposed findings and orders (BROADCASTING, April 29).

The commission claims the Bayer ads imply that the government and the American Medical Association, which printed the results of the study in its *AMA Journal*, Dec. 29, 1962, support the findings of the study.

Judge Irving Kaufman, in writing the decision, made public last week, said "the commission failed in the initial step of making a proper showing that it had reason to believe the advertisements were false and misleading. . ."

Earlier in his opinion the jurist noted, "if the reader of the advertisement believes that the government in some way vouched for the soundness of the study's conclusions, then this impression would have also been conveyed had the advertisement 'told the whole story.' . ."

Agency appointments...

▪ Albini's Bakery has named Enyart & Rose, Los Angeles, for its hearth-baked French and Italian bread products. The initial campaign throughout Southern California will use spot radio, backed up with point-of-purchase display material. J. Russell Calvert is account supervisor.

▪ Bakers Franchise Corp., New York, has appointed Richard K. Manoff Inc., New York, for Rite Diet bread and other products effective July 1.

▪ Dow Corning Corp., Midland, Mich., has named Leo Burnett Co., Chicago, to handle new products. The company is an affiliate of Dow Chemical Co. and Corning Glass Works.

▪ Beilacicco Baking Co., New York, has named Vinti Advertising Inc., that city, as its agency.

▪ Transcon Lines, transcontinental motor freight carrier with offices in major cities, has appointed Boylhart, Lovett & Dean, Los Angeles, to handle advertising and public relations.

▪ First Western Bank & Trust Co., 67-branch California bank, has named Fuller & Smith & Ross, Los Angeles, as advertising and public relations counsel.

Rep appointments . . .

▪ WVON Chicago: Bob Dore Associates, New York, as representative in all but Southeastern states.

▪ WFUN Miami, Fla.: McGavren-Guild Co., New York, as exclusive national representative.

▪ KBYE Oklahoma City: Continental Broadcasting Co., New York, as national representative.

▪ WUHF(TV) Milwaukee; WEDO McKeesport (Pittsburgh), WICK Scranton, both Pennsylvania; KDAB Denver; KUEQ Phoenix, Ariz.; WABF Fairhope, Ala.; WEIR Weirton, WCEF Parkersburg, both West Virginia; WSKY Asheville, N. C.: Vic Piano Associates Inc., New York, as national representative.

▪ WTTT Amherst, Mass., and WAAC Terre Haute, Ind.: Roger O'Connor Inc., New York, as exclusive national representative.

▪ WPIT Pittsburgh: Mort Bassett & Co., New York, as national representative.

▪ WKWK Wheeling, W. Va.: Robert E. Eastman & Co., New York, as national representative.

Bosco gets new agency

Guild, Bascom & Bonfigli, New York, was named last week by the Best Foods Division, Corn Products Co., to handle its Bosco milk amplifier account, estimated at $1.5 million. It is a heavy spot TV account, with approximately $1.2 million in the medium.

The account moves from Donahue & Coe, New York. GB&B has its headquarters in San Francisco, but its New York office, which opened in 1957, handles Skippy peanut butter (also a Best Foods product), the Foundation for Commercial Banks, and the Remington Rand Division, Sperry Rand Corp.



There's more good living with more discretionary income—like the 27% more (on the national average) in Ohio's third market. And no other medium—none whatever—covers it as completely as WHIO-TV, AM, FM. Ask George P. Hollingbery.

Additional morsel for thought:

Dayton has been Ohio's fastest growing major metropolitan area during the past 20 years. Source: U. S. Census of Population, 1960.

Associated with WSB, WSB-TV, Atlanta, Georgia, WSOC, WSOC-TV, Charlotte, North Carolina and WIOD, Miami, Florida

WHIO WHIO-TV CBS 7

DAYTON, OHIO • WHIO • AM • FM • TV

Burnett agency compares the raters

REPORT EXPOSES 'BOTH SIDES OF COIN'; OFFERS DEFENSE OF NIELSEN

Leo Burnett Co., Chicago, made public Thursday a report it wrote to the agency's clients in late April discussing the Harris committee ratings hearing. The report observed that A. C. Nielsen Co. wasn't given much of an opportunity to defend itself on many charges.

Burnett noted that Nielsen rating reports in both TV and radio produced comparatively the same results as those of competitive services which were put in a more favorable light by the Harris committee.

The agency said it spends $200,000 a year on media research material and "a substantial portion of this total goes toward the purchase of broadcast audience data." Burnett has canceled Nielsen's interim radio ratings effective June 1 but explained this decision was made before the Harris probe (BROADCASTING, April 29).

Burnett's client report included an appendix devoted to Nielsen. The purpose was to expose "both sides of the coin" in view of the fact that "at the time of the hearings, they were given little chance to defend themselves on many of the charges." The appendix summarizes some of the major criticisms of Nielsen and gives Nielsen's rebuttal.

Third Probe ▪ The Burnett report pointed out that the present investigation is the third of three federal rating probes within the past two or three years. The first, it said, was a request by Representative Oren Harris (D-Ark.) in his role as chairman of the House Committee on Foreign and Interstate Commerce to the American Statistical Association for a report on the validity of the rating services. This resulted in the Madow committee findings.

The Madow committee, comprised of three experts, Burnett observed, "concluded essentially that the major rating services might be regarded as being more sinned against by people who failed to use their data properly than sinning by producing incorrect data." The agency recalled that Mr. Harris accepted this report "and made no comment on it."

The second probe, Burnett said, was carried out by the Federal Trade Commission which asked the rating services to sign a consent decree "acknowledging that their results were sample estimates subject to error from several sources." The services signed, Burnett said, explaining that consent decrees are not a confession of guilt but rather "bespeak a willingness to adopt a federally suggested procedure in the future."

What's Wrong ▪ The purpose of the Harris hearing, Burnett contended, "was not to discover what was *right*, but what was *wrong* with the various services." However, the agency added, certain inadequacies revealed to the public "have long been known and recognized by advertisers, media and agencies."

Burnett pointed out that the "bulk of the testimony and the publicity" concerned inadequacies of the radio ratings, a fact already obvious to people in the business.

The agency wrote its clients it believes that the rating services' "measures of audience size are helpful tools in the process of making media decisions." But, Burnett wrote, it has known that all ratings and audience survey results "were sample estimates, to be interpreted with due allowance for respondent and interviewer error and sample fluctuations."

Burnett said it also has been aware of certain inadequacies and has "worked with the services on their problems." It hoped the Harris hearing "will accelerate their solution."

In its own estimation, Burnett felt "television viewing (in terms of audience size) is adequately measured and any improvements will be minor."

Radio is something else. The agency said it doesn't believe "any rating service today is adequately measuring the full scope of radio listening." The solution, however, "lies not only in bigger samples and better techniques, but in a willingness on the part of the industry to underwrite the *substantially* increased cost of better measurement," Burnett said.

A Comparison ▪ How accurate are the ratings? Because the data is obtained by survey and because there are no governmental, trade association or company figures against which to check, Burnett observed, "the best thing you can do is check one rating service against another."

So in TV Burnett said it compared Nielsen, "which got much criticism," against American Research Bureau, "which apparently was found acceptable by the Harris committee investigators."

Comparing total ratings for February for 96 evening programs, all that were measured, Burnett said it got an average program rating of 21.8 for Nielsen and 22.6 for ARB, a "difference of 4%" which indicates a correlation factor between the two ratings of .962. "This does not prove their accuracy," Burnett said, "but it does prove that two different services measuring the *same* thing in entirely *different* ways get substantially the same results."

Burnett said it found "the same general results" in radio ratings when it compared recent Sindlinger data (which measures people listening) with Nielsen (homes listening). "Sindlinger received plaudits from the Harris committee, probably because of the large sample size," Burnett said.

But when the basic Nielsen homes listening figures are joined with Nielsen's estimates of out-of-home listening, Burnett said, the two different services give comparative results.

It may be that industry-wide groups will be formed to audit or periodically review rating services, Burnett said, and the agency has recommended to the Advertising Research Foundation "that it assume this role."

N.Y. reps beware

That mystery man in search of a "new" station representative has popped up again in New York. Last November the unidentified individual claimed he'd bought WHBQ Memphis and was looking for a new rep.

He suddenly disappeared, but not before he had a free meal or two and wangled a raincoat (BROADCASTING, November 26, 1962).

His reappearance was reported in New York with these differences: He had a new name, though he referred to the same Washington law firm as "representing" him, and he had "purchased" a different station—this time in Los Angeles. At last report, he had dropped in at offices of a couple of rep firms. Still unknown: the caller's identity.

Nielsen will cooperate, but he has reservations

A. C. Nielsen Jr., president of the A. C. Nielsen Co., appeared last week to have raised some doubts about the effective fulfillment of a major part of broadcasters' pending plans for settling the ratings crisis

He said his company would cooperate with any duly authorized group in the auditing of ratings services, but made clear that he had reservations about the practical results of industry efforts to set standards for ratings services to follow.

Formation of an auditing bureau, de-



Bach, Beethoven... and all that Jazz!

The horizons of The International Hour (presented every Spring-Summer by the five CBS Owned television stations) encompass a kaleidoscopic array of tastes . . . ranging from symphony to ballet to jazz . . . from Beethoven to Basie and Bach.

Next week, the season premiere (see right) showcases American jazz—an hour of Dixie, Swing, Modern and Progressive fronted by Count Basie, Teddy Wilson, Jack Teagarden, Stan Getz . . . with vocalists like Muddy Waters, Carmen McRae, the Lambert, Hendricks and Bavan trio and Lurlean Hunter . . . 60-odd sidemen . . . and Willis Conover, international jazz authority. In subsequent weeks, The International Hour will present inspired examples of television from other lands—Beethoven's "Ninth" from Rome; Bach and Handel from a Swiss monastery; ballet from Paris; Mozart from West Germany; paso dobles from Mexico City—each week a different program panorama from a different country, in a globe-circling cultural exchange.

Of such stuff is The International Hour made—widely-varied cultural experiences from widely-distant lands. The sort of out-of-the-ordinary local programming television viewers in five major American cities expect to see on the CBS Owned stations, to whom "community service" means not only professionally-produced local information and news broadcasts but also an incomparable range of cultural programming.

CHANNEL 2
WBBM-TV, CHICAGO
9 PM, MON., MAY 20

CHANNEL 2
WCBS-TV, NEW YORK
7:30 PM, TUES., MAY 21

CHANNEL 10
WCAU-TV, PHILADELPHIA
8 PM, WED., MAY 22

CHANNEL 4
KMOX-TV, ST. LOUIS
8 PM, THURS., MAY 23

CHANNEL 2
KNXT, LOS ANGELES
9:30 PM, FRI., MAY 24

CBS Television Stations, A Division of Columbia Broadcasting System, Inc.



It sure doesn't look like time buying

Media personnel found some time to relax at Peters, Griffin, Woodward Inc.'s Spring Frolic, held at the firm's New York offices. As Larry Reynolds, time buyer, J. Walter Thompson Co. (l) and Lon King, vice president, television, PGW (r) look on, Wells Wright, time buyer, Compton Agency and Nancy Burke, research assistant, American Research Bureau, try their best to win some balloon prizes.

velopment of "minimum criteria and minimum standards for audience measurement services," and long-range research on methodology are the principal features of tentative plans developed by the National Association of Broadcasters and the Television Bureau of Advertising (BROADCASTING, April 29, May 6). The NAB and TvB efforts are being merged into one, under NAB, with NAB also negotiating with the Radio Advertising Bureau for further unification of efforts (see page 75).

Mr. Nielsen did not say that development of feasible standards by an industry group would be impossible. He stressed, however, that it has not been economically feasible for the services generally to meet some of the standards recommended by the Advertising Research Foundation almost eight years ago.

Mr. Nielsen gave his views in an interview after addressing the Sales Executives Club of New York last Tuesday (May 7). His speech was a reply to the Washington investigation of the ratings services and followed the lines of his speech on the subject before the Station Representatives Association in Chicago (BROADCASTING, April 22).

Seiler In Favor ▪ James Seiler, director of the American Research Bureau, meanwhile, told BROADCASTING he was "heartily in favor of and will support 100%" the NAB plan as he understands it.

He acknowledged that an industry group conceivably could draw up unrealistic standards. But since the standards group would be composed of representatives of the ratings services' customers, he felt that they would be aware of the economic problems—particularly as to sample sizes and their costs—and would be unlikely to set standards for a service that they, as customers, could not pay for. Mr. Seiler said he would welcome without reservation an industry auditing service "that would come in like bank examiners and check our work."

The Pulse Inc. is already on record not only as willing to accept industry assistance in auditing and standards, but as calling for it. Dr. Sydney Roslow, director of The Pulse, issued the call last month in a speech which he also submitted specifically to ARF, NAB, the American Association of Advertising Agencies and the Association of National Advertisers (BROADCASTING, April 22.)

Newspaper circulation down after N.Y. strike

Several New York daily newspapers reportedly have asked the Audit Bureau of Circulations to exclude their circulation in April and May from audited averages because of effects of the 114-day newspaper strike.

A survey by the *Wall Street Journal* of the metropolitan dailies involved in the shutdown estimated that weekday readership had dropped between 8.3% to 11.1% of the papers' pre-strike circulation. The strike started Dec. 8, 1962.

The *Journal* said newspapers were reluctant to admit or specify losses in order to keep the extent of the losses from the advertisers.

CENSUS BUREAU TO TAKE THE STAND

Ratings hearing resumes with broadcasters due next week

The House Special Subcommittee on Investigations will resume its hearing on broadcast ratings services Tuesday (May 14), but probably will not hear from broadcasting witnesses until next week.

The Bureau of the Census, scheduled to testify first, may be the week's only witness. Its sampling and statistical techniques were frequently mentioned by witnesses for the A. C. Nielsen Co. who testified before the subcommittee recessed last month (BROADCASTING, April 15).

Representative Oren Harris (D-Ark.), subcommittee chairman, has expressed interest in the bureau's work and it was at his request that the fact-compiling agency will appear. The hearing may go no longer than one day.

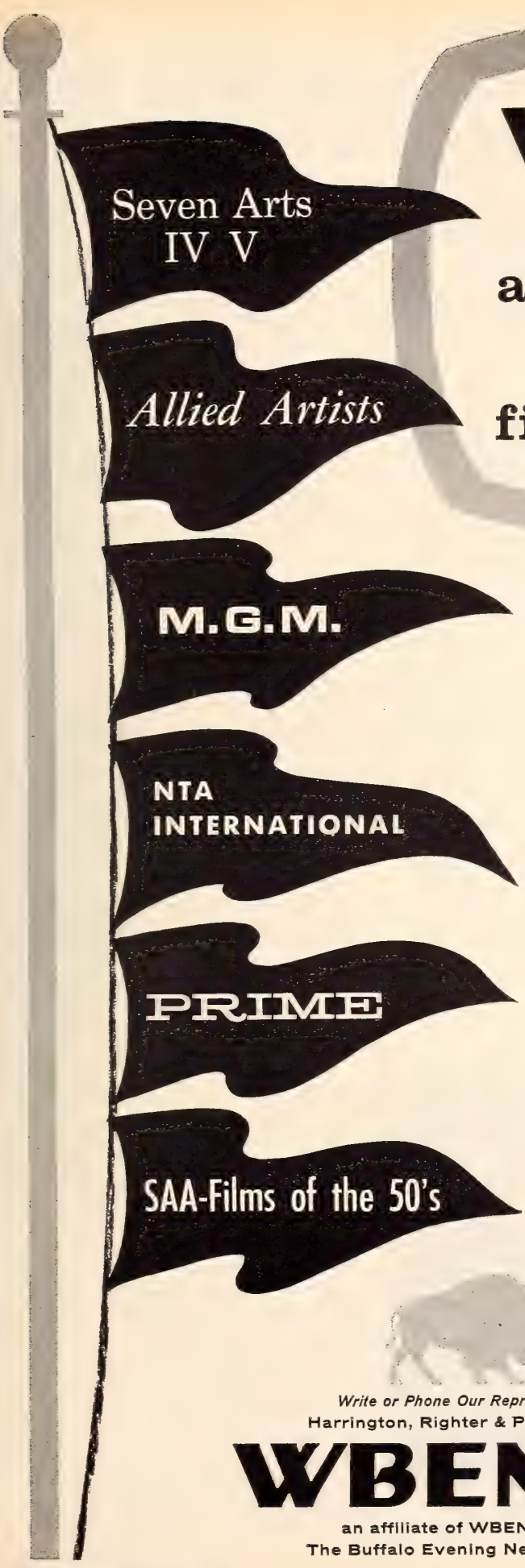
The subcommittee had hoped to hear first from the National Association of Broadcasters, Representative Harris said last week. NAB President LeRoy Collins sought permission to testify again late last month, and it was anticipated that when he did he would be prepared to tell the subcommittee what broadcasters had agreed was a proper solution to correct abuses in the preparation and use of ratings.

However, it was learned after a meeting of representatives of the NAB and the Radio Advertising Bureau in Washington Thursday (May 9) that the association's proposal was not complete (see story, page 75).

Subcommittee And The Nielsen Co. ▪ Robert L. Foote, a Chicago lawyer whose firm is the Nielsen Co.'s general counsel, and who is himself a member of Nielsen's board of directors, met with the subcommittee staff last week to discuss the record made by company witnesses during the hearing.

Another Nielsen Co. official, A. C. Nielsen Jr., president, also was in Washington last week, but he did not contact the subcommittee. Mr. Nielsen has criticized the subcommittee for its treatment of company witnesses who testified for 10 days before the hearing recessed.

Some congressional members of the subcommittee have suggested they would like to hear from Mr. Nielsen, who passed up a chance to testify last month (CLOSED CIRCUIT, April 22). Neither he nor the subcommittee were able to say last week whether he would be called.



WBEN-TV flags large audience attention with its fine film packages

WBEN-TV sets high standards for film-viewing in the rich Buffalo market with the week-day 5 O'CLOCK SHOW and nightly 11:20 SHOW.

Star-studded film packages with the best and most recent product available from major studios offer the early family-sized audiences and the late adult viewers enjoyable filmfare that puts a solid segment of the total audience on Channel 4.

And that's where you'll find it best to *channel* your television sales efforts. Participation rates keep the cost-per-thousand down to where you like them. And you'll like what you see when we give you an idea of current availabilities.

Write or Phone Our Representatives
Harrington, Righter & Parsons, Inc.

WBEN-TV CHANNEL **4**

an affiliate of WBEN-AM-FM
The Buffalo Evening News Stations

CBS IN BUFFALO

PRESPECTIVE ON THE NEWS

Cooperative research tried twice before

CAB AND BMB WERE LAUNCHED WITH HIGH HOPES BUT BOTH FAILED

The broadcasters who are now talking up a cooperative project to bring order out of the chaos in audience measurement aren't the first to think of the idea. Twice before co-ops were created in broadcast research: the Cooperative Analysis of Broadcasting and the Broadcast Measurement Bureau. Both failed.

When, a few weeks ago, Marion Harper Jr. warned the American Association of Advertising Agencies to stay clear of tripartite research as a solution to the current ratings muddle, he and other oldsters in his audience doubtless recalled that more than 17 years earlier he had delivered similar advice to a similar gathering during a similar crisis. Then, in February 1946, Mr. Harper was a research director of McCann-Erickson, an advertising agency which is now a part of the advertising complex, Interpublic Inc., of which he is now chief executive. Then he was addressing the Radio Executives Club of New York (now the International Radio and Television Society).

Then, the crisis was the imminent demise of the Cooperative Analysis of Broadcasting, which Mr. Harper recalled last month as "perhaps the most notable research disaster in my recollection." One of the consequences of the CAB, he said, "was that we retained the recall method when the coincidental telephone survey had long since established itself as superior, and in turn it delayed the adoption of a further improvement—the Audimeter."

Long Ago ▪ The CAB came into being almost of necessity more than 30 years ago. Its genesis began in the late 1920's when a number of national advertisers who had diverted some of their advertising dollars from newspapers and magazines to the new medium of radio started wondering if the messages they were sending out on the air were reaching people in significant numbers. In 1929 the radio committee of the Association of National Advertisers tackled the problem by asking Archibald Crossley, well-known market researcher, to devise some way to measure the audiences to the radio programs sponsored by ANA members. Mr. Crossley came up with a telephone survey in which his interviewers asked people what they had listened to the evening before or earlier that day. The replies showed, if not exact audience size, at least the comparative rankings of programs.

A number of ANA members agreed to become regular subscribers to such a survey and, on March 1, 1930, the Cooperative Analysis of Broadcasting got under way on a continuing basis. Within a year, the advertising agencies wanted to get in too and in 1934 the ANA and the AAAA reorganized the CAB as a non-profit corporation. The Crossley organization now conducted the research on a contract basis exclusively for the ANA and AAAA, under the supervision of a governing committee appointed by the two advertising organizations. Some years later, the radio networks became part of the CAB set-up, first as underwriters and eventually with a voice in its management.

Competitive Check ▪ Meanwhile, something else had developed in radio research. A group of magazine promotion men decided to check on radio's audience claims with a survey of their own and hired the research firm of Clark-Hooper (subsequently C. E. Hooper Inc.) to make a survey for them, using the coincidental telephone technique in which the interviewer, instead of asking what the person called had listened to at an earlier time, inquired what he (or she) was listening to at the time of the call. When the survey was finished, Mr. Hooper looked at the results and said, "there's only one thing wrong. We've got the wrong customers."

CAB now had a competitor, a master salesman who aggressively assaulted the ranks of the advertiser-agency-network supporters of the CAB with an incessant attack on the weakness of the human memory which, so Mr. Hooper proclaimed, detracted greatly from the accuracy of the daypart recall method employed by the CAB. In addition to its national ratings, the Hooper organization developed local ratings for individual stations, a field never invaded by the CAB but one which came to contribute nearly half of the total Hooper revenues.

End Nears ▪ Under the pressure of the Hooper competition, the CAB shortened its recall periods and shortened them again. Finally, it abandoned the daypart method entirely and switched to Hooper's coincidental technique. This was the beginning of the end. Mr. Harper in February 1946 said what many advertisers and agencies were thinking when he declared that there was no need for two coincidental rating services. The CAB, he counseled, should withdraw from the ratings business and become a "fact-finding, standard-setting body, pushing research knowledge about business further and further ahead."

Part of his advice was promptly followed. In July of that year, the CAB went out of the rating business. The other part took longer, but to-



Mr. Hooper
He had the wrong customer



Mr. Lehman
Once CAB head, now ARF boss

day the Advertising Research Foundation operates pretty much along the lines drawn by Mr. Harper 17 years ago. It may be more than happenstance that the president and general manager of the ARF is Alcuin W. Lehman, who was general manager of the CAB through its first dozen years and president for the remainder. The ARF, Mr. Lehman said last week, will analyze research for its members.

Next BMB ▪ The Broadcast Measurement Bureau came into the advertising research picture about the time the CAB was going out of it with the laudable purpose of providing for radio stations and networks the same sort of measurement that the Audit Bureau of Circulations supplies to newspapers and magazines, a solid, comparable, circulation figure. The BMB structure was completely tripartite; its 21-man board was made up of seven members appointed by the ANA, seven by the AAAA and seven by the National Association of Broadcasters. But all of the BMB financing was to come from the radio stations subscribing to its survey services.

Hugh Feltis, an affable, aggressive radio sales executive, left his job as manager of KFAB Lincoln, Neb., to become BMB president on Jan. 1, 1945. In a whirlwind three-month tour of NAB district meetings Mr. Feltis signed up 490 stations, 56% of the potential, and raised 72% of the $1 million need for the first BMB survey. John Churchill left his post as research director of CBS for the same job with BMB.

The million ballots for the first study were prepared, printed and put into the mail in March of 1946 and that fall the first reports were distributed. Phil Frank, BMB's executive secretary (and public relations expert), conducted a series of pre-publication clinics for New York agency timebuyers in August to instruct them in the proper uses of the BMB findings and repeated his course for the benefit of non-New Yorkers in a three-article series (BROADCASTING, Sept. 16, 23 and 30, 1946). The agency people expressed great enthusiasm for the BMB data. Station representatives were less enthusiastic. But when Mr. Feltis's exhaustive explanation of BMB data to the 1946 NAB convention was followed by strong endorsements by the presidents of the ANA and AAAA, not a single question was asked by the assembled broadcasters.

Questions Begin ▪ Later, many questions were asked as station management studied the BMB survey reports and did not consider what they found to be of much sales assistance. The BMB board decided to postpone the second study, previously approved for 1948, until 1949.

At the NAB convention in May 1948, Mr. Feltis reported that 600 stations had subscribed for the second BMB survey, but when he went on the circuit of the district meetings, he found the climate far different from that of 1945 and the testimonials from advertiser and agency guests brought charges of high pressure tactics from the NAB board.

A realignment of executive duties failed to stop the complaints or to increase the subscriptions and the new year dawned with BMB still 200 short of the 1,000 subscribers needed to make the 1949 study pay off. Mr. Churchill resigned and Dr. Kenneth Baker, research director of the NAB, was loaned to BMB to supervise the second study.

The BMB executive committee, bowing to broadcaster complaints by accepting Dr. Baker, an NAB employe, as research head of BMB, while still proclaiming adherence to the tripartite principle, evoked some comments on this principle, which BROADCASTING reported (Jan. 17, 1949) as follows:

"The obvious advantage of tripartite control of audience research is in establishing the methods and results that are mutually satisfactory to the sellers of radio time (the broadcasters) and the buyers (the advertisers and agencies).

"An equally obvious disadvantage is that the buyers and sellers may not always agree on what techniques are best."

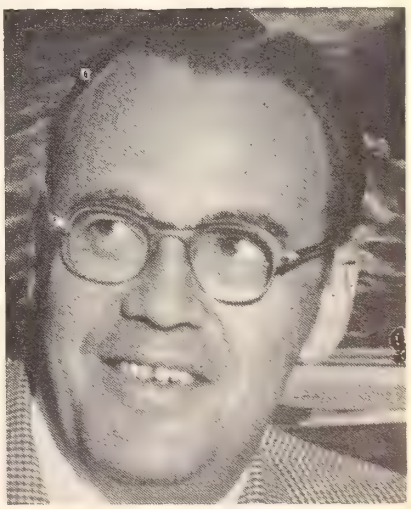
Feltis Resigns ▪ Mr. Feltis was the next to resign from BMB, to join KING Seattle as general manager. He made his resignation effective April 15 but when a financial crisis made it necessary for him to go to the broadcaster subscribers for permission to use funds from a tax reserve, he got a lot of criticism along with the permission and the BMB in mid-March named Dr. Baker as president, effective immediately.

A loan from NAB (over objections that the association was plundering its treasury on behalf of 10% of its members), supported by subscribers' waivers of their 90-day cancellation privileges, got the second study financed, but when it was completed the BMB board bowed once more to the NAB and agreed to reorganize as a stock company which could undertake projects not admissible for a non-profit organization. The new Broadcast Audience Measurement Corp. was incorporated in April 1950, and, after some lengthy delays, BMB ended its turbulent career, marking the second failure of a venture into tripartite broadcast audience research.

Mr. Harper was not referring specifically to BMB in his recent address to the AAAA, his final speech as that organization's chairman, but he might have been when he voiced his opposition to "joint research activities—involving, for example, advertisers, agencies and media. In my opinion they're doomed to failure. They produce techniques that are compromises. They are focused far more on the participating interests than on the knowledge that is to be uncovered. . ."



Mr. Churchill
Moved over from CBS



Mr. Feltis
Launched BMB in whirlwind tour



Have Girls, Will Travel

As an American night-club act playing the European circuit, Harry and his girls get into more scrapes than you can shake a visa at.

It's this busy, Continental background against which viewers will be seeing them this Fall, when "Harry's Girls"—based on the MGM film "Les Girls"—joins the other choice offerings on NBC-TV's new, glittering schedule.

A healthy fraction of the weekly comedy adventures will stem from star Larry Blyden's maneuvers to keep the act together whenever any of his three lovely charges shows signs of defecting.

Thus, he has to sabotage the plans of one for running off with a rajah who's "promised to marry me on our honeymoon;" and, on another occasion, he has to think even faster when he discovers all three girls posing as peasants in a small Vesuvian village in a bid for important parts in one of those



honest-to-pizza Italian movies.

Mr. Blyden—a young comedy veteran whose many Broadway credits include "The Flower Drum Song" and "Oh, Men! Oh, Women!"—is a positively nifty choice as star of the new series.

As for his three beauteous companions, let it merely be said that Dawn Nickerson, Susan Silo and Diane Williams—all with well-rounded television and stage backgrounds—won out over 320 other actresses who applied for the coveted roles.

Shooting of the series has already been started in London by MGM-TV, producer of such successes as "Dr. Kildare" and "The Eleventh Hour."

We see we've neglected to mention that Harry's girls are a blonde, brunette and a redhead; but perhaps we didn't have to. After all, it's exactly the sort of variety which parallels – in a very small way – the dedication of NBC-TV's Fall programming to the broadest possible viewer-interest.

Look to NBC for the best combination of news, information and entertainment.

Special appeal shows pay off for KPRI(FM)

KPRI(FM) San Diego has solved the problem of persuading advertisers to spend their money on FM radio by an idea as simple as it is unusual: build a program with a particular appeal for a certain type of sponsor, put it on the air and then point out to the predetermined customer that here is precisely what he needs.

The idea came to Larry Shushan, KPRI president and general manager, when he was discussing the renewal of *Your Dentist Speaks* with its sponsor, the San Diego representative of the R. A. Mills Insurance Co. The 15-minute series, broadcast with the aid of the San Diego Dental Society, presents a dentist discussing dental hygiene and dental problems each week (a different dentist each week). "What we like about it," the sponsors told him, "is the way it ties in with what we are selling—health."

Shortly thereafter, Mr. Shushan got the San Diego Teachers Association to put on a program titled *The Teacher and You,* which was quickly snapped up by the local representative of the World Book Encyclopedia. The Title Insurance & Trust Co. of San Diego is sponsoring *Along Realtor's Row,* weekly discussions of real estate matters of general interest delivered by guest realtors and presented in cooperation with the San Diego Realty Board.

Three other series: *Young Men in Action,* presented in association with the San Diego Junior Chamber of Commerce; *The Stock Market and You,* with the San Diego Stock & Bond Club, and *Business and the Public,* with the Better Business Bureau, are on the air over KPRI and are close to being sold, Mr. Shushan says. The response to these programs, all designed to inform the listener about the economic status of San Diego and that it is getting better and better, has been excellent. The sponsors get results and the station receives a valuable by-product—listeners, according to KPRI.

Business briefly . . .

The Toni Co. (Toni home permanents), through North Advertising, New York, will sponsor a two-hour telecast of the 1963 Miss California pageant from Santa Cruz, Calif., on seven stations: KCRA-TV Sacramento, KERO-TV Bakersfield, KMJ-TV Fresno, KOGO-TV San Diego, KSBW-TV Salinas, KRON-TV San Francisco and KCOP(TV) Los Angeles, all California, Saturday, June 29, 9-11 p.m. Nearly 60 girls will compete for the title "Miss California," with the winner to represent the state in the Miss America contest in Atlantic City next September.

The Oregon State Highway Commission, through Cole & Weber, Portland, Ore., has purchased regional participating sponsorship of *Don McNeill's Breakfast Club* and *The Jack Linkletter Show* for four weeks starting May 6 on ABC Radio West, except for the regional network's Oregon outlets. Personalized 60-second commercials delivered by the programs' stars will promote Oregon vacations.

Block Drug Co. has bought into three NBC-TV evening programs next season. Schedule calls for weekly sponsorship in *Sing Along With Mitch,* and alternate-week spots in *The Jack Paar Show* and *Saturday Night at the Movies.* Agency: Sullivan, Stauffer, Colwell & Bayles Inc., New York.

Armour & Co., Chicago, through Foote, Cone & Belding there, announced Thursday its next season TV buying will exceed $7 million and be about the same as this past year. Daytime minutes have been bought on both ABC-TV and NBC-TV plus prime evening minutes on ABC-TV every night except Thursday.

Coca-Cola Co., Atlanta, has bought participations in both NBC-TV's current schedule and the 1963-64 line-up. The buy is estimated at $1.5 million. Coca-Cola has bought participations in the 1963-64 *Monday Night at the Movies, Eleventh Hour* and *Saturday Night at the Movies,* and in the current *Laramie, Ensign O'Toole, Monday Night at the Movies, Dick Powell Theater, The Eleventh Hour, The Jack Paar Show* and *Saturday Night at the Movies.* Agency: McCann-Erickson, New York.

Rock Creek Ginger Ale Inc., Washington bottler for Hires Root Beer, has scheduled a saturation spot radio campaign in that city which will air 1,500 announcements through September. The spots will feature a new musical theme sung by recording artist Blossom Dearie.

Marcelle Cosmetics, a division of the Borden Co., starts a TV spot advertising campaign this fall in selected East Central markets. Described as "the start of a five-year campaign," it represents a break with the product's former 35-year practice of placing most of its advertising in medical journals.

The Upjohn Co., Kalamazoo, Mich., has bought a four-part documentary series, *The Saga of Western Man,* which will be telecast on ABC-TV during the 1963-64 season. The four one-hour programs will discuss events of the years 1492, 1776 and 1898 as well as prospects for 1964. Agency: McCann-Marschalk Co., New York.

Purex Corp., through Edward H. Weiss and Co., Chicago, will sponsor 12 one-hour programs on NBC-TV this summer at 10-11 p.m., Thursdays, starting June 27. The summer specials include 11 repeats—eight *The World of . . .*" and three *Project 20* programs—and one new program, an NBC News actuality subject, *Voice of the Desert.*

Agency will specialize in children's products

Helitzer, Waring & Wayne, a New York agency specializing in children's products, held its opening last week.

The agency announced eight major clients and reported that annual billings for current accounts had grown to $2 million since an unofficial opening Feb. 1. A breakdown of the agency's consumer media billing shows approximately 90% in TV and the balance in radio and print.

Major accounts of the new firm: American Doll and Toy Co., New York; Curtis Publishing Co., Philadelphia (*Jack and Jill* children's magazine); Irwin Corp., Nashua, N. H.; Greenman Brothers, New York; Town and Country Department Stores, Harrisburg, Pa.; Master Juvenile Products, New York; and Transogram Co., New York.

President of the new agency is Melvin Helitzer, former advertising director of Ideal Toy Corp. Saul Waring, an account executive at Grey Advertising for six years, is a partner in the new firm and vice president and treasurer. Andre Baruch, former vice president, Cole Fisher & Rogow, New York is vice president for TV and radio.

Helitzer, Waring & Wayne is located at 261 Madison Avenue, New York.

Television plans for new cigarette

American Tobacco Co., which last week announced plans to market its new menthol filter cigarette, Montclair, on a national basis, has said it will follow the distribution with a network television campaign.

In test markets, which have grown from four (Indianapolis, Memphis, Rochester and Sacramento) when the cigarette was introduced in March 1962, to some 50% of the U. S. markets now, a campaign of radio and TV spots has been used, along with newspapers and billboards.

Spot ads of 10, 20, and 60 seconds on TV and 60-second radio ads have been used. On June 17, a similar pat-

60

Desilu's

FRACTURED FLICKERS

SIXTY MARKETS in ONE month

Fact: **FRACTURED FLICKERS** fafteft felling film ferief in fyndication. Or maybe it'f **FUN**dication.

First run hilarity for the entire family, for laughers of all ages. And so different from anything you've ever seen. That's because Jay Ward and Bill Scott, the **BULLWINKLE** fellows, are producing.

You muft fee thif one for yourfelf. Learn why New York, Chicago, Lof Angelef, Fan Francifco, Feattle, Falt Lake City, Philadelphia, Indianapolif and dozenf of other major marketf fnapped up **FRACTURED FLICKERS** fo faft. Feel free to call collect.

Desilu Sales Inc.

780 NORTH GOWER STREET • HOLLYWOOD 38, CALIFORNIA
Richard Dinsmore, Vice President, General Manager
HOllywood 9-5911








Let's await surgeon general's cigarette report, Ream urges

The critics of cigarette advertising, including NAB President LeRoy Collins, were sharply challenged last week by a key executive of the CBS-TV network.

Joseph H. Ream, vice president for program practices, said the critics not only were demanding that broadcasters decide a medical issue on which medical experts disagree, but also were trying to dictate the verdict that tobacco is harmful to health.

He speculated that the move to control some cigarette advertising is the first step in a campaign to ban it all.

He expressed the view that broadcasters should not change their tobacco advertising policies until the impending report of the U. S. surgeon general's commission on the tobacco-and-health issue has been released and evaluated. Latest information is that the surgeon general's report will be issued late this year at the earliest (BROADCASTING, April 22).

Mr. Ream offered his views, representing one of the strongest formal attacks yet made on Governor Collins's position, in a speech at the CBS-TV affiliates' annual conference in New York last Friday (also see page 70). The meeting was closed to newsmen, but the substance of his remarks was learned and confirmed.

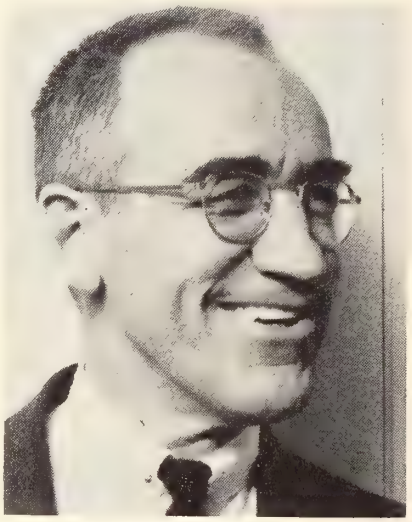
Controversial Position ▪ Governor Collins's position has been a center of controversy ever since he startled the broadcast advertising business last fall by suggesting that broadcasters take action against cigarette advertising that appeals especially to young people.

Mr. Ream told the CBS-TV affiliates that the tobacco-health issue has been debated for hundreds of years and never resolved. He noted that the American Medical Association in March abandoned its own study of the question, perhaps in deference to the surgeon general's commission.

Moreover, he said, the findings of a British commission definitely linking smoking with cancer are not necessarily applicable in the U. S. because of differences in climate, etc. The British group itself pointed to the relatively low death rate in the U. S. as compared to England.

Despite the disagreement among medical experts, Mr. Ream was quoted, "the president of the NAB demands that we sift and judge the conflicting and complicated medical claims and decide that cigarette advertising in its present form is undermining the health of our young people."

Youthful Appeal ▪ Referring to



Mr. Ream
Patience please

Governor Collins' proposal for elimination of cigarette advertising that appeals to the young, Mr. Ream said that, in fact, cigarette commercials are not directed to minors—and, indeed that deciding what does and what does not have an appeal for the young is probably impossible anyway.

No matter what the product, he said, most commercials show attractive people having a good time in attractive surroundings. To require an opposite treatment for any one product, he claimed, "would negate the whole purpose of the advertising."

To suggestions that cigarette advertising be kept off the air until 9 p.m., as it is in Britain, he replied that the decline in the proportion of teen-age viewers is only about 1% between 7:30 and 10:30 p.m., and that time differentials in this country add another complicating factor.

Venturing that the proposal to ban commercials having special appeal to minors "is only the first step in a campaign to ban all cigarette advertising entirely," Mr. Ream said:

"You can't expect a zealot to stop with half a loaf, and already we have received letters objecting to any advertising of cigarettes at all."

He did not identify the "zealots."

Free Decision ▪ He noted that any broadcaster is free to make whatever decision he wishes about cigarette advertising. "But," he contended, "it is another matter, under the accusation of moral irresponsibility, to try to force broadcasters to label an industry, which is an important segment of our economy, as undermining the health of our people."

Participants in the session said he summed up his views by asserting in effect that:

"We're asked to take premature action in a field of conflicting opinions where we do not have expertise. It is my feeling that we should continue on with cigarette advertising that is honest and truthful and in good taste, as it has been, and should await the evaluation and probably the recommendations of the surgeon general's commission and the public discussions and debate which will surely folow."

He said that tobacco has been "a part of our culture" since before the Revolutionary War and has always been subject to attack on grounds of its alleged threat to health.

Yet, he said, it has given "pleasure and presumably consolation" to millions of smokers, and there has been no definitive study of its "psychological and psychiatric benefits or detriments," or of the extent, if any, to which it "has provided a release from personal tensions and frustrations which might otherwise have found less socially desirable outlets."

Most of his speech was said to have dealt with the cigarette-advertising question. He was also quoted as saying that the former problems of "excessive violence and sex" in television programing have been substantially curtailed and no longer represent serious criticisms.

tern will begin in the new markets, and American Tobacco indicates it will go to national media—including network television—for Montclair "as soon as practicable." The company said Montclair's theme—"The menthol is in the tip where it belongs—not in the tobacco"—has been readily understood and played back by consumers in introductory test markets.

The agency is Sullivan, Stauffer, Colwell and Bayles.



It's called AFTER HOURS, and that's when it's on—1:00-1:30 AM. To keep 100,000 men and women awake at that hour each Monday through Thursday a show's got to have something special. AFTER HOURS has it! The fascination of bright people talking about other people, places and things. Like José Jimenez talking about Bill Dana. Or host Ed Mackenzie chatting about everyone (from Howard Hughes to Helen Hayes) and every thing that will keep his audience interested—and wide awake. Yes, AFTER HOURS has it! The magic that makes an audience respond . . . to the entertainment and to the sales messages. ABC Television Spot Sales has the whole story. Call them. (But not before 9 AM, please.)

WXYZ-TV abc DETROIT

An ABC Owned Television Station

Commercials in production . . .

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager. Approximate cost is listed, where given by producer.

Keitz & Herndon Inc., 3601 Oak Grove, Dallas 4.

Seven-Up, one 60, one 20 for TV; live on film. Marty Young, production manager. Agency: J. Walter Thompson, Chicago. Art Lunn, agency producer. Approximate cost: $5,000.

Nationwide Insurance, one 90, six ID's for TV; live on film. Marty Young, production manager. Agency: Ben Sackheim, Inc., New York. Tom Reynolds, agency producer. Approximate cost: $10,000.

Raymond Scott Enterprises Inc., 140 West 57th Street, New York 19.

Pennzoil, two jingles for radio. Charles Barclay, production manager. Agency: Fuller & Smith & Ross. Bud Gamin, agency producer.

Gilbert Toys, two 60's, electronic score. Charles Barclay, production manager. Agency: BBDO. Carl Fischer, agency producer.

Sande & Greene Inc., 1777 North Vine Street, Hollywood 28.

Merita and Taystee Divisions of American Bakeries, two 60's, four 20's, four 10's for TV, live action and stop motion on film. Bob Sande and Larry Greene, production managers. Agency: Tucker-Wayne Advertising. Leigh Kelly, account executive and agency producer.

Ads keyed to TV spots promoted by Barash

Newspaper advertising keyed to television commercials was one of several methods pointed out by Bureau of Advertising Vice President Ted Barash as one of the newspaper group's "examples of creative suggestions embodied in recent presentations to major national accounts."

Speaking to the National Newspaper Promotion Association in Houston last week, Mr. Barash outlined creative ideas as "an integral part of the national sales force 'target' presentation program." Among the cited presentations was one to a bread company which suggested "interpretation, for newspaper purposes, of a series of television commercials."

In its development of presentations, said Mr. Barash, the bureau has "set its sights on communicating better the story of the newspaper medium's strategic advantages, while at the same time reflecting a fresh creative flair."

AAW's commercial awards to be presented June 23

Outstanding radio and TV commercials created by western advertisers, agencies or producers and broadcast during the year between May 1, 1962, and April 30, 1963, will be honored June 23 at the opening luncheon of the 60th annual convention of the Advertising Association of the West at the Hotel Ambassador in Los Angeles.

Radio awards will be given for commercials in two categories: national-regional and local. The competition is sponsored by the Southern California Broadcasters Association, San Francisco Radio Broadcasters Association, other western stations and the Vancouver Advertising and Sales Bureau. The Vancouver organization is donor of the perpetual trophy, which goes to the advertiser or agency whose commercial is judged the best of the year, the winner to hold it for one year.

Television awards, sponsored by the Television Bureau of Advertising, will be presented in four categories: animated, live action, local and color commercials, with a sweepstakes award for the best TV commercial of the year in any category. As in radio, the sweepstakes winner holds the trophy for a year, then passes it on to the next winner. Harry Floyd, western sales manager, NBC-TV, is chairman of the TV judging committee.



Agency thanks stations

An appreciation party at the Des Moines Golf and Country Club was held May 1 by LaGrave Advertising Agency, that city, to thank local media and advertisers. As part of event, Robert Dillon (l), vice president and general manager, KRNT-AM-TV Des Moines, received a travel alarm clock from Edward LaGrave Jr., president of LaGrave Advertising, that city. The presentation commemorated a 12-year agency-client relationship.

Also in advertising . . .

New office ▪ Riedl and Freede Inc., Clifton, N. J., advertising agency, last week moved into its new headquarters building at 620 Route 3 in Clifton.

Market data guide ▪ Audits & Surveys Co., New York, has published a graphic guide to marketing information—"1963 Retail Map"—which is available, free, to advertising executives. The map gives a breakdown of national sales in 10 major retail categories and a breakdown by state of retail sales and retail stores. It also shows the percentage of TV homes in 22 major markets. It may be obtained from the research firm's office at 640 Fifth Avenue, New York.

AAW campaign ▪ The Advertising Association of the West is beginning an advertising campaign to strengthen its position with members and prospects, and to create better understanding of the advertising business. Guild, Bascom & Bonfigli, San Francisco, volunteer agency for the campaign, has placed ads in western advertising trade publications.

Name change ▪ Advertising & Public Relations Consultants Inc., Carlton House, Pittsburgh, has changed its name to Carlton Advertising Inc.

Nominations sought ▪ The Advertising Federation of America is accepting nominations for its annual "public service to advertising" awards. The awards honor individuals who have made distinguished contributions to advertising during their active business careers and who have made public service contributions after retirement. Nominations may be mailed until May 24, to AFA, 655 Madison Avenue, New York 21.

Commercial testing plan developed by Niles

A new packaged market research service to test prospective TV commercials before final production was announced in Chicago last week by Fred A. Niles Communications Centers Inc. throught special arrangement with James Witherell & Associates there. Called "Target," the research service is available immediately to Niles's commercial clients.

The Target research service will work in this manner. Advertisers buying this service will have a series of commercals produced, as many as necessary. These then will be tested via Witherell's established channels in four different metropolitan areas, widely separated to allow for regional consumer preferences. From the test results, those commercials found most "on target" for the sponsor's specific marketing will be refined and delivered.



How Brand X became the envy of the alphabet!

. . . . for surprisingly little cost increase

VERY SIMPLE. Manufacturer of this product gave his TV commercials the PLUS OF COLOR. Customers came—saw—recognized what they saw—and bought. Overnight, "Brand X" became one-of-a-kind, thanks to color.

Note: Your black-and-white commercials will be even better when filmed in color. Prints will come alive . . . shades and subtleties will stand out as never before.

For more information on this subject, write or phone: Motion Picture Film Department, **EASTMAN KODAK COMPANY, Rochester 4, N.Y.** Or—for the purchase of film: **W. J. German, Inc.,** Agents for the sale and distribution of EASTMAN Professional Film for Motion Pictures and Television, Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.

FOR COLOR. EASTMAN FILM

Television's top 100 advertisers

FIRST FIVE SPENT OVER $40 MILLION EACH TO HEAD TVB 1962 LIST

A national advertiser in 1962 had to spend almost $23 million for network and spot TV combined and figured at gross time rates to rate among the top 10 advertisers.

P. Lorillard & Co., ranking 10th in Television Bureau of Advertising's list of the leading 100 TV advertisers released today (May 13), spent $22.9 million.

Procter & Gamble was the top spender with a total of nearly $112 million in gross time billings.

Colgate-Palmolive, No. 2 on the list, spent $47.3 million, chalking up the second largest increase (nearly $11 million) in 1962 over 1961. Bristol-Myers, which moved up from seventh to sixth position, was the top gainer (nearly $15 million) in spending $39.5 million. Other advertisers increasing their expenditures substantially: Alberto-Culver, Warner-Lambert Pharmaceutical, Coca-Cola (bottlers), Chesebrough-Pond's, William Wrigley Jr., Ford Motor, Joseph E. Schlitz Brewing and Campbell Soup.

New (since 1958) to the select 100 list: Mattel Inc., Frito-Lay Inc., United Vintners Inc., Maybelline Co. and Distillers Corp. Seagrams Ltd.

Among the advertisers returned to the top 100 list in 1962 was Shell Oil. That advertiser spent more than $5.4 million in TV in 1962 compared to less than $1 million in 1961. Shell for a few years virtually left the TV medium but 1962 heralded its active return. Also back on the list after an absence of a year or more: Pet Milk, RCA and Olin Mathieson Chemical Corp.

Advertisers displaced from the list by the newcomers and returning companies: American Chicle (No. 43 last year), Hunt Foods & Industries (66), Humble Oil & Refining (80), Westinghouse Electric (81), Union Carbide (91), Hill Bros. Coffee (95), Ex-Lax (98), Pharmacraft Labs (99) and Socony Mobil Oil (100).

TOP 100 TV ADVERTISERS—1962
(Figures in parentheses are for 1961)
* Not on 1961 list

Rank		Total TV	Spot TV TvB Source: Rorabaugh	Network TV TvB/ Source: LNA-BAR
1.	Procter & Gamble	$111,945,864 (108,632,187)	$60,245,860 (56,704,290)	$51,700,004 (51,927,897)
2.	Colgate-Palmolive	47,316,619 (36,503,110)	22,777,820 (14,989,170)	24,538,799 (21,513,940)
3.	Lever Brothers	45,852,873 (47,738,418)	19,630,440 (18,976,870)	26,222,433 (28,761,548)
4.	American Home Prod.	44,480,175 (42,624,300)	11,428,750 (8,713,090)	33,051,425 (33,911,210)
5.	General Foods	41,357,044 (37,877,683)	21,920,550 (17,856,170)	19,436,494 (20,021,513)
6.	Bristol-Myers	39,511,443 (24,719,622)	14,643,980 (9,586,450)	24,867,463 (15,133,172)
7.	R. J. Reynolds	27,522,719 (24,040,662)	2,877,880 (2,299,740)	24,644,839 (21,740,922)
8.	General Motors	25,562,461 (25,167,390)	1,082,260 (1,355,560)	24,480,201 (23,811,830)
9.	Alberto-Culver	24,477,005 (13,961,454)	11,154,990 (5,150,090)	13,322,015 (8,811,365)
10.	P. Lorillard	22,920,380 (21,609,920)	9,836,670 (8,003,050)	13,083,710 (13,606,870)
11.	General Mills	21,868,394 (23,289,821)	9,670,400 (4,272,080)	12,197,994 (19,017,741)
12.	Gillette	20,253,559 (19,276,324)	5,320,680 (5,062,430)	14,932,879 (14,213,894)
13.	Coca-Cola (bottlers)	18,350,976 (12,723,615)	12,375,470 (10,745,140)	5,975,506 (1,978,475)
14.	Philip Morris	18,300,913 (16,148,631)	6,955,590 (6,374,160)	11,345,323 (9,774,471)
15.	Kellogg	18,181,311 (15,000,228)	7,061,620 (5,978,780)	11,119,691 (9,021,448)
16.	Warner-Lambert	17,665,092 (11,721,228)	8,155,470 (4,183,090)	9,509,622 (7,538,138)
17.	Miles Laboratories	17,170,706 (19,580,969)	7,373,040 (7,636,790)	9,797,666 (11,944,179)
18.	Corn Products	15,833,971 (12,710,389)	7,503,480 (6,126,570)	8,330,491 (6,583,819)
19.	Liggett & Myers	15,541,925 (13,904,761)	5,044,200 (2,845,350)	10,497,725 (11,059,411)
20.	Ford Motor	15,452,833 (11,503,224)	462,300 (421,670)	14,990,533 (11,081,554)
21.	William Wrigley Jr.	15,289,928 (11,117,550)	15,033,020 (10,098,750)	256,908 (1,018,800)
22.	Campbell Soup	14,226,690 (10,700,933)	5,971,460 (3,366,570)	8,255,230 (7,334,363)
23.	American Tobacco	14,199,473 (13,639,986)	2,353,940 (4,237,670)	11,845,533 (9,402,316)
24.	Brown & Williamson	14,142,536 (17,597,611)	825,570 (3,464,840)	13,316,966 (14,132,771)
25.	Sterling Drug	12,893,577 (16,081,946)	1,664,980 (3,008,580)	11,228,597 (13,073,366)
26.	National Biscuit	11,794,231 (12,891,872)	1,712,510 (1,529,570)	10,081,721 (11,362,302)
27.	J. B. Williams	11,501,039 (9,905,537)	832,930 (537,810)	10,668,109 (9,367,727)
28.	National Dairy Prod.	11,278,867 (10,312,916)	1,784,120 (1,406,960)	9,494,747 (8,905,956)
29.	S. C. Johnson & Son	10,795,866 (13,581,030)	610,840 (1,060,500)	10,185,026 (12,520,530)
30.	Standard Brands	10,761,234 (9,284,680)	9,315,410 (8,752,320)	1,445,824 (532,360)
31.	Chesebrough-Pond's	9,513,110 (5,117,306)	3,604,030 (1,353,090)	5,909,080 (3,764,216)
32.	Beech-Nut Life Savers	9,303,100 (8,628,470)	1,703,650 (1,572,580)	7,599,450 (7,055,890)
33.	Block Drug	9,168,069 (7,828,627)	630,850 (951,910)	8,537,219 (6,876,717)
34.	Schlitz Brewing	8,984,876 (5,409,558)	6,602,750 (3,353,160)	2,382,126 (2,056,398)
35.	Ralston Purina	8,913,289 (8,113,120)	4,089,570 (1,959,940)	4,823,719 (6,153,180)
36.	Pillsbury	8,824,910 (9,721,012)	1,914,370 (2,049,150)	6,910,540 (7,671,862)
37.	Armour	8,705,949 (6,217,130)	2,332,350 (725,570)	6,373,599 (5,491,560)
38.	Scott Paper	8,645,646 (7,951,947)	2,472,520 (1,971,020)	6,173,126 (5,980,927)
39.	Texaco	8,398,155 (10,386,264)	1,400,760 (267,140)	6,997,395 (10,119,124)
40.	General Electric	8,110,219 (7,584,072)	1,851,990 (1,503,080)	6,258,229 (6,080,992)
41.	Carter Products	8,105,977 (8,166,838)	4,264,700 (3,872,170)	3,841,277 (4,294,668)
42.	Richardson-Merrill	7,984,193 (5,431,439)	4,005,740 (2,594,400)	3,978,453 (2,837,039)
43.	Pepsi Cola (bottlers)	7,760,050 (5,570,626)	5,741,400 (4,336,350)	2,018,650 (1,234,276)
44.	Johnson & Johnson	7,683,873 (6,331,369)	2,028,980 (565,370)	5,654,893 (5,765,999)
45.	Nestle	7,120,043 (7,984,417)	2,828,420 (4,718,820)	4,291,623 (3,265,597)
46.	E. I. du Pont de Nemours	6,722,135 (7,444,698)	1,030,980 (363,030)	5,691,155 (7,081,668)
47.	Continental Baking	6,657,145 (9,049,453)	6,320,030 (8,535,930)	337,115 (513,523)
48.	International Latex	6,273,730 (5,323,280)	4,587,520 (5,323,280)	1,686,210 .....
49.	Falstaff Brewing	6,016,174 (3,948,868)	2,600,560 (2,555,760)	3,415,614 (1,393,108)
50.	Quaker Oats	5,920,693 (7,832,446)	1,592,430 (2,754,440)	4,328,263 (5,078,006)

51.	Helene Curtis Ind.	5,840,492 (3,828,207)	3,091,020 (1,763,010)	2,749,472 (2,065,197)
52.	Chrysler	5,823,824 (5,263,537)	1,694,500 (1,112,370)	4,129,324 (4,151,167)
53.	Carnation	5,727,931 (6,287,190)	2,014,070 (2,979,480)	3,713,861 (3,307,710)
54.	Simoniz	5,709,321 (6,843,921)	3,940,670 (2,846,360)	1,768,651 (3,997,561)
55.	Food Manufacturers	5,590,409 (4,610,690)	5,367,450 (3,682,270)	222,959 (928,420)
56.	Shell Oil	5,475,071 *	3,556,560 *	1,918,511 *
57.	Anheuser-Busch	5,467,288 (5,228,468)	4,921,150 (4,535,130)	546,138 (693,338)
58.	Armstrong Cork	5,434,788 (3,602,925)	1,653,020 (55,240)	3,781,768 (3,547,685)
59.	Kimberly-Clark	5,151,199 (4,322,955)	1,810,600 (512,200)	3,340,599 (3,810,755)
60.	Ford Motor (dealers)	5,055,030 (3,329,700)	5,055,030 (3,329,700)	....
61.	Sears Roebuck	5,031,265 (3,872,139)	2,096,330 (1,237,650)	2,934,935 (2,634,489)
62.	U. S. Borax & Chemical	5,026,511 (4,855,041)	2,989,580 (2,603,750)	2,036,931 (2,251,291)
63.	Avon Products	5,020,560 (4,540,460)	5,020,560 (4,540,460)	....
64.	Andrew Jergens	5,013,393 (5,688,431)	1,961,710 (2,540,400)	3,051,683 (3,148,031)
65.	Consolidated Cigar	4,998,475 (4,863,600)	690,270 (1,484,540)	4,308,205 (3,379,060)
66.	Eastman Kodak	4,750,660 (5,389,755)	674,570 (631,590)	4,076,090 (4,758,165)
67.	J. A. Folger	4,749,270 (4,735,150)	4,749,270 (4,735,150)	....
68.	Mead Johnson	4,722,448 (6,139,326)	571,310 (236,950)	4,151,138 (5,902,376)
69.	Pabst Brewing	4,600,094 (3,815,916)	4,387,330 (3,508,490)	212,764 (307,426)
70.	Gen. Motors (dealers)	4,531,740 (3,165,920)	4,531,740 (3,165,920)	....
71.	Mennen	4,376,504 (3,724,746)	92,810 (25,880)	4,283,694 (3,698,866)
72.	Drackett	4,288,656 (3,632,129)	104,560 (73,830)	4,184,096 (3,558,299)
73.	Chas. Pfizer	4,277,625 (2,798,569)	993,630 (124,050)	3,283,995 (2,674,519)
74.	Lehn & Fink Products	4,277,320 (3,218,773)	1,148,210 (1,287,070)	3,129,110 (1,931,703)
75.	Welch Grape Juice	4,246,443 (3,754,650)	2,909,630 (2,930,970)	1,336,813 (823,680)
76.	Gulf Oil	4,218,191 (4,017,711)	1,824,470 (780,770)	2,393,721 (3,236,941)
77.	Revlon	4,194,837 (3,919,105)	394,840 (229,680)	3,799,997 (3,689,425)
78.	Mattel	4,152,157 *	1,961,100 *	2,191,057 *
79.	Goodyear Tire & Rubber	4,116,150 (3,237,706)	649,400 (213,660)	3,466,750 (3,024,046)
80.	Frito Lay	4,093,682 *	2,071,670 *	2,022,012 *
81.	Prudential Insurance	4,006,629 (4,093,756)	....	4,006,629 (4,093,756)
82.	H. J. Heinz	3,982,316 (3,150,233)	1,125,760 (28,690)	2,856,556 (3,121,543)
83.	Pet Milk	3,945,565 *	3,867,050 *	78,515 *
84.	Canadian Breweries	3,901,557 (3,350,379)	3,735,240 (3,216,180)	166,317 (134,199)
85.	Noxzema Chemical	3,774,153 (3,261,831)	957,710 (773,390)	2,816,443 (2,488,441)
86.	Lestoil Products	3,677,000 (4,662,670)	1,373,380 (4,662,670)	2,303,620 .....
87.	Reynolds Metals	3,666,390 (3,966,147)	..... (33,640)	3,666,390 (3,932,507)
88.	Polaroid	3,619,615 (3,216,222)	....	3,619,615 (3,216,222)
89.	Norwich Pharmacal	3,602,337 (2,977,900)	1,315,710 (2,001,210)	2,286,627 (976,690)
90.	Beecham Products	3,581,694 (3,845,830)	542,900 (189,930)	3,038,794 (3,655,900)
91.	Radio Corp. of America	3,549,470 *	139,680 *	3,409,790 *
92.	Purex	3,402,603 (3,774,355)	58,150 (282,940)	3,344,453 (3,491,415)
93.	R. T. French	3,371,553 (4,108,034)	732,020 (697,430)	2,639,533 (3,410,604)
94.	U. S. Steel	3,332,526 (3,351,436)	....	3,332,526 (3,351,436)
95.	Aluminum Co. of America	3,293,769 (3,060,650)	44,900 (114,800)	3,248,869 (2,945,850)
96.	United Vintners	3,267,330 *	3,267,330 *	..... *
97.	Dist. Corp. Seagrams	3,245,836 *	..... *	3,245,836 *
98.	Olin Mathieson	3,193,368 *	206,850 *	2,986,518 *
99.	Maybelline	3,177,991 *	1,788,010 *	1,389,981 *
100.	Kaiser Industries	3,075,136 (5,465,538)	41,690 (22,630)	3,033,446 (5,442,908)

Newspapers' elite are TV's meat

PRINT MEDIUM'S TOP 100 ADVERTISERS SPENT TWICE AS MUCH ON TV

The 100 leading national advertisers in newspapers last year spent $446,127,183 more on national and spot television advertising than they did on newspapers, according to statistics released today (May 13) by the Television Bureau of Advertising.

The newspapers' top 100 invested $335,386,109 in newspaper advertising but spent over twice as much—$781,513,292—in television. In fact, the top seven TV advertisers, as a group, spent more than the top 100 newspaper advertisers.

Television was still not making money out of newspapers' pockets, however. The newspapers' Bureau of Advertising indicated that the money spent by its top 100 represented a gain of 2.9% over last year. TvB countered by pointing out that the newspapers' top 100 spent 12.2% more money on TV than they did a year ago.

TV figures are based on one-time, gross rates, excluding production costs.

Company	Newspaper 1962 Investment	Television 1962 Investment (Gross Time)
1. General Motors	$33,014,060	$25,562,461
2. Ford Motor Co.	22,325,496	15,452,833
3. Chrysler Corp.	19,795,969	5,823,824
4. General Foods	11,658,358	41,357,044
5. Distillers Corp. Seagram's Ltd.	10,286,912	3,245,836
6. American Motors	10,071,156	1,330,331
7. Reynolds Tobacco	7,448,513	27,522,719
8. Schenley Indust.	7,005,214	374,210
9. American Tobacco	6,613,396	14,199,473
10. Natl. Distillers and Chemical	6,469,848	184,800
11. General Electric	5,773,441	8,110,219
12. TWA	5,694,210	374,210
13. Natl. Dairy Prod.	5,682,942	11,278,867
14. Gulf Oil Corp.	5,629,911	4,218,191
15. Lorillard	5,217,723	22,920,380
16. Pillsbury	4,823,305	8,824,910
17. United Air Lines	4,494,850	29,170
18. Campbell Soup	3,840,295	14,226,690
19. Quaker Oats	3,786,390	5,920,693
20. General Mills	3,777,751	21,868,394
21. Goodyear Tire	3,678,264	4,116,150
22. Borden	3,656,577	2,008,503
23. Bristol-Myers	3,628,908	39,511,443
24. Eastern Air Lines	3,548,779	207,090
25. Standard Brands	3,540,868	10,761,234
26. PAA	3,427,048	832,940
27. American Airlines	3,290,565	—
28. Shell Oil	3,194,669	5,475,071
29. Hiram Walker	3,088,432	—
30. Delta Air Lines	3,071,681	538,740
31. Armour	2,868,639	8,705,949

Company	Newspaper 1962 Investment	Television 1962 Investment (Gross Time)
32. Firestone Tire	2,859,905	869,925
33. Corn Products	2,826,079	15,833,971
34. Radio Corp. of America	2,784,834	3,502,600
35. Gerber Products	2,784,487	1,359,390
36. du Pont de Nemours	2,737,449	6,722,135
37. Sterling Drug	2,729,887	12,893,577
38. Studebaker Corp.	2,696,608	1,991,721
39. American Home Products	2,649,957	44,480,175
40. Procter & Gamble	2,469,740	111,945,864
41. Pepsi-Cola*	2,458,129	7,760,050
42. Fla. Citrus. Com.	2,374,907	1,907,374
43. Lever Bros.	2,354,678	45,852,873
44. Liggett & Myers	2,281,145	15,541,925
45. Continental Baking	2,266,087	6,657,145
46. Brown-Forman Distillers	2,221,052	—
47. Zenith Radio	2,219,801	124,491
48. Heublein	2,166,385	1,266,259
49. National Airlines	2,154,425	—
50. CBS Inc.	2,035,905	179,210
51. Curtis Publishing	1,945,978	197,091
52. Humble Oil	1,865,733	3,314,173
53. American Oil	1,835,962	2,873,882
54. Swift	1,808,465	2,655,803
55. Doubleday	1,791,975	5,583
56. H. J. Heinz	1,785,535	3,982,316
57. Eastman Kodak	1,715,891	4,750,660
58. Johnson & Johnson	1,687,192	7,683,873
59. Colgate Palmolive	1,665,498	47,316,619
60. Institute of Life Insurance	1,623,207	721,418
61. Pet Milk	1,563,832	3,945,565
62. Lewis Howe	1,558,400	40,775
63. Westinghouse	1,558,008	1,368,311
64. Greyhound	1,551,789	1,803,410
65. Volkswagen of America	1,505,184	—
66. Dole Corp.	1,501,202	—
67. Stokely-Van Camp.	1,474,238	61,220
68. Whirlpool Corp.	1,473,044	185,310
69. Scott & Sons	1,442,727	—
70. Miles Labs.	1,416,001	17,170,706
71. Renfield Importers	1,408,340	784,190
72. Plough	1,366,129	1,337,502
73. Atlas Supply	1,349,379	—
74. Reader's Digest	1,346,984	1,127,625
75. Liebmann Breweries	1,323,237	280,410
76. Rexall Drug & Chemical	1,315,654	557,661
77. Scott Paper	1,303,974	8,645,646
78. Armstrong Cork	1,295,347	5,434,788
79. J. B. Williams	1,288,539	11,501,039
80. Amer. Dairy Assn.	1,248,591	1,142,070
81. Wilson & Co.	1,247,587	528,685
82. B. F. Goodrich	1,230,321	2,049,050
83. Calif. Packing	1,171,254	1,737,696
84. Kellogg	1,160,824	18,181,311
85. Continental Air Lines	1,158,556	—
86. Philip Morris	1,145,131	18,300,913
87. British Overseas Airways	1,142,692	—
88. Bayuk Cigars	1,132,706	315,190
89. Canada Dry*	1,132,496	1,206,776
90. Miller Brewing	1,115,357	634,080
91. Dow Jones	1,067,910	—
92. Coca-Cola*	1,062,463	18,350,976
93. New York Life Insurance	1,051,306	—
94. Kimberly-Clark	1,050,999	5,151,199
95. Royal Crown*	1,043,840	1,324,570
96. John Morrell	1,019,077	736,810
97. Horizon Land	1,007,890	—
98. General Tire & Rubber	1,002,106	36,000
99. McCall Corp.	980,039	165,240
100. Sherwin-Williams	971,890	36,090
TOTAL	$335,386,109	$781,513,292

PREPARED BY: Research Department, Television Bureau of Advertising, Inc.
*Company & bottlers

January's TV network billings

	January 1962	January 1963	% change
ABC-TV	$16,673,662	$18,264,011	+9.5
CBS-TV	25,528,518	25,936,917	+2.0
NBC-TV	23,578,579	24,046,277	+2.0
Total:	$65,780,759	$68,247,205	+3.7%

By day parts

	January 1962	January 1963	% change
Daytime	$21,377,975	$24,012,314	+12.3
Mon.-Fri.	17,399,411	19,472,352	+11.9
Sat.-Sun.	3,978,564	4,539,962	+14.1
Nighttime	44,402,784	44,234,891	— 0.4
Total:	$65,780,759	$68,247,205	+ 3.7%

Source: Television Bureau of Advertising/Leading National Advertisers-Broadcast Advertisers Reports

GOVERNMENT

SPONSOR RULES AMENDED

New FCC order implements 1960 legislation banning payola and plugola in broadcasting

The FCC last week adopted a final order amending its sponsorship identification rules to implement anti-payola and anti-plugola legislation passed by Congress in 1960.

It also waived the requirements of the new law as it affects feature motion-picture films "produced initially and primarily for theatrical exhibitions."

The commission also updated a "grandfather" clause it adopted on Nov. 21, 1960. The order said the waiver it granted then to certain filmed or recorded programs would be extended to June 20, 1963, the effective date of the new rules.

The 1960 legislation was enacted after disclosures that broadcast station employes were accepting gifts to expose records or other products and services on the air. The new law tightened up the existing Communications Act section dealing with sponsorship identification (317) and added a new section (508) to make such practices illegal.

The new rules state that AM, FM and TV stations receiving "money, services or other valuable consideration" for broadcasting "any matter" must broadcast an announcement that the material was sponsored, "and by whom or on whose behalf such consideration was supplied."

'Reasonable Diligence' ▪ The rules also require licensees to "exercise reasonable diligence" to find out from its employes and others "with whom it deals directly in connection with any program matter for broadcast" whether any consideration has been paid. If so, an announcement must be broadcast.

The commission received a number of complaints that this section was too vague. But the commission said it believes "general guidelines" are preferable to attempting to anticipate factual situations. It added, however, that it would issue opinions interpreting the rule as questions arise.

In waiving the new requirements for feature films, the commission said it felt such action was justified since there was no evidence of payola practices in the theatrical picture industry which "improperly affects broadcasting."

The commission also said that the likelihood of such practices developing was diminished by the time lag between the production of the films and their showing on television.

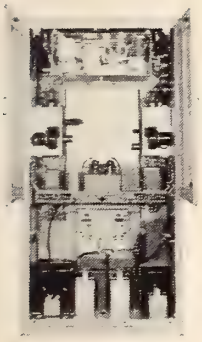
Motion picture interests had warned that if feature films were made subject to the new rules their industry would be adversely affected economically and the future supply of films curtailed. They said the rules would prohibit established practices for securing props, such as "fleet deals" for obtaining new automobiles for use in films. Their argument was that the "credit lines" would destroy the value of the films for TV syndication since sponsors manufacturing products in competition with those mentioned in the "credit" wouldn't buy the films.

The commission said it was reluctant





Why is the handsomest, best-built transmitter in town also the loneliest?



It seems a paradox. We design a transmitter that's meant to be admired, then engineer and manufacture it so carefully, it scarcely ever needs attention. ☐ In fact, this 20V-3 1,000 Watt AM Transmitter is so reliable, we've doubled our warranty, as we've done with all our broadcast products. ☐ Call your Collins Broadcast Sales Engineer today for the full story on handsome transmitters and our new warranty. ☐ COLLINS RADIO COMPANY • Cedar Rapids • Dallas Los Angeles • New York • International Division, Dallas

FIRST WITH 2

COLLINS

A new book reopens an old sore

One of the more sensational episodes in FCC history has been resurrected by the principal figure involved in it.

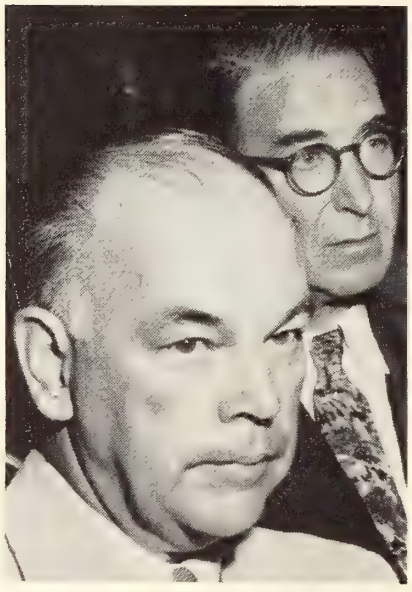
In an autobiography* that goes on sale this week, Edward Lamb, industrialist and broadcaster, tells his version of a license renewal hearing in which he was charged with having falsely sworn he had never been a Communist. The hearing, one of the most conspicuous prosecutions during the McCarthy era, began in 1954. Nearly three years later Mr. Lamb was exonerated and his licenses renewed.

In the interval one of the commission's star witnesses—a woman who related vivid stories of political and sexual relations with Mr. Lamb—was proved to have made up her whole story and was tried and convicted of perjury. Other FCC witnesses were discredited, and two returned to the stand to recant.

Notes On History ▪ To the record of the case, which attracted national attention at its time, Mr. Lamb adds several footnotes in his book.

Before the FCC took formal action to set his licenses for hearing, Mr. Lamb says he received "veiled suggestions from people close to the Washington scene that I would be wise to consult a certain Republican law firm. I even heard the amount of the fee required to have 'everything straightened out.' It was $60,000!"

Other Washington contacts, he says, advised him to consult "a certain middleman or 'bagman' in Washington." Mr. Lamb reports that he secretly met with the unidentified bagman "and turned him down."



This photo of Edward Lamb (l) and Senator Estes Kefauver, Mr. Lamb's close friend, was made during a Senate Commerce Committee hearing in June 1954 at which both testified in opposition to the reappointment of John C. Doerfer to the FCC. In his book Mr. Lamb accuses Mr. Doerfer of masterminding the FCC's campaign to discredit him.

Mr. Lamb traces the origin of his troubles to FCC Commissioner (later chairman) John C. Doerfer, a Republican from Wisconsin, the home state of the late Senator Joseph McCarthy who was riding high at the time. (Years later Mr. Doerfer resigned as FCC chairman after an investigation by a House committee of a trip he and his wife made as guests of Storer Broadcasting Co.)

Home Town Trouble ▪ Mr. Lamb also says that "one of the origins of the witch hunt" was in Erie, Pa., where he bought the *Dispatch-Herald* and the rival publishers of the *Times* began a smear campaign calling him "a Communist fellow traveler."

"Someone," says Mr. Lamb, "had thousands of reprints made and sent them to every member of Congress, to government employes, to newspapers and magazines, to banks and even to my customers around the world."

In all, the winning of the renewal of his licenses cost him $900,000, Mr. Lamb reports.

Last year Mr. Lamb gained control of Seiberling Rubber Co. of Akron, Ohio. He still retains his ownership of WICU-AM-TV Erie, two of the stations involved in his long hearing. He has sold his other broadcast properties.

"No Lamb for Slaughter," by Edward Lamb, published by Harcourt, Brace & World, 750 Third Avenue, New York 17; 248 pp; $5.75.

to adopt a rule that would hurt the film industry in the absence of any indication the rule was needed. But it set forth its view that the new legislation provided the authorization for the FCC to adopt such a rule.

Along with the new rules, the commission adopted a public notice detailing their applicability. The notice contains the Communications Act's Section 317, as amended, the new Section 508, the new sponsorship identification rules, and 36 examples illustrating the applicability of Section 317. These include the 27 in the House report and nine added by the FCC from its experience.

Pape Television elects new board of directors

Pape Television Co., licensee of WALA-AM-TV Mobile, Ala., elected a new board of directors and general executives at a May 8 meeting of its stockholders.

Elected to the board of directors were: William O. Pape, who owns 99.56% of the stock; his wife Delphine G. Pape; William F. Joseph; Herscel E. Morrison; Thomas E. Twitty Jr., and Marion R. Vickers. Mr. and Mrs. Pape were also elected president and vice persident, respectively; J. P. (Tom) Jackson was elected general manager of the WALA stations, replacing W. B. Pape (nephew of W. O. Pape); Mr. Morrison comptroller; Mr. Joseph, treasurer, and Mr. Twitty Jr., secretary and assistant treasurer.

WALA-AM-TV has been accused by the FCC of having demanded "large sums of money" to refrain from editorial attacks on Palmer & Baker Engineering Inc., a large mobile architectural and engineering firm. The stations were also cited for allegedly telling a candidate for sheriff of Mobile County that unless he used WALA-TV exclusively, the station would work for his defeat (BROADCASTING, March 11). A hearing on these charges will be held June 19 in Mobile.

Delay asked in co-op opinion

Senator Gale W. McGee (D-Wyo.), speaking for four other Democrats and three Republicans, introduced a resolution Wednesday (May 8) proposing Congress ask the Federal Trade Commission to hold off until June 30, 1964 a March 1963 advisory opinion that cooperative advertising which lists prices would violate the antitrust laws.

Meanwhile, a druggist group, which had asked for the opinion, has told the commission it would continue its cooperative advertising, without prices.

The small business committee of the House held hearings on the opinion May 3 and the Senate unit is to consider soon a bill to carve out a section of the antitrust laws to protect small individual business firms competing with large chain store operations which advertise under one name. (BROADCASTING, April 29). The resolution was referred to the Senate Commerce Committee, of which Senator McGee is a member.

ACCURACY

AP

ENTERPRISE

AP Quality Wins Again!



FIVE AWARDS

This picture, distributed exclusively throughout the world by AP WIREPHOTO and to Associated Press television members subscribing to AP Photofax service, was taken by Hector Rondon of La Republica, Caracas, Venezuela. It has just won the PULITZER PRIZE—the 17th time a picture serviced by AP Wirephoto has won the coveted Pulitzer award. Earlier, it was named the BEST PHOTO in the Spot News category of the National Press Photographers Association "Pictures of the Year" competition. It previously won the TOP PRIZE in the World Press Photo contest at The Hague, FIRST AWARD in the Venezuelan National Journalism contest and the GEORGE POLK MEMORIAL AWARD of Long Island University. *For top quality facsimile picture service for television, the quality winner is AP WIREPHOTO by Photofax receiver from . . . .*

THE ASSOCIATED PRESS

Philco says it's just a homebody

NBC CHALLENGES THE CLAIM, DEFENDS ITS OWN CHANNEL 3 PROGRAMS

Philco Corp. last week based its claim to channel 3 Philadelphia in large part on the ground that its heart and history are in that city. But NBC, which is fighting to retain the channel, sought to demonstrate in an FCC comparative hearing that Philco's heart really belongs to Ford.

David B. Smith, vice president of Philco Broadcasting Co. and a vice president of Philco Corp., testified that the company, a long-time resident of the city, applied for a new station on the channel in 1960 because it felt it could do a better community service job than NBC's owned-and-operated WRCV-TV.

He said the company felt that Philadelphia "needed something to come alive." He said the city "was sterile" and that Philco thought it could use television to "stimulate" greater interest in the community on the part of the public and thus help it achieve greater growth.

But Irving Segal, NBC counsel, drew from Philco witnesses the concession that the make-up of the corporation's top management has changed considerably since the Ford Motor Co. purchased Philco in December 1961.

Mr. Segal emphasized this line of questioning in cross-examining Charles E. Beck, president and chief executive officer of Philco Corp. and chairman of the board of the Philco Broadcasting Co. Mr. Beck, himself, had been director of the Ford Motor Co.'s business planning office before moving to Philadelphia in 1961.

Mr. Beck testified that he had recommended to Henry Ford II, chairman of the board of the Ford Motor Co., the acquisition of Philco Corp. and that he had negotiated the purchase. He also said that after the purchase he recommended that Philco continue to prosecute the application.

A New Deal ▪ Mr. Beck, who said he now reports to Ford's vice president for general products, agreed that there was "a complete reshuffling" of Philco Corp. management after the ownership changed hands. He said the only officer of the old Philco Corp. still holding that rank is Mr. Smith.

He also testified that no directors who had served on the board of Philco Corp. before Ford purchased the company were on the board currently.

However, under redirect examination, he was able to get into the record that four officers of the Philco Broadcasting Co. had been with Philco before the company changed hands. One is Joseph H. Gillies, who had been a Philco Corp. vice president. He is now president of the broadcasting company and an executive assistant to Mr. Beck. Mr. Gillies is scheduled to testify.

Philco began presenting its direct case in the comparative phase of the complex hearing on Thursday, after NBC had completed its case. Philco witnesses are expected to wind up their testimony this week. Chief hearing examiner James Cunningham is presiding.

NBC is being compelled by a Justice Department consent decree to give up WRCV-AM-TV by June 30, 1964. The network is seeking renewal of the stations' licenses so that it can trade the properties for RKO-General Corp.'s Boston stations, WNAC-AM-TV and WRKO (FM).

In outlining Philco's reasons for applying for the channel, Mr. Smith said the company felt it could not only make money with a station but meet community needs it didn't think WRCV-TV was satisfying.

Few Chances ▪ Under questioning by Philco counsel Quinn O'Connell, he said a review of WRCV-TV's programing revealed "only about 7% was local live." But, more importantly, he said "there was little opportunity for the community to utilize the facility for local needs."

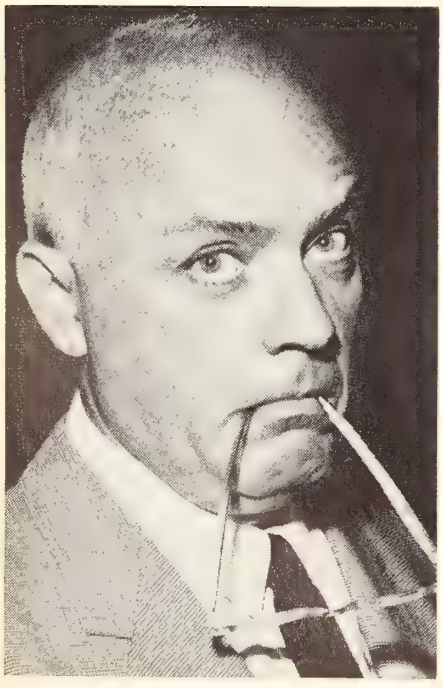
He contrasted this with what he said was the situation existing when the channel was occupied by Philco's station WPTZ(TV). Philco, he said, had used the facility to develop such local talent as Rosemary Clooney and the late Ernie Kovacs. The company wants to do the same thing again, he said. Philco sold its TV facility in 1953 to Westinghouse Broadcasting Co., which traded it to NBC in 1956.

Mr. Smith also said the company felt there were many Philadelphia groups and organizations that "could benefit" from a television station that enabled them "to get their ideas before the public."

Mr. Segal, however, in questioning Mr. Beck, brought out that none of the present officers or directors of Ford, Philco Corp. or Philco Broadcasting has "ever directed the day-to-day operations of a commercial broadcasting company."

Defense And Denial ▪ Earlier in the week, NBC wound up its case with a defense of its programing on WRCV-TV and another denial of a Philco allegation that the station's local live programing was increased only as a consequence of the Philco application.

Raymond Welpott, executive vice president of NBC's owned and operated stations and general manager of the network's Philadelphia properties, said the "pressure" for additional local live programing came from the FCC, beginning with its program policy statement of 1960, and the changing tastes



Joseph H. Gillies
Waiting to testify



Charles E. Beck
Recommended purchase



YOU MAY NEVER LIFT THE HEAVIEST METAL*—

BUT... WKZO-TV Pulls The Most Viewers in Greater Western Michigan!

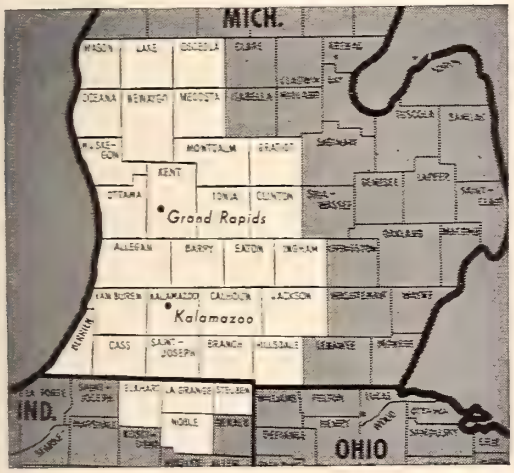
If you're looking for the bulging-est broadcast biceps in Michigan outside Detroit, WKZO-TV is for you!

The power of this muscular medium comes through on every page of the November '62 NSI. It credits WKZO-TV with an average of 30% more homes than Station "B", 6:30 p.m.-10 p.m., Sunday through Saturday!

And the latest ARB (Nov. '62) measures an equally robust performance. Example: 9:00 a.m.-noon, weekdays, WKZO-TV averages 56% more homes than Station "B".

See Avery-Knodel about this hairy-chested powerhouse! *And if you want all the rest of upstate Michigan worth having, add WWTV/WWUP-TV, Cadillac-Sault Ste. Marie, to your WKZO-TV schedule.*

WKZO-TV MARKET
COVERAGE AREA • NCS '61



A cubic foot of osmium weighs 1,403 pounds.

AM-TV-FM

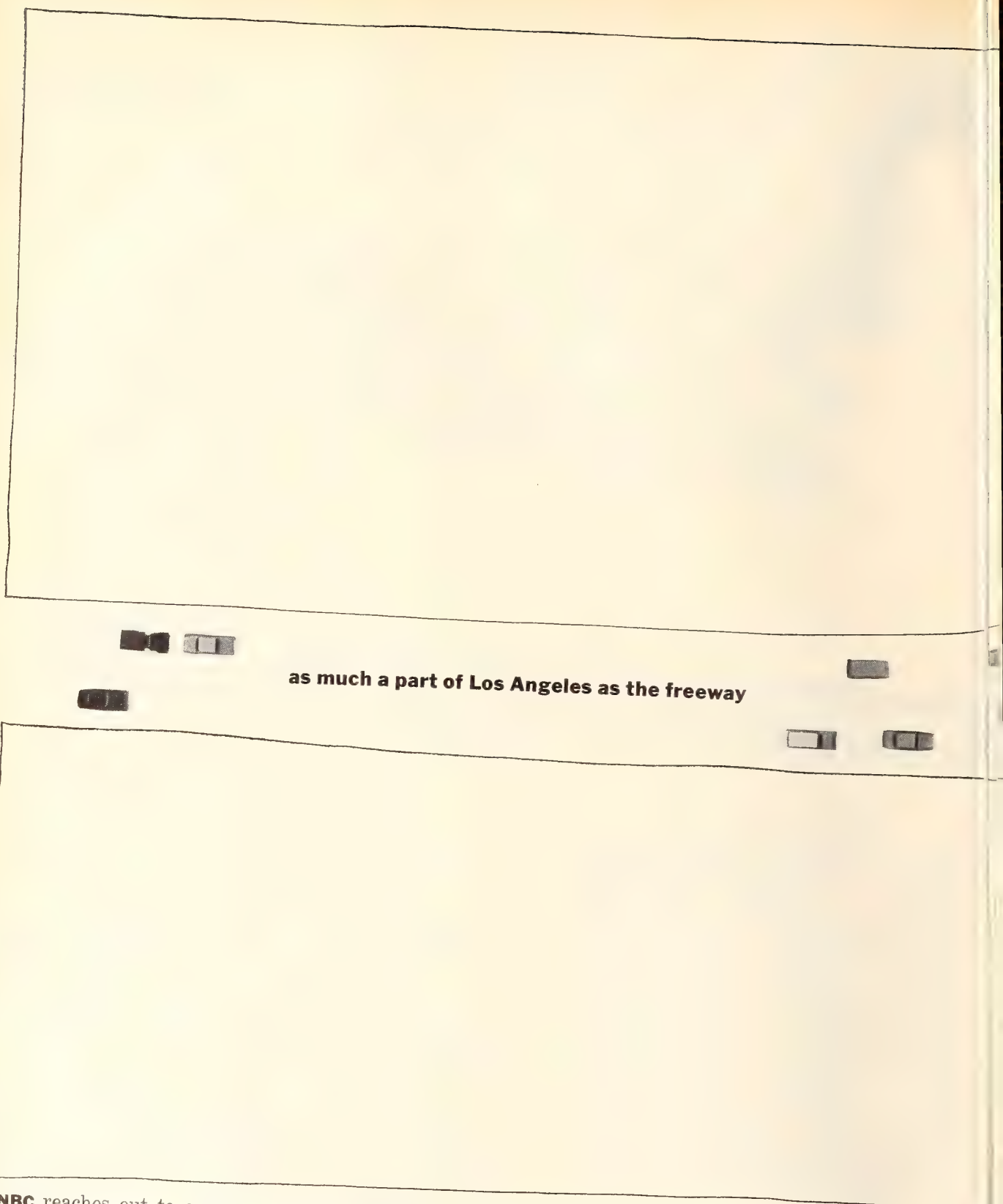
The Fetzer Stations

RADIO
WKZO KALAMAZOO-BATTLE CREEK
WJEF GRAND RAPIDS
WJEF-FM GRAND RAPIDS-KALAMAZOO
WWTV-FM CADILLAC

TELEVISION
WKZO-TV GRAND RAPIDS-KALAMAZOO
WWTV/ CADILLAC-TRAVERSE CITY
/WWUP-TV SAULT STE. MARIE
KOLN-TV/ LINCOLN, NEBRASKA
/KGIN-TV GRAND ISLAND, NEB.

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives



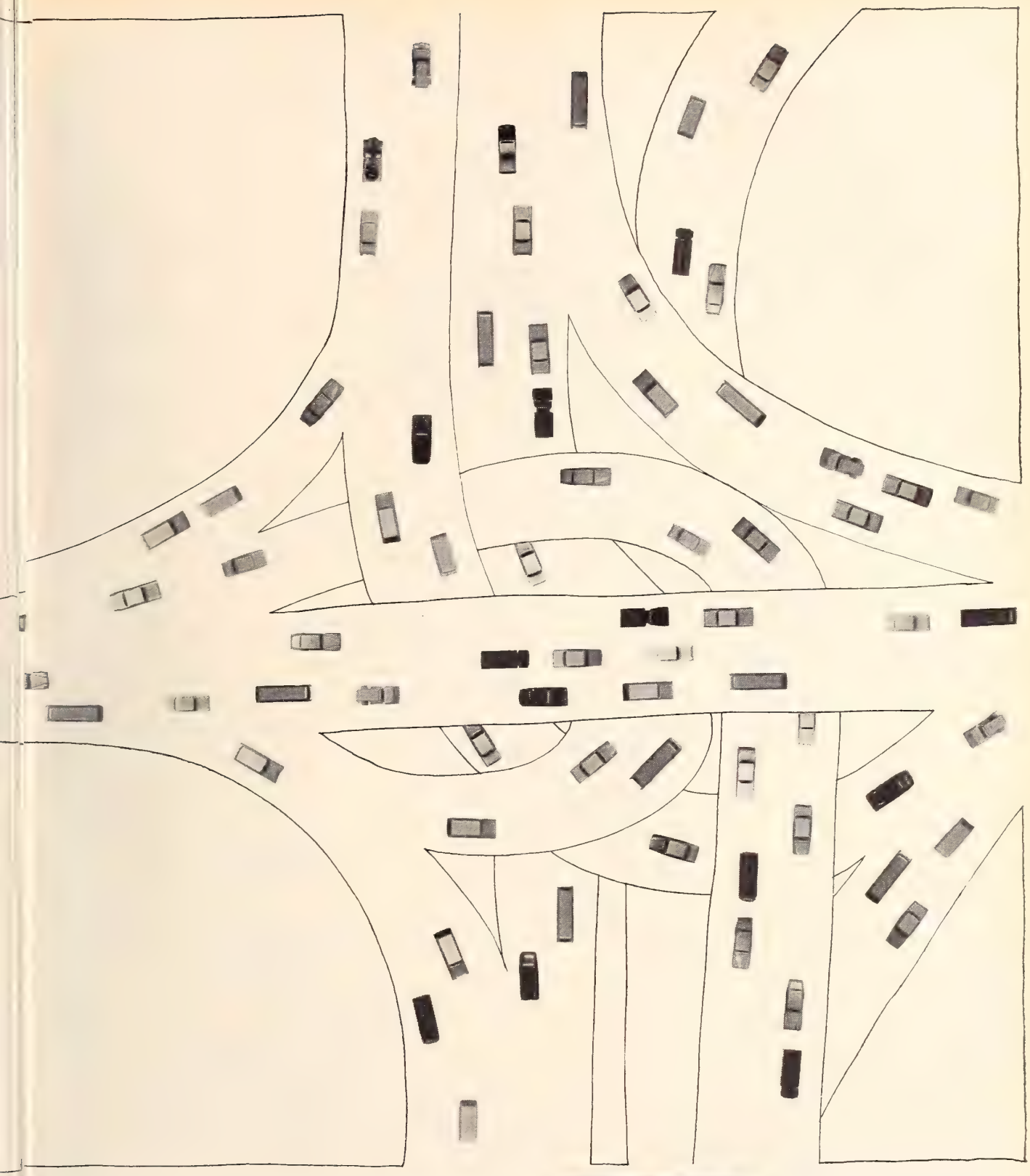
as much a part of Los Angeles as the freeway

KNBC reaches out to every corner of southern California for its rich and varied programming. Its cameras travel from City Hall to the State Capitol to present key political issues, and to the universities to explore the fine arts and the humanities.

Civic events are always in focus. Each week *Survey '63* examines vital issues—as in *Mayor Yorty's Report* on the city's administrative problems and in *One For The Road*, dramatic award-winner on driving and drinking.

Nationally known figures appear regularly on KNBC's many cultural programs: Dr. Frank C. Baxter hosts his award-winning *Harvest*, Lorser Feitelson discusses "The Great Art of Drawing" on *Feitelson On Art*, Milton Sperling hosts prominent guests and faculty members of the University of Judaism on *Ethics*, and Dr. Robert M. Hutchins interviews world leaders on *Great Conversations*.

To help showcase southern California's wealth of young talent, KNBC telecast the University of Redlands' stunning performance of *Romeo And Juliet*—in prime



time—as an uninterrupted 90-minute Color Special. An hour of prime time was utilized to introduce the winners of California's coveted Harmony Awards on *Debut*.

KNBC's community programming is the television freeway to the homes of Los Angeles—the problems and rewards of life in the nation's fastest-growing metropolitan area. This kind of community-station link—joined with the wide-ranging NBC Network programming of diversified entertainment and information—is distinctive to the programming of all NBC Owned Stations.

KNBC, LOS ANGELES
WRC-TV, WASHINGTON
WNBC-TV, NEW YORK
WRCV-TV, PHILADELPHIA
WNBQ, CHICAGO

NBC Owned. Represented by NBC Spot Sales.

of the Philadelphia audience.

Philco counsel Henry Weaver, who cross-examined NBC witnesses, had brought out that WRCV-TV had substituted commercial films for a number of network sustaining programs in 1959, but had begun adding local public service series in 1960.

The Philco attorney had also shown that many of the station's local live shows were carried either after 1 a.m. or before 7 a.m. But Mr. Welpott, who was on the stand three and one-half days, said this didn't indicate lack of interest by the station in such programs.

He said WRCV-TV began an "experiment" in 1958 to determine whether it could build a late-night audience for public affairs programs. He said the experiment was abandoned after a year but that the reaction of the public to the dropping of the shows was such that the station decided to schedule the programs at an earlier hour and to repeat them late at night.

He said that in programing local live before 7 a.m., the station was trying to develop "a continuity of attraction" for programs in that time period. He also said the five NBC-owned stations are developing educational programs which will be rotated among them as a replacement for NBC's early-morning *Continental Classroom,* which is being dropped from the schedule by the network this week.

FCC has hindered broadcasting, not helped

COMSTOCK HITS 'PRESSURE AGAINST PROGRAMING'

"A maze of signs, speed traps, limitations and penalties" has been erected in the path of broadcasting by the FCC whereas the agency "can and should provide reasonable rules of the road to expedite progress," a top executive of the National Association of Broadcasters charged last week.

In the strongest words yet used by an NAB official against the FCC, Paul Comstock, vice president for government relations, said last Friday (May 10) that the present broadcasting-FCC relationship is "probably the most turbulent that any industry in this country has ever experienced." Mr. Comstock's remarks were prepared for delivery before the convention of the Montana Broadcasters Association in Bozeman.

The FCC's current policy of "restriction and restraint" is no more rational than permanently snarling traffic on a freeway in order to catch a reckless driver, he said. "No doubt we can endure, these slings and arrows. What we cannot long endure, however, is the growing pressure of governmental power against programing."

Mr. Comstock pointed out that proponents of program control always cite the public interest in asking: "Is there any *greater* public interest than preservation of freedom of expression in this country? . . . Demands for the intervention of the inexorable hand of government to change programing are not only inconsistent with intellectual freedom—they betray a wanton disregard for American democracy."

Undisputed Facts ▪ Answering complaints that other countries have more classical music, drama and education on radio-TV than U. S. commercial stations, the NAB vice president said these facts are undisputed, "utterly irrelevant and immaterial. We are in America—not in some other country" where broadcasting is a function of the government.

"I do not for one minute admit that our broadcasters have neglected education and the arts," Mr. Comstock said. On the contrary, he stated, the amount of time devoted to artistic, educational and public service programs is "simply amazing" under our voluntary system. If the quality of these programs is inferior, he charged, the fault lies more with the artists and educators than anyone else. "We [broadcasters] are a medium of expression for American culture, not an organ of propaganda," he said.

"Many highly educated people who ought to know better exhort us to raise the cultural level of the people—to give them spinach when they want candy," he said. "It is a dangerous trend and merits no support from thoughtful people."

Broadcasters must launch a counter-attack by enlisting the support of friends, neighbors and the intellectual leaders in their communities, Mr. Comstock said. Hope for improvement of the situation lies in "the wisdom of our friends in Congress," he told the Montana broadcasters, and in the integrity and intelligence of the governmental officials concerned.

ETV money bill stalled

Senate and House conferees were unable last week to resolve differences over a $1.4 billion supplemental appropriation bill which would provide $1.5 million to start a matching state-federal assistance program for new educational television stations. The bill was sent back to the conferees for further consideration. Both houses have agreed to the ETV money, which remains intact (BROADCASTING, May 6).

Lawyers to debate FCC's program authority

A debate on the FCC's authority over programs between Washington attorneys W. Theodore Pierson and Harry M. Plotkin is scheduled to take place at the June 11 luncheon meeting of the Federal Communications Bar Association in Washington.

Mr. Pierson is the author of a monograph on this section of the Communications Act. In it he recommends that the act be amended to prohibit the FCC from considering or making judgments on the composition of programs broadeast by licensees (BROADCASTING, Jan. 28). Mr. Plotkin is a former associate general counsel of the FCC.

A new special committee to review the Communications Act and the FCC was named by FCBA President Donald C. Beelar last week. The committee is ordered to consider revisions of the Communications Act in areas other than those already recommended, and also to review the organization and functions of the FCC. The committee was asked to submit its study reports (not recommendations) by mid-December.

Frank U. Fletcher was appointed chairman of the new committee. Other members: Wayne E. Babler (Wisconsin Telephone Co.), Edgar F. Czarra Jr., Byron Harrison, Kelley E. Griffith, Edgar W. Holtz, William A. Koplovitz, Thomas O'Reilly (General Services Administration), and Thomas H. Wall. All are broadcast or communications lawyers in private practice except those otherwise identified.

Witnesses oppose rules on tax deductions

There was unanimous opposition by over a dozen witnesses testifying last week on the Internal Revenue Service's new rules on income tax deduction of travel, entertainment and gift expenses. IRS held a two day hearing on the proposed regulations which Commissioner Mortimer Caplin said, will be released in final form next month.

He said the rules are becoming "better understood and should not interfere with reasonable and legitimate business activity." Taxpayers currently are operating under temporary rules, issued late in March, until the final regulations are adopted (BROADCASTING, April 1). Regulations on record keeping requirements to substantiate legitimate deductions were issued late last year (BROADCASTING, Dec. 31, 1962).

Under the proposed new rules, no deduction will be allowed unless it is "directly related to the active conduct" of a taxpayer's business.

No witness from broadcasting testified before a panel of five IRS officials.



The advertising agency that doesn't have an occasional disagreement with the client is simply not presenting new, different, or adventuresome advertising ideas.
At Young & Rubicam we wear our bruises like badges.

Harris to ad club: 'Too many commercials'

CALLS RADIO A GROWING, BUT OVERPOPULATED, MEDIUM

Radio broadcasters, even though locked "in mortal combat with each other economically and technologically," are airing too many commercials, according to Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee.

Speaking to the Advertising Club of Washington, last Tuesday (May 7), Representative Harris said that despite TV, radio "is still a growing medium." But with 5,100 stations on the air, broadcasting is suffering from overpopulation, he said.

The FCC placed a freeze on AM applications a year ago (BROADCASTING, May 14, 1962), Representative Harris said. But "the chairman of the commission has advised me that a decision on AM standards will be reached within the next few weeks" [see page 27], he added.

Six commissioners, including the chairman, were seated at the head table. The congressman continued: "Personally, I doubt the wisdom of the use of economic standards as a yardstick for the granting of radio licenses."

He also said he'd been told that the agency will begin accepting FM applications this fall, ending a freeze set late last year (BROADCASTING, Dec. 24, 1962).

The commission also has before it for review this week a proposed rule on limiting commercial time, which could follow codes of the National Association of Broadcasters and the Radio Advertising Bureau (see page 28).

"Much, if not most, of radio programing consists of music of various kinds, interspersed with news and advertising," said Representative Harris. "It seems to me that such use of a valuable medium constitutes some waste, unfortunately, of precious spectrum space."

Disclaiming personal opposition to recorded music, news and advertising, Representative Harris said, "Some people question whether the continued use of valuable radio frequencies for a daily diet of recorded music with an occasional seasoning of news and a plentiful gravy of advertising is in the public interest.

"Much radio today is in my judgment not balanced programing, and I think it can be stated without question that radio today in the United States does not provide service at its full potential," the congressman said.

Representative Harris also noted that so much attention has been paid to the potentials of Telstar, an experimental communications satellite (see page 84), "that we neglect more traditional ways of exchanging television programs on an international basis."

The Ad Club presented Representative Harris, a former member of the House District Committee, an award for "outstanding achievement and distinguished service in behalf of the District of Columbia."

FCC TO HARRIS:

Power is there to demand sale of political time

Broadcast licensees may be required to provide time for broadcasts by political candidates whether they want to or not.

That is what the FCC, in a 5-1 decision, told Representative Oren Harris (D-Ark.) in a detailed, 12-page memorandum last week.

Representative Harris, chairman of the House Commerce Committee, asked the agency in March how it legally could have demanded that WLBT(TV) Jackson Miss., sell time to a congressional candidate in 1960 when the station said it preferred to sell to no one (BROADCASTING, March 18). The congressman said in a Mississippi speech last month that he wished the station had taken the matter to court (BROADCASTING, April 22).

FCC Chairman Newton N. Minow told Representative Harris that under the agency's license renewal powers it could question whether the station had operated in the public interest by refusing to sell political time in this instance.

The memorandum said pretty much the same thing last week. However, Commissioner Robert E. Lee stated in a dissenting opinion that the FCC must follow the letter of the Communications Act. "If Congress meant to imply or infer that a licensee is under a duty to allow the use of its station initially by a political candidate, then Congress should undertake to clarify its intent," Commissioner Lee said.

The majority said that in processing

Award date for Harris

An award luncheon honoring Chairman Oren Harris (D-Ark.) of the House Commerce Committee, will be held June 6 at the International Inn, Washington, under auspices of the Washington, D. C. Chapter of Broadcast Pioneers. The announcement was made by Frank U. Fletcher, Washington attorney, chairman of the Pioneers' chapter. Members of the Commerce Committee, the FCC and the Arkansas delegation to Congress will be guests.

Congressman Harris was to have received the award, honoring him for his legislative leadership and contributions to communications, in New York last month in conjunction with the Peabody Awards luncheon, but was unable to be present because of House floor responsibilities.

Ward L. Quaal, WGN Inc., Chicago, national president of BP, will make the presentation, along with Paul W. Morency, WTIC-AM-FM-TV Hartford, Conn., chairman of the awards committee.

Members of Broadcast Pioneers, their guests and others identified with communications are invited. Reservations for tickets ($6.50) or tables of 10 ($65) should be made with check payable to Chairman Frank U. Fletcher, 1023 Munsey Building, Washington 4.



Attending a Radio Day luncheon to hear a talk by Representative Oren Harris (r) were (l to r) FCC Commissioner Robert E. Lee, FCC Chairman Newton N. Minow, and Washington Ad Club President Robert Bauerman.



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"Here's Dick Van Dyke"
260 ten minute shows



LOUIS NYE
"Nye on to everything"
Choice of 15-30-60 minute segments



PETER LORRE
Peter Lorre's
"Treasury of Terror!"
260 ten minute shows

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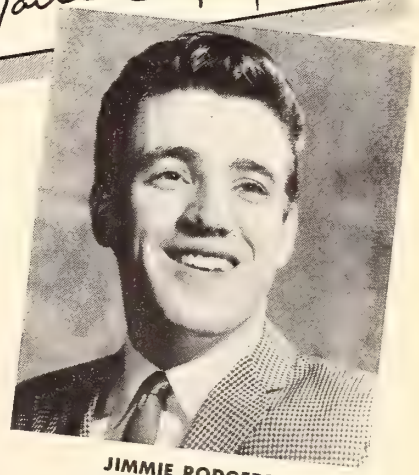
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Trafficking charged in WABW sale

WABW Annapolis, Md., "has become the vehicle for trafficking in licenses," according to a petition filed at the FCC last week by Annapolis Broadcasting Corp., licensee of WANN and WXTC(FM), both in that city. ABW Broadcasters Inc., licensee of WABW, has applied to sell the station to Radio Chesapeake Inc.

Annapolis Broadcasting asked the FCC to either deny the application or set it for hearing. The petition said WABW has been sold six times in less than seven years and hasn't had a real license renewal examination in almost 10 years. The WABW ownership shuffle has constituted an exploitation of a "loophole in the commission's license renewal procedures," it added.

The petition stated that Lester J. Grenewalt is licensee of WDMV Pocomoke City, Md., and Marvin Mirvis is general sales manager of WITH Baltimore. Both are principals of Radio Chesapeake, and Annapolis Broadcasting said the FCC should find out if WABW will sell advertising jointly with these stations.

The petition noted that the price for WABW was originally $42,000. ABW bought it for $116,000 in 1960 and is trying to sell it to Radio Chesapeake for $125,000.

complaints "it is obviously desirable to bring the matter immediately to the attention of the station to obtain its views when all the facts or considerations are fresh and to permit the commission to ascertain whether the station's position is consistent with the public interest."

The commission's conclusion, the majority held, "is fully consistent, we believe, with the statutory language, the legislative history and judicial and administrative interpretation, and promotes the wider and more effective use of radio in the public interest."

Proposed sale of WKTB protested by WGTC

Greenville, N. C., is too small to support a third AM station, WGTC, that city, told the FCC last week. WGTC was objecting to the proposed sale of WKTB from H and R Electronics to Bell Broadcasting Corp., the application for which WGTC asked be denied or designated for hearing.

WGTC said that H and R wishes to sell WKTB because the station is in financial trouble which has kept the station off the air for all but a short period. Bell Broadcasting has proposed to put WKTB back in operation, WGTC said.

WGTC said that Greenville is too small (22,860) for a third AM operation; WOOW also operates there. WGTC said that during the brief period of WKTB's operation, the former station suffered economic injury, and if Bell puts the station on the air again there will be additional injury to WGTC.

WGTC also charged that the application for assignment of WKTB's license violates the FCC's three-year rule, and that there is no cause for granting a waiver of the rule. Approval of the sale will cause a general deterioration of radio programing in Greenville, WGTC said.

Voluntary censorship comments are sought

A code of voluntary wartime censorship for news media has been submitted to a group of radio-TV, newspaper and magazine representatives for their comments.

The code, virtually the same as that published by BROADCASTING Magazine two years ago (BROADCASTING, May 8, 1961), was handed to representatives of all news media at a last Thursday (May 16) meeting in the office of Edward A. McDermott, director of the White House's Office of Emergency Planning.

Representing broadcasting were Howard H. Bell, National Association of Broadcasters vice president, and William G. Garry, WBBM-TV Chicago, president, and Edward F. Ryan, WTOP-AM-FM-TV Washington, first vice president, of the Radio-Television News Directors Association. Also present were representatives of the American Newspaper Publishers Association, the Magazine Publishers Association, the Association of Newspaper Editors and Business Publications Association.

In submitting the document, which is not classified, to the media delegates, Mr. McDermott asked them to study it and submit comments—additions, deletions, revisions, etc.

The code, patterned after the World War II rules, spells out information which during wartime would be dangerous to the security of the United States to divulge. It covers war plans, attacks, allied forces, ships, aircraft and missiles, fortifications and installations, production, intelligence, war prisoners travel, photographs and maps, weather, interviews and letters and war news coming into the United States.

In World War II, the Office of Censorship was headed by Byron Price, former general manager of the Associated Press.

Presidential Order ▪ The censorship code would be placed into effect by an executive order of the President in the event of war or other national emergency. It will be, according to sources close to White House planners, a civilian operation, as in World War II.

In existence is a standby cadre of an Office of Censorship.

A committee of Congress has been planning to hold closed door hearings on the censorship plans of the administration for war and for actions short of war. Representative John E. Moss (D-Calif.) and his House information subcommittee are scheduled to conduct executive session hearings soon on this subject (BROADCASTING, April 1).

IT COSTS TO BE REGULATED

Commission to begin charging up to $100 for most licensing activities after Jan. 1

FCC licensees and applicants will have to pay some of the costs of being regulated beginning Jan. 1. As of that date, applications filed with the commission are to be accompanied by checks of up to $100.

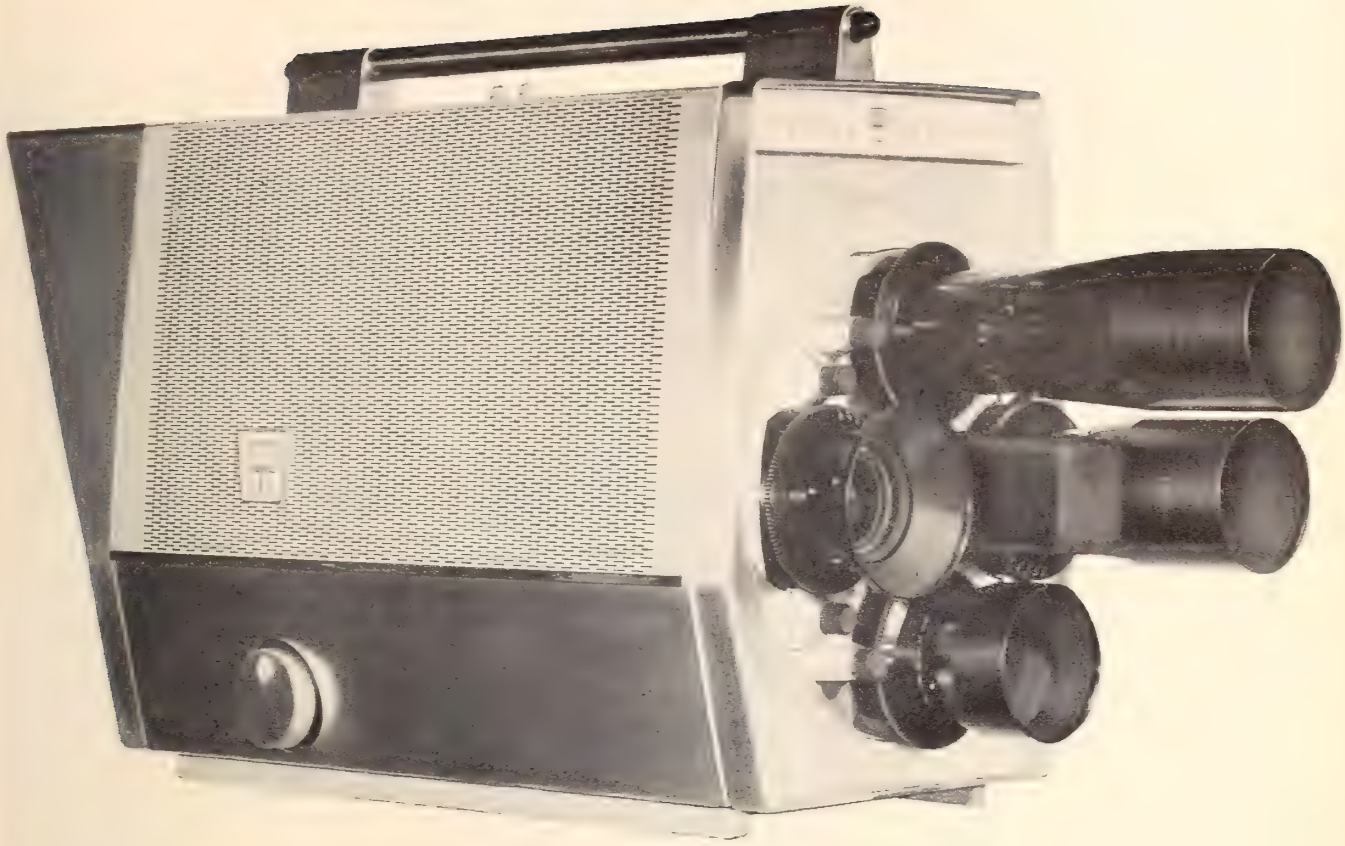
The commission by a 5-2 vote last week, finalized a rulemaking proposal that had been outstanding since Feb. 16, 1962. It adopted an order establishing a schedule of fees for the filing of applications in most of its licensing activities.

The schedule, which is scaled down from that contained in the rulemaking proposal, is designed to recover an estimated $3,843,000 which is about one-fourth of the commission's $14.5 million appropriation for fiscal 1963. The original proposal would have recovered some $6.75 million (BROADCASTING, Feb. 19, 1962).

Last week's order had been anticipated since March, when the commission announced it was instructing its staff to prepare the schedule. As indicated at that time, a $100 fee will be charged for television applications for new stations, major changes, renewals, assignments of license and transfers of control. The charge for AM and FM applications in these categories will be $50 (BROADCASTING, April 1).

In the original proposal, these charges were $250 for television and $150 for AM and FM.

Other Charges ▪ An application for a change in call letters will cost $20 in



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We're confident you'll find the new Sarkes Tarzian 1500L Solid State Studio Camera System suitable for all but your most elaborate production requirements. Employing the newly released 1.5" image pickup tube, the 1500L camera delivers unmatched performance for 80-90% of your live programming. And it's thrifty, too. Operating cost is under twenty cents an hour—far less than that of an image orthicon camera system—and initial cost is 50% less. For more information, write or call:

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PERSPECTIVE ON THE NEWS

If Henry gets Minow's job . . .

WILL THE MINOW ERA TURN OUT TO BE THE GOOD OLD DAYS?

In several private conversations Newton N. Minow has recently said that if the 34-year-old Commissioner E. William Henry succeeds him as FCC chairman, broadcasters will look back upon Mr. Minow's regime as one of benevolence.

As Mr. Minow told one broadcaster: "You ain't seen nothing yet."

It is more than possible that a thread of seriousness ran through the incumbent chairman's facetious remark. In two public speeches Mr. Henry has made and in news conferences he has held since joining the commission last October, the commission's youngest member has laid out a pattern of regulatory philosophies that is at least as government-minded as Mr. Minow's.

Only two weeks ago Mr. Henry proposed that the commission insist that stations devote some percentage of their schedules to sustaining programs. This concept was advanced in 1946 in the FCC's celebrated Blue Book, but it has never been adopted formally and was specifically rejected by the FCC in its 1960 program policy statement.

At the same time Mr. Henry suggested that television broadcasters be required to broadcast regularly scheduled announcements describing "the legal responsibilities of television stations to serve their listening public's needs and interests—at the same time soliciting public response, criticism and suggestions for improved programing."

These two proposals were included in a speech at Nashville May 3 to the Radio and Television Council of Middle Tennessee, an organization of representatives of civic, educational, social, religious and broadcasting interests.

Starvation Diet? ▪ In the same speech Mr. Henry questioned whether the public would be served by next season's television network schedules. He said that as now planned the schedules contain only two hours of regularly scheduled public affairs programing in prime evening time. He acknowledged that "public service 'specials' " would be aired, but he said that the networks were "vague" in their announcements of plans for specials.

"I wonder," he said, "if the reason for this vagueness will prove to be the networks' intention to inject public service specials as sporadic substitutes for programs whose ratings turn out to be lower than their competition."

He also questioned whether the audience deserves in syndicated programs "something better than an overdose of reruns [of off-network shows] of the same old categories—variety, dramatic series, audience participation, dramatic anthology and situation comedy."

"Is there a group of viewers," he asked, "who feel that networks dominate the sources of program supply and that this domination is so strong it would survive the prohibition of option time?

". . . Would they feel that profitability and conformity to mass taste have become almost the only criteria for network programing?"

Call for Pen Pals ▪ Mr. Henry urged that viewers take a hand in broadcasting by "telling the broadcasters which types of programs you feel are good, which are bad and which should be changed; and by letting the FCC know when your interests are not being served."

Without identifying the show (*It's a Man's World*) or the network (NBC-TV), Mr. Henry said that 40,000 to 50,000 letters protested the cancellation of the program. Despite the mail, he said, "the network, having inhaled the mystic vapors from the rating service oracle, announced ex cathedra that its audience did not justify the program's continuance."

That volume of mail, directed to other quarters, would precipitate action, Mr. Henry said.

"If 50,000 letters were received by the Federal Communications Commission next Monday morning demanding more general public service programing in prime viewing hours, or less conformity, or more creativity in programs, there would be a flurry of interest at our 12th and Pennsylvania Avenue offices the likes of which has not been seen since the rigged quiz scandals.

"If Senator Pastore, who chairs the Senate Subcommittee on Communications, received 50,000 letters on these or any other broadcasting subjects, there would probably be an inquiry within days."

Where He Stands ▪ Mr. Henry made it known soon after he took office last October that he had definite views on the FCC's regulatory role. In a speech last Dec. 13 to the Federal Communications Bar Association he made these points:

▪ The FCC is not a neutral arbiter like a court. It has a "positive and affirmative" job to look after

all three services. For all other broadcast applications, including TV translator applications and pro forma transactions, the fee is $30. These charges are the same as those originally proposed.

Other fees to which broadcasters are subject include: new common carrier point-to-point microwave, $30 (reduced from $100) and renewals, $5 (reduced from $50); local TV transmission, $50 (unchanged); renewals, $5 (reduced from $25).

Commercial radio operators would have to pay $5 for a first class examination and license, $4 for a second class, and $3 for a third class. Applications for commercial licenses and for restricted radiotelephone permits will cost applicants $2.

All fees—which will be turned over to the U.S. Treasury—are to be paid at the time the application is filed. However, applications returned for additional information will not require an additional fee when resubmitted.

The commission granted a number of exemptions from the payment of fees, including tax-exempt organizations operating noncommercial educational broadcast stations and experimental radio services.

Voting in favor of the order were Chairman Newton N. Minow, and Commissioners Robert E. Lee, Kenneth A. Cox, E. William Henry and Rosel H. Hyde. Commissioners Robert T. Bartley and Frederick W. Ford dissented.

Fees An Old Idea ▪ The commission has been considering charging fees since 1954. When the idea was proposed at

the public interest.

▪ Television programs, he had already decided, "exhibit a discouraging degree of sameness, particularly in prime time."

▪ "The idol of majority approval must not be worshiped by the networks to the complete exclusion of the public's need for variety and the creative artist's need for an outlet for his talents. Networks must satisfy the majority, but only part of the time; and they must accurately determine what the majority really wants, not what it accepts merely because nothing else is offered."

▪ Local FCC hearings of the kind that had been held in Chicago and were later to be held in Omaha are "an effective tool for determining the manner in which TV broadcasters are meeting their responsibility to conduct locally originated programing and to impress on them the importance of this responsibility."

Man in Omaha ▪ Two months after he made his maiden speech to the Washington lawyers he presided over the FCC's hearing on local television programing in Omaha. In news conferences during it he said:

"The FCC, I think, is aware of the responsibility of broadcast stations to be a community outlet, which is simply another way of saying that they have a responsibility to broadcast local live programing. This is a responsibility that, I think, the general public is not as aware of as the FCC which establishes the policy . . . the broadcaster's responsibility to lead and influence local public opinion as well as to reflect it."

He said the Omaha hearings were useful because they educated the people "about the rights they did not know they had."

Mr. Henry is expected soon to submit a detailed report on the Omaha hearings—which the FCC called and conducted although no citizen had objected to the operations of any of Omaha's three television stations.

In general Mr. Henry's voting record has coincided with Mr. Minow's. He is expected to vote for the two major rulemaking proposals now confronting the commission—to prescribe a policy of population control over AM radio stations and to invoke limitations on commercial time on both radio and television stations (see stories beginning page 27).



Mr. Henry
His time about to come?

that time, the Senate Commerce Committee asked the commission to delay action until Congress considered the matter further. That was the last heard of the proposal until Chairman Minow revived it in 1961.

Most of the 900 comments filed in the proceeding opposed the rulemaking proposal. But the National Association of Broadcasters, which at one time indicated it might seek relief from the courts if the commission adopted a filing fee schedule, appeared last week to have abandoned that idea. An NAB spokesman said there did not appear to be any basis for an appeal.

The commission, in its order, cited as authority for its action the Independent Offices Appropriations Act of 1952, which called on federal agencies to make themselves "self-sustaining to the fullest extent possible" by charging fees.

A number of other agencies, including the Defense Department and Federal Aviation Agency charge fees. But the FCC would be the first regulatory agency to do so.

WSM wants higher power for clear channel AM's

WSM Nashville has filed its support of the proposed rulemaking by the Clear Channel Broadcasting Service, that clear channel stations be allowed to increase power to 750 kw from the present limit of 50 kw. WSM also petitioned the FCC for a separate rulemaking which would allow it to increase its power to 750 kw.

In its comment, WSM said that the CCBS proposal would bring new service to more than 25 million persons and provide valuable standby communications during times of disaster. WSM claimed that the U. S. is far behind other countries in developing its clear channel facilities.

WSM said that it was following the the FCC's suggestion that it file a rulemaking request to increase its power when the agency returned WSM's formal application for 750 kw. The station said that if it is allowed to increase power it will provide better service to the Southeastern states and can program to Central America and the Caribbean area.

Free overseas TV sets dropped by foreign aid

A controversial $1.6 million foreign aid project by the Agency for International Development to give 1,000 transistorized TV receivers to underdeveloped nations for educational purposes has been quietly dropped.

AID Director David E. Bell, testifying before the House Foreign Affairs Committee on a $4.5 billion appropriation for foreign aid, disclosed the agency is negotiating with Warwick Manufacturing Co., Chicago, to settle a $400,000 contract for first installment of sets. The contract with Warwick aroused congressional ire when it was learned one AID official went ahead on his own and contracted for initial production without giving other TV makers a chance to bid.

The FCC last week...

▪ Granted KXGO-TV (ch. 11) Fargo, N. D., permission to construct new tower, which will be the world's tallest man-made structure. It will be 2,000 feet above the average terrain. The tallest structure in the world is presently the tower jointly used by WRBL-TV and WTVM-TV, both Columbus, Ga., which stands 1,749 feet.

▪ Stayed the automatic logging rules until June 17. The extension was granted following a request by several groups who have asked for reconsideration of the portion of the new logging rules which requires daily inspection of the transmitter of AM and FM stations.

Moss investigating newsmen's complaints

WANTS M'NAMARA TO EXPLAIN MILITARY POLICE ACTIONS

Television news photographers who have argued futilely with military police restraining them from photographing or even approaching military disaster scenes located in civilian areas are no longer fighting their access battle alone.

The increasing number of instances where military police and their superiors have prevented newsmen from doing their jobs—even threatening them with force in some cases—has aroused a House information subcommittee to take the matter to the top (CLOSED CIRCUIT, April 15).

Representative John E. Moss (D-Calif.), chairman of the Foreign Operations and Government Information Subcommittee, has asked Defense Secretary Robert S. McNamara for a complete and immediate comment on the situation, one in which he says "there has been a very disturbing trend. . . .

"Military authorities are acting in an outrageous manner when they take it upon themselves to violate civil rights in areas where they have absolutely no legal powers," Representative Moss wrote the secretary on May 1. An unsatisfactory reply is likely to bring on hearings, it was learned from a subcommittee source last week.

Officers in charge at crash scenes, and the information personnel who assist them and work with newsmen, usually strive to cooperate, but there has been a noticeable trend toward hindrance in the name of "security," newsmen have informed the subcommittee. Even a display or reading of appropriate regulations to military personnel on the scene has failed to overcome their obstruction of civilian newsmen, the subcommittee has been told.

Reprimands And Reminders ▪ In his letter Representative Moss notes that his subcommittee has studied the problem "for many years." When in the past a "number of questionable incidents arose, military personnel responsible for improper restrictions on civilian newsmen were reprimanded in each case and reminded of regulations prohibiting restrictions," he continues.

However, Representative Moss points out, "these restraints are now authorized when, in the judgment of the military authority, certain information is to be protected in the best interests of the United States."

No one questions "that critical defense information must be safeguarded," Representative Moss says. "But, there appears to be a trend in the military services toward the encroachment upon functions which, historically and legally, belong to the civilian authorities."

According to subcommittee information, the Army and Air Force in particular have okayed restraints:

▪ The Army claims that by restraining photographers who have filmed material "known or reasonably believed to contain classified information or material," its personnel "are performing a mission fully assigned by constitutional authority." The service cites Army Regulation 360-5, dated Aug. 29, 1961, Executive Order 10501 and Department of Defense Directive 5200.1.

▪ While it also supports restraints, the Air Force has shown some indecision. A February 1962 brief from the inspector general says "there is no civil or military authority which permits use of physical force to restrain news media representatives" from approaching off-base crash scenes. The following month, there was an amendment. In rare—"repeat rare"—instances involving possible "compromise of vital defense information," photographers refusing "to surrender photographic equipment . . . will be escorted out of the area. . ."

Tougher Air Force restrictions, required by wider use of nuclear weapons in aircraft, now are being considered by the service, a spokesman said Thursday.

▪ The appropriate Navy regulation states: "Under no circumstances shall naval personnel use any degree of force to prevent or otherwise interfere with civilian photographers obtaining pictures outside of naval jurisdiction."

The subcommittee has been told that in practice, military police and other personnel often disregard these directives and proceed to restrain newsmen arbitrarily for the sake of "security."

Recent off-base incidents brought to the subcommittee's attention by TV newsmen: a Marine jet crash near Scotland Neck, N. C., on March 20; the crash of a B-58 on private property near Butlerville, Ind., on October 14, 1962, and the crash of a New Mexico Air National Guard F-100 on Oct. 9, 1962. (The latter was on an air base runway where newsmen, cleared by authorities to approach the scene, were opposed by air policemen.)

The subcommittee thought the general problem had been put in order after its 1958 report concluded that Armed Forces personnel cannot:

▪ "Throw a cordon around the scene of a military aircraft accident in a civilian area to prevent access by reporters and photographers.

▪ "Seize photographic plates or equipment.

▪ "Threaten a reporter or photographer.

▪ "Use physical restraints on members of the press at a crash scene.

▪ "Prohibit taking pictures of a crash.

▪ "Withhold the names of military casualties in populated areas."

Some improvements followed release of the report, Representative Moss notes. But even then, "despite the clear regulations, military personnel have repeatedly barred newsmen and photographers from the scenes of military accidents in civilian areas or withheld information in violation of the regulations. . . .

"If there is a necessity to protect vital defense information, it is incumbent on the Department of Defense to ask the Congress for proper legal authority," Representative Moss said.

"Until and unless such a law is enacted, the military must confine itself to . . . its jurisdiction," he concluded.

Counter charges in Estes renewal case

Jules J. Paglin, half owner of the OK Group stations, has filed an affidavit with the FCC denying recent charges that the OK Group used employes of WMOZ Mobile, Ala., to undermine that station's license renewal application.

Lester Foster, a former disc jockey at WBOK New Orleans, had made an affidavit of an alleged conspiracy against Edward H. Estes, licensee of WMOZ, which was instigated by a representative of the OK Group (BROADCASTING, April 29), which owns WGOK in Mobile.

Mr. Paglin called Mr. Foster's statements false, and said his many contradictory statements made in the past prove him untrustworthy. The FCC's Broadcast Bureau expressed a similar opinion two weeks ago (BROADCASTING, May 6). Mr. Paglin said neither Mr. Foster, nor any other Estes employe, was ever offered a job for conspiring against WMOZ.

Mr. Paglin said that Mr. Foster was hired by WBOK only because he used the false name "Dale Cole." While working for WBOK Mr. Foster made over $100 in unauthorized telephone calls, Mr. Paglin said. Carl Bradford, controller for the OK Group, and Edward J. Pendergast, manager of WBOK, also swore Mr. Foster used an alias.

KNBR's license renewed after three-year delay

The FCC has renewed the license of KNBR San Francisco. The station has been part of license renewal hearings on NBC-owned stations and had been deferred since 1960.

The commission stated that the KNBR renewal is "without prejudice" to such action as the commission may "deem warranted" as a result of its network study and pending antitrust matters relating to NBC and RCA.



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PEARSON PROPOSES PROBE

CAB, BBG, CBC heads to offer recommendations; Pickersgill pledges to keep hands off CBC

A public inquiry into Canadian broadcasting is being initiated by Prime Minister Lester B. Pearson. In his first public statement since his appointment, Secretary of State John W. Pickersgill told the Canadian Association of Broadcasters at their annual meeting in Toronto, May 1, that the three top men in Canadian broadcasting were being asked to prepare recommendations for government consideration.

Sitting on the committee will be Don Jamieson, CAB president; Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, and Alphonse Ouimet, president of the government-owned Canadian Broadcasting Corporation. The Department of Transport's telecommunications branch will cooperate in the report preparation.

The present Canadian government, Mr. Pickersgill said, feels "there should be scope for the parallel development of both public and private initiatives in broadcasting, with an impartial agency of control. . . . It is our view that the budget for public broadcasting should be determined by Parliament for a period of years in such a fashion that it cannot be changed or influenced by the government of the day. . . ."

The future of broadcasting was the main subject under discussion at closed and open business sessions of the convention, attended by some 500 broadcasters from across Canada at the Royal York Hotel, May 1-3. Don Jamieson, CJON-AM-TV St. John's, Nfld., was re-elected president, with J. A. Pouliot, CFCM-TV and CKMI-TV Quebec City, Que., vice president for television, and Allan Waters, CHUM Toronto, vice president for radio (see FATES AND FORTUNES, page 92).

Open And Closed ▪ Legislative problems facing Canadian broadcasters range from redrafting of the Broadcasting Act of 1958 to the inroads of closed circuit television. These were discussed at closed meetings of the association and also touched on in detail at an open meeting by Dr. Stewart.

He stated that public policy towards broadcasting must be more clearly defined by the Canadian Parliament, that the functions, limitations and authority of the BBG should be more clearly defined in the legislation, and that the authority of the CBC for "operating a national broadcasting service" are so vague in the present legislation as to create conditions of potential conflict between the BBG and the CBC.

He told the convention that the CAB had to develop a policy as to whether its member stations are part of the national system or merely local stations. He felt that the 1958 legislation gave the independent broadcasters parallel status to the CBC, and that the BBG had worked from this viewpoint. He told the broadcasters they had gained in stature in the past few years and the BBG has found that the CAB members have a sense of wider responsibility than the locality in which they operate and a concern for the general public interest.

Closed Circuit ▪ The convention also dealt with policies to be pursued on cable television and closed circuit TV in general. A public hearing on this topic is being held by the BBG at Ottawa early in June.

At open and closed meetings ratings, radio and television sales, standard contracts, FM regulations, and a program exchange were discussed at length. The program exchange organized by the CAB last year is now functioning with 87 radio stations using and supplying programs, and 45 programs having been made available for TV station exchanges. A French-language program exchange is now being developed.

The cooperative Bureau of Broadcast Measurements reported to its members at its annual closed meeting held during the convention. Reports were given on how the BBM service of audiences listening and viewing habits is being speeded up and developed to give more service to agencies and advertisers.

The Radio Sales Bureau and the Television Sales Bureau held meetings during the convention, with details on their operations during the year.

In his presidential report, Don Jamieson dealt primarily with the philosophy of freedom as it applies to broadcasting problems. He commended the BBG for its work as an administrative body and the fact it had not turned into a policy making body. He felt that broadcasters could do a better job on news and news background programing, that newspaper editors and other print media criticized broadcasting without being well informed, that there is plenty of room for improvement in ratings in Canada, and that advertisers cannot turn their backs on broadcasting's problems.

Collins Speaks ▪ Present developments in the United States were reported on by NAB President LeRoy Collins, who addressed a joint meeting of the CAB and the Radio and Television Executives Club on May 2 (BROADCASTING, May 6). After telling of NAB developments and problems, he stated that "it is free speech alone that makes broadcasting in Canada and in the United States the servant of the masses of our people rather than a dangerous scourge in the hand of tyrants." He said that "we are freedom's voice. It is our medium, in largest measure, that must articulate the values of civilization."

Thirty-one new members were inducted into the CAB Quarter-Century Club at a luncheon on May 3. There are now 213 active members in it.

CJBQ Belleville, Ont., won the John J. Gillin Jr. Award for public service contribution to its community. The award is in memory of John J. Gillin Jr., WOW Omaha, who was a frequent visitor to the CAB conventions.

CKCW Moncton, N. B., was awarded the French-Language Broadcasters Association trophy; CHCT-TV Calgary, Alberta, won the Television Station of the Year Award, and Wilbur Smith, Department of Transport engineer of Ottawa, was posthumously awarded the Keith Rogers Memorial for engineering work.

Color demonstration

Europe comes a step nearer the introduction of an integrated color TV system with a series of color TV demonstrations in London in July for experts from most West European countries.

Three different systems, American, French and German, will be shown. It is hoped that by the end of this year one of them will be chosen as a television standard for Europe.

The demonstration, under the auspices of the European Broadcasting Union, will be organized by BBC, Independent Television Authority, the General Post Office and the British TV industry.

NBC Int. gets interest in Sydney TV station

NBC International Ltd. has announced acquisition of a "holding interest" in a new TV station in Sydney, Australia. The station, due for completion late in 1964, will be Sydney's third television channel.

NBC International already owns 10% interest in QTQ (TV) Brisbane, Australia.

The new Sydney station will be operated by United Telecasters Sydney Ltd. NBC International reports that it will continue its program services to all Australian stations.

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Stanton welcomes ETV competition

SAYS MEDIUM SHOULD BE INDEPENDENT AND PUBLICLY SUPPORTED

Dr. Frank Stanton, president of CBS Inc., called upon commercial broadcasters last week to help establish educational television as an independent, publicly supported competitor of commercial TV.

Educational television, he told CBS-TV network affiliates at their annual conference in New York (also see page 72), should not be subsidized by either government or commercial television, and "must succeed in its broadest, not its narrowest concept. . . .

"The fundamental challenge to educational television," he said, "is the same as the fundamental challenge to us in commercial television: to interest an audience and to hold it. We broadcasters ought not to take any satisfaction in educational television as a weak adjunct of commercial television, however true that may be today.

"We ought not to be content merely to support it with conscience money. We have a very real stake in its success—its success on a broad, varied scale. For what diminishes it diminishes us, in that it diminishes all television. And what strengthens it strengthens us, because it strengthens all television."

Dr. Stanton recalled that in public appearances since 1961 and in the CBS annual report for that year he had stressed the desirability of educational TV operating "not only as supplementary to, but as competitive with, commercial television service."



Dr. Stanton
ETV can give a prod

No Conditions ▪ His emphasis last week on the ultimate competitive nature of ETV came 10 days after the FCC initiated an investigation to determine whether gifts made to educational station WNDT(TV) New York were conditioned on the kind of programing the station would present (BROADCASTING, May 6).

NBC Chairman Robert W. Sarnoff had said in a letter to WNDT, in connection with an NBC gift of $100,000, that he was "impressed" by plans to devote "the bulk" of the station's service to direct teaching and the rest to "specialized interests not met by commercial broadcasting." Both NBC and WNDT denied that any strings were tied to the gift. (Also see Mr. Sarnoff's remarks made at the RCA stockholders meeting, page 76).

Dr. Stanton told the affiliates that television must "do with distinction and effectiveness all the jobs of which it is capable—not just those that we in commercial television have taken on. . . . If we honestly believe in free competition, we should welcome educational television into the free competition for the viewer's attention."

ETV, he said, is another factor that "can give us the kind of prodding anyone needs in order to improve constantly." It also can pave the way for commercial TV in developing innovations and new concepts through experimentation that is not always economically feasible for commercial broadcasters, he said.

Dr. Stanton drew a parallel between television devoted only to mass audiences and the role of the printing press if the latter were limited to the production of mass-circulation magazines. "Think for a minute," he said, "of what our society would be if we had the printing press but no text books, no learned quarterlies, no magazines appealing to the few, no specialized publications."

He said CBS had contributed "well over one million dollars" to ETV stations in funds, material, equipment and technical assistance. But making a donation is "the simplest and easiest thing" for a broadcaster to do, he said, while depending on broadcasters for funds is "bad business" for the ETV stations themselves in the long run.

Please The Public ▪ "The educational station ought not to be trying to please us any more than the government," he said. "It ought to be trying to please the public it serves—and ideally it should be beholden only to that public. For this reason it seems to me wholly desirable—and I also believe it to be wholly feasible—that educational television derive its support from multiple sources and that the great bulk of that support come directly from the public."

Broadcasters, he said, should take "a more active and concerned role" in helping ETV stations to devise and conduct annual fund-raising campaigns that are communitywide, "saturating" and broad enough "to involve not just the educational and television worlds, but the churches, the civic organizations, the business community— the people."

ETV's support, Dr. Stanton said, should be broadened "until it is as natural for people to support their educational channels as it is to support their colleges and universities, their hospitals and all their other community services."

He urged the affiliates to take a lead-

JFK salutes Radio Month

Commercial radio is "a vital medium of communications" which has provided "invaluable service" to Americans, President Kennedy said last week in a special salute to National Radio Month.

The President told LeRoy Collins, president of the National Association of Broadcasters, that the theme "Radio—the Mobile Medium" is particularly apt in light of the ever-increasing flexibility of radio. He said the nation's radio stations deserve a "very special salute" this year, "perhaps as never before . . . from the American people. Radio's invaluable service in informing Americans during periods of international crisis is but one of many vital services provided to community and nation."

President Kennedy closed his message with "my most sincere congratulations and thanks to a vital medium of communications for a job well done. . . . I urge all citizens to take due recognition of radio's singular services and to help make this year's Radio Month the most successful to date."



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ing role in these efforts in their own communities—and many of them responded, CBS authorities reported later, by asking for a tape of Dr. Stanton's speech for incorporation into special local programs.

The speech was not taped in delivery, but spokesmen said tapes would be made for distribution to stations. It ran 19 minutes. A number of stations were said to be planning to supplement it with local material for a half-hour on-air presentation.

Mutual's affiliate group plans Nassau meeting

Mutual's 25-member Affiliates Advisory Committee will hold its annual meeting May 15-17 in Nassau to discuss fall programing plans, sales outlook, various recommendations from affiliates and to hear a general progress report.

The committee is comprised of two members from each of 11 affiliate districts, and three members at-large. The committee was increased recently from 16 to 25 members when the districts were raised from 8 to 11 and the at-large members were added. Officers will be elected at the committee's executive session May 16.

CBS-TV'S 'HAPPY HOUR'

Affiliates meeting told network is foremost in shows, biggest in advertising and first in station compensation

The biggest and probably the happiest group of CBS-TV network affiliates ever gathered together met last week for their annual general conference and got the official word on why they had a right to be happy:

They were first in programs, first in sales—and first in network payments.

Along with this reassuring word the approximately 360 executives from most of the 200 CBS-TV affiliated stations also received reports, opinions and forecasts from CBS-TV officials on a wide range of subjects. Among the highlights:

▪ James T. Aubrey Jr., president of the network, warned that the spiraling costs of rights to sports events may put athletic events out of reach, at least so far as CBS-TV is concerned. He referred specifically to NBC-TV's commitment of $926,000 for rights to "one football game," the National Football League championship playoff (BROADCASTING, April 29). Mr. Aubrey said CBS-TV had bid all it thought the traffic would bear, about $750,000.

▪ William B. Lodge, vice president for affiliate relations and engineering, said an analysis showed CBS-TV affiliates in 1962 had an average after-tax profit margin of about 11% of their sales, and that affiliates in the top 40 markets averaged 18%—as against 5.7% for CBS Inc. and an unspecified figure "less than 5.7%" for the CBS-TV network. He made clear that the network is not satisfied with its profit-margin level and hopes to get it up. The affiliate figures, he said, did not include results of the CBS-owned stations.

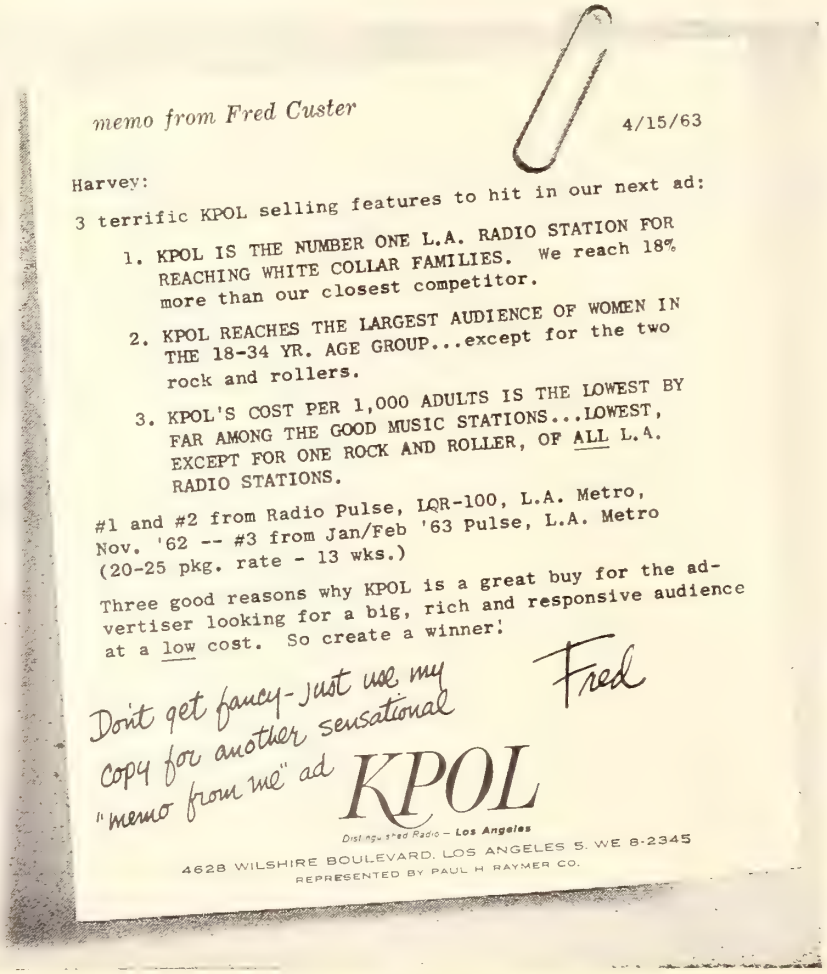
▪ Total station payments by the network to affiliates were put at $76.7 million in 1962, as compared to an estimated $71.6 million paid by NBC-TV to its affiliates and $52.1 million by ABC-TV. Mr. Lodge said the CBS-TV figure was 4% higher than anticipated and 13% above the 1961 level. Payments this year are expected to be within 3 to 4% of 1962's, an expected dip attributed to daytime price changes made the first of the year.

▪ Officials disclosed that CBS-TV has established a $3,500-an-hour color television facilities charge—but is not changing its policy of letting advertiser interest determine the extent of CBS-TV's participation in color. The $3,500 facilities rate won't cover out-of-pocket costs, officials said, but it "does formalize our policy of not giving color away free."

▪ Sales vice president Thomas H. Dawson reported that CBS-TV sales for next season were running 16% ahead of NBC-TV's and 30% ahead of ABC-TV's—and that CBS-TV has sold as much time in program sponsorships, as distinguished from minute participations, as the two other networks combined.

▪ Mr. Dawson reported that the network's forced swing to minute sales in daytime periods a few years ago is beginning to be reversed, with two sales now on the books for quarter-hour sponsorships in the 11:30-to-noon block. He did not publicly identify the advertisers, but said he expects others to follow suit, though he specifically declined to offer hope that this entire block would be sold in quarter-hour periods this year.

▪ Procter & Gamble, Philip Morris and Whitehall were reported to have signed for three of the four minutes to be available each day in the new half hour evening news report (also see



page 80), and P&G—TV's biggest spender—was said to have committed more business to CBS-TV for next season than to NBC-TV and ABC-TV combined.

▪ Network officials from President Aubrey down reassured the affiliates that CBS-TV not only led the field in audiences this year but would maintain and expand its lead in 1963-64.

▪ Frank Stanton, president of CBS Inc., urged commercial broadcasters to help educational stations become strong but independent competitors (page 70), and Vice President Joseph H. Ream sharply challenged the critics of cigarette advertising (page 44).

The meeting was held Thursday and Friday in New York. Tom Baker Jr. of WLAC-TV Nashville, chairman of the CBS Television Network affiliates Association, presided.

President Aubrey opened the sessions with a brief report and assurance that the network is "absolutely dedicated to quality" in its programing for the new season.

Richard W. Golden, director of market planning, followed with a presentation stressing that whereas the new CBS-TV schedule will be built around 20 shows from this year's top 30, NBC-TV will be building around five from the top 30 and ABC-TV around three from this group.

Star System ▪ Michael H. Dann, programs vice president, defended the "star concept" by saying that CBS-TV tries to get "the best," whether in performers, writers, directors or technicians. He also announced the acquisition of two new stars—singer Robert Goulet for a 60-minute musical variety special during the 1963-64 season and a variety series for the future, and actor Van Heflin to narrate the new *The Great Adventure* series that starts next fall (Friday, 7:30-8:30 p.m.).

Mr. Lodge, opening the Friday morning session, reported that in 74 three-network markets measured by the American Research Bureau, CBS-TV affiliates lead in 48, ABC-TV in 8 and NBC-TV in 18.

Urging even better clearance for network shows, he said most affiliates are cooperating but there is enough nonclearance to add up to more than $17 million in gross time sales that CBS-TV may lose in 1963 if clearances don't improve. This, he said, is the highest figure ever—and about $8 million above the level of four years ago.

If the loss from business booked but not cleared continued to grow, he warned, program budgets could be affected, and the value of an affiliation ultimately reduced.

Automated Clearance ▪ Mr. Lodge reported that the network's new automated clearance reporting system, in

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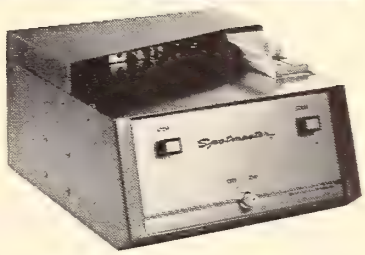
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development for several years, is near the testing stage. Limited tests may be started late this year and, if successful, installation of data-recording units in stations throughout the country should be under way a year from now, he said.

Mr. Lodge also disclosed that *Marshall Dillon,* re-runs from the half-hour version of the *Gunsmoke* series, will continue to be fed to the network at 7:30-8 p.m. Tuesdays at least until June 1964.

He reported that the *Lee Phillips Program* of interviews from Chicago will be fed for the benefit of stations that don't wish to program the 4:30-5 p.m. period being returned to them this fall. Pillsbury has bought the program on about 40 Midwest affiliates; other stations may sell it as a local spot carrier, without payment to CBS-TV.

Mr. Lodge reiterated CBS-TV's position that "when advertisers consider color valuable, we certainly intend to be able to meet their demands." But he didn't think that advertisers consider color very valuable at the present time.

He speculated that some of the color commercials probably cost the advertisers nothing extra, and concluded that the only reason there weren't more color commercials was that advertisers for the most part weren't willing to pay even a "nominal" fee for color.

Friendly rivals

Rivalry between broadcasters is intense, but rarely bitter. That again will be exemplified May 22 when top citizens of Hartford and Connecticut Governor John Dempsey gather for a testimonial dinner saluting the 26 years that Bob Steele has done sportscasts for WICC Hartford. Co-chairman of the event is Bill Savitt, president of WCCC Hartford and a lifelong friend of Mr. Steele.

Educators' committee to settle ETV problems

The emergence of television as a medium of education has prompted creation of a seven-member Joint Committee on Television Policy. The committee was formed by the American Council on Education and the American Association of University Professors.

Among the problems facing the committee are: how should college faculty members who teach on television be paid, what are their ownership rights on reruns and who has control of the academic content of the programs?

The joint committee will develop the policy for college and university faculty members of both groups. The ACE is composed of 1,000 institutions of higher learning and 175 education organizations. The AAUP represents more than 55,000 college faculty members.

WHNT-TV to join CBS-TV

CBS-TV will add a new station, WHNT-TV Huntsville, Ala., to its list of "Extended Market Plan" affiliates. WHNT-TV will be operated by North Alabama Broadcasters Inc., Monte Sano Boulevard, Huntsville. Projected date for initial telecasting is Sept .1.

ABC-TV adds KECC-TV

Tele-Broadcasters of California, permittee of KECC-TV El Centro, Calif., has announced primary affiliation for that station with ABC-TV. The channel 9 outlet has set Sept. 1 as a target date for start of operations.

Changing hands . . .

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ KMON Great Falls, Mont.: Sold by A. L. Glasmann group to L. A. Donohue and George Buzzas for $270,000. Messrs. Donohue and Buzzas own several drive-in theaters in the Great Falls area. For Glasmann interest, see KLIX below. KMON is a 5 kw fulltime station on 560 kc. Broker was Edwin Tornberg & Co.

▪ KLIX Twin Falls, Idaho: Sold by A. L. Glasmann and associates to Regional Broadcasting Co. for $126,000 and real estate lease of approximately $55,000. Regional Broadcasting, headed by William R. Vogel, owns WGNS Murfreesboro, Tenn. and KWRV McCook, Neb. The Glasmann group retains ownership of KLIX-TV (due to be changed after approval). Principals own KALL and KUTV(TV) Salt Lake City, KLO Ogden, Utah; KGEM Boise, Idaho; KMON Great Falls (see above) and KOPR-AM-TV Butte, both Montana, and KIMN Denver. KLIX operates on 1310 kc fulltime with 5 kw daytime and 1 kw nighttime. Broker was Edwin Tornberg & Co.

▪ WPFB Park Falls, Wis.: Sold by Gordon F. Schluter to Northland Broadcasting Inc. for $90,000. Northland is headed by D. H. Callaghan of Hayward, Wis. WPFB operates on 1450 kc fulltime with 1 kw daytime and 250 w nighttime. Broker was Hamilton-Landis & Associates Inc.

APPROVED ▪ *The following transfer of station interests was among those approved by the FCC last week (for*

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Beverly Hills, Calif.
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RAB, NAB agree—only on next meeting date

Two leading broadcasting groups seeking to coordinate their efforts in a study of broadcast measurement services met in Washington last Thursday (May 9) and reached an agreement—but only to meet again with no unanimity of purposes or goals.

President LeRoy Collins of the National Association of Broadcasters led a delegation which met with President Edmund Bunker and other representatives of the Radio Advertising Bureau. The two presidents announced that RAB would meet tomorrow (May 14) with the NAB's Research Committee in New York.

NAB already has announced a depth study over a long period with three primary goals (BROADCASTING, May 6). RAB, in turn, plans a "crash" study of radio ratings to rewin "radio's lost audience" and is seeking the participation and cooperation of the NAB.

Both are in agreement that an independent audit bureau, controlled by broadcasters, should be established to check survey firms methods and field work with the ratings subscribing to a "seal of good practice." RAB, however, feels that radio's audience problems are much more critical than those of TV and is seeking industry support of its crash study, which is scheduled to get underway Sept. 1.

If NAB and RAB get together, a third organization will be set up under the joint control of both to conduct the study of radio ratings.

Present at last week's meeting for NAB were Governor Collins, Ben Strouse, WWDC Washington and chairman of the NAB Radio board; Vincent Wasilewski, executive vice president; Howard Bell, vice president for planning and development; Melvin Goldberg, vice president and director of research, and Douglas Anello, general counsel.

Representing RAB with Mr. Bunker were Roger W. Clipp, Triangle Stations and RAB board member; Robert Jones, WFBR Baltimore also a board member; Miles David, administrative vice president, and Robert Alter, vice president, national sales.

other commission activities see FOR THE RECORD, *page* 93).

■ WLAV-AM-FM Grand Rapids, Mich.: Sold by Harmon L. Stevens and John F. Wismer to John J. Shepard and group for $254,920. Stevens-Wismer group owns WHLS Port Huron, 66⅔% of WLEW Bad Axe and WOWE Allegan, all Michigan. WLAV operates fulltime on 1340 kc with 1 kw days, 250 w nights. WLAV-FM is on 96.9 mc with 28 kw.

■ KOWL Bijou, Calif.: Sold by Ed J. Frech, Keith L. Mealey, Joseph F. Desmond to group headed by Jackson R. Stalder for $185,000 and agreement not to compete within 75 miles of Bijou. Kenneth Hildebrandt, vice president of buying group, will be general manager of KOWL. He is former general manager of KYA San Francisco and of KMYR Denver and most recently sales manager of Jack Douglas Productions. KOWL is a 250 w fulltimer on 1490 kc.

■ WAVQ Decatur and WAVQ(FM) Atlanta, Ga.: Sold by the Great Commission Gospel Association to Bob Jones University for $160,000. Bob Jones University owns WMUU-FM Greenville, S. C. WAVQ is 1 kw daytime on 1420 kc; WAVQ(FM) operates on 94.9 mc with 8.1 kw.

■ WOTT Watertown, N. Y.: Sold by James M. Johnston and associates to CRS Enterprises Inc. for $135,000 and $15,000 to Mr. Johnston for consulting services and agreement not to compete within 50 miles of Watertown (excepting Syracuse, N. Y.). CRS Enterprises consists of Earl L. Cump, 62.5%; William E. Sullivan, 6.25% and Rev. Roland W. Renkel, 31.25%. WOTT is a 5 kw daytimer on 1410 kc.

■ WARN-AM-FM Fort Pierce, Fla.: Sold by Ranulf Compton and associates to Charles Amory for $117,000. Mr. Amory is with Wesley Associates, New York advertising agency. Mr. Compton's group owns also WKDN Camden, N. J. WARN is a fulltime station on 1330 kc with 1 kw day and 500 w night. WARN-FM operates on 98.7 mc with 1.3 kw.

Bunker, 'crash' study get directors approval

Edmund Bunker's leadership of the Radio Advertising Bureau received a solid vote of approval from its board of directors last week. The board unanimously endorsed RAB's plan to conduct a "crash" study of radio audience

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measurement methodology (BROADCASTING, April 1) and authorized President Bunker to seek to coordinate activities with the National Association of Broadcasters.

Toward this end, the RAB and NAB met in Washington last week and plan another meeting tomorrow (May 14) in New York (see page 75).

RAB's directors also approved the bureau's plans for (1) a division of services for large and small market stations and (2) expansion of the national sales staff to provide better coverage of advertising agency departments. Over 50 new stations have joined RAB since March 1, when Mr. Bunker took over as president, for a total of 1,200 members.

This rise in membership, Mr. Bunker reported, represents industry support for the new RAB programs, including plans to provide market-by-market radio financial figures to agencies and national advertisers. RAB's budget is just over $1 million and over $120,000 in additional membership revenues have been brought in during the past two months.

Labunski urges business not to restrict news

The support of the U. S. business community for "maximum freedom" in the dissemination of information on radio and TV was urged by Stephen B. Labunski, vice president of the Straus Broadcasting Group, in a speech before the Commonwealth Club of California in San Francisco.

Business should oppose the actions of those advertisers who "sometimes forget the basic purpose of mass advertising and attempt to use the power of their large expenditures to intimidate or penalize communications media which displease them," Mr. Labunski asserted. He contended that businessmen should be prepared to defend the media, even when they voice opposition views.

Mr. Labunski indicated that more responsible broadcasting can be achieved if higher standards are used to license stations. He added that once a license is granted to a qualified broadcaster, the FCC should leave him "alone as much as possible" to devise ways to discharge his obligations to the public and to "try to stay in the black."

Rhode Island stations cited

Rhode Island's three television and 19 radio stations have earned the praise of the Rhode Island Medical Society. The society cited the stations' efforts in an "End Polio Campaign" in drawing about 75% of the state's population, about 636,000 persons, for the first two types of oral vaccine on two Sundays in March and April. The campaign was termed the most successful health program in the state's history. The broadcasters will receive special awards next Monday (May 20).

FINANCIAL REPORTS

THE ROSY PICTURE AT RCA

Stockholders told 'rising curve' of income and profit will continue; NBC's earnings up 35%

RCA emphasized a continuing rise in profits both for the parent company and for its broadcast subsidiary, NBC, at its annual stockholders meeting held in New York last week.

Brigadier General David Sarnoff, RCA's board chairman, reported sales and earnings for the first four months at RCA are at a record high for any similar period. He said they were expected to continue on a "rising curve" through 1963.

Robert Sarnoff, NBC's board chairman and a member of RCA's board, said the network's sales in 1962 were 12% above those in 1961 and its earnings 35% higher. He said this momentum is carrying into the present year, that NBC's first quarter profits are well above last year's record first quarter, and that the "favorable trend" is continuing into the second quarter.

Sales for the TV network and the TV stations division are ahead of second-quarter 1962, and anticipated "earnings (for NBC) for the period will be at a new all-time high," he stated.

Colorcast ▪ General Sarnoff presided at the meeting held at Studio 8-H in Rockefeller Center, also known as the "Peacock Theater" (converted to color last year). In an elaborate "production," the entire proceeding was colorcast and shown on color sets both in 8-H and adjoining studios. More than 2,000 stockholders were able to watch the action.

General Sarnoff said he believed RCA stands on "a firmer footing than at any time in its history." He noted that the first quarter of the year provided the highest dollar earnings for any quarter and that it was the eighth straight period in which sales and earnings topped the comparable quarter of the previous year (BROADCASTING, April 22).

The quarterly cash dividend on common stock was increased from 25 cents to 35 cents, a 40% increase. RCA also has initiated a quarterly review to shareholders this year (started last month).



Brigadier General Sarnoff

In his formal remarks, General Sarnoff noted that RCA has put into effect a cost reduction program throughout the organization, and formulated better corporate and marketing planning and controls.

In addition to the Sarnoffs, RCA president Elmer W. Engstrom and group executive vice presidents Charles M. Odorizzi, Arthur L. Malcarney, and W. Walter Watts, reported on individual group operations.

Robert Sarnoff, in noting that more than two-thirds of the TV network's night schedule has been colorcast, said that "perhaps it is NBC's pre-eminence in this field [color] that has prompted the other two television networks to begin edging into it."

NBC's Mr. Sarnoff said that for the 1963-64 season, the TV network organized and committed its new programing earlier and sales began earlier than in past years. As a result a substantial volume of sales for the fall has already been closed. He said that 70% of the current night schedule is being retained for the new season, reviewing also NBC's emphasis on news and predicting:

"There is every reason to believe that as overall advertising expenditures continue to rise, broadcasting—particularly television—will increasingly enlarge its share of the total." He said this year should set a new record for NBC in "service and profits."

Color Sales ▪ Mr. Watts reported

color TV receiver sales to dealers are running more than 40% ahead of last year's record, and predicted total industry sales of color sets could reach a point between 750,000 and 1 million units by the end of 1963.

Mr. Watts also emphasized the continued rise of black-and-white TV set sales, particularly in portable units.

Mr. Odorizzi drew a picture of increased communications and broadcast equipment sales overseas; rising revenue from installations and service on color TV receivers which this year could surpass black-and-white sets for the first time, and major growths in UHF and color TV broadcast equipment in this country.

RCA's President Engstrom noted that business volume growth of RCA has occurred at an average rate of more than $100 million a year, that color TV is now a major profit contributor and that similar patterns of growth could be expected from data processing, specialized communications and the practical applications of space.

The stockholders meeting, though lengthy, provided few surprises. Directors were re-elected and a stockholder group's proposal to set a limitation on compensation was overwhelmingly defeated.

Questions from stockholders managed to cover the controversial area of broadcast ratings and NBC's contribution of $100,000 to educational WNDT(TV) New York.

NBC's Mr. Sarnoff said the network's position was that ratings properly gathered and used can be valuable tools and that NBC was among those seeking the establishment of an auditing system for the collection of rating information as well as the conduct of a study that would direct the way toward a "proper" methodology.

He said the contribution to WNDT had been in the interests of supporting and maintaining the cultural and educational contribution of the station to the community, but the NBC had not committed itself for the future, had not "sought, offered, discussed or desired" conditions and had been subject to no governmental pressure to make the grant.

RCA executives stressed the bright sales outlook for broadcast equipment.

It was noted that RCA has sold than 150 transistorized TV tape recorders (introduced last fall) in the U. S. and abroad and that production is now at maximum to catch up with a backlog of orders extending through the end of the year.

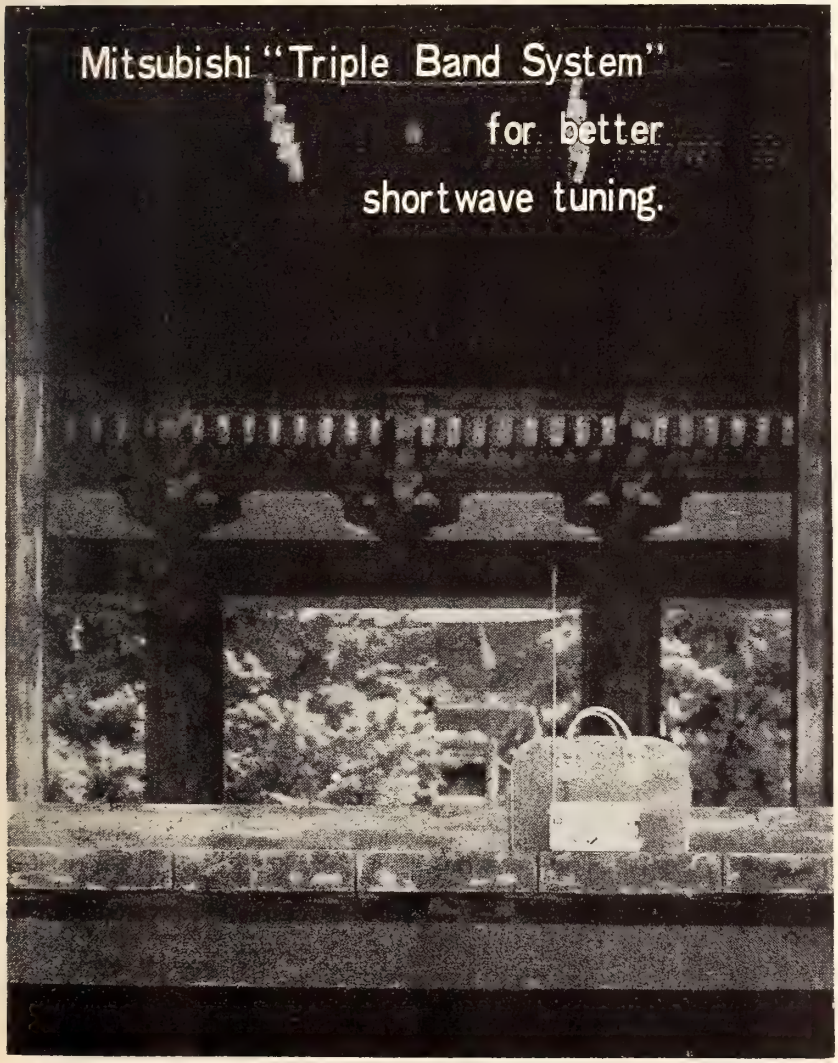
RCA said sales of color TV film cameras tripled in 1962 over the year before and their international sale is on the rise.

In UHF broadcast equipment, RCA sees a major growth ahead with nearly five times as many TV stations of all types in the U. S. coming on the scene between now and 1970.

Color development causes Motorola drop

Motorola Inc., Chicago, has said that development costs for its proposed new 23-inch short-length rectangular color TV tube were partly responsible for its 45% drop in profits the first quarter of this year. Total sales hit a new record of nearly $80.6 million. Earnings for the quarter were nearly $1.4 million.

Robert W. Galvin, Motorola president, said last week that the company's endeavor to produce the new color tube



The "three band system" makes it much easier to tune in adjacent shortwave stations on the Mitsubishi Electric 9X-900S. The "band spread" of the smartlooking 9X-900S is twice that of ordinary models since shortwave frequencies have been divided into upper and lower hands (Band 1; 4 MC-9 MC, Band 2: 9 MC-18.5 MC) so that "clustered" stations are much further apart on the dial. The fine-tuning adjustment, 9-transistor circuit and "three band system of the 9X-900S make its receptivity something spectacular. Ask your nearest dealer for a demonstration.

MITSUBISHI ELECTRIC MANUFACTURING COMPANY
Head Office: Tokyo Building, Marunouchi, Tokyo
Cable Address: MELCO TOKYO

"is reaching the point of decision. The basic design continues to look excellent. Unfortunately, the final decision cannot be made without going all the way in preparing for production to determine the practicality of each process." New receiver circuitry for use with the tube also is involved.

National Video Corp., Chicago, is fabricating Motorola's rectangular tube. Between the two, development expenses and investment since 1961 "will exceed $4 million," Mr. Galvin said. Motorola was in the field of color TV before but withdrew.

CBS Inc.'s 26% increase is firm's highest

First quarter earnings of CBS Inc. represent a 26% increase over the same quarter last year and represent the highest quarterly earnings in the corporation's history, it was announced last week. The CBS board declared a cash dividend of 35 cents a common share, payable June 7 to stockholders of record May 24.

Quarter ended March 31 (including for first time results of operation of foreign subsidiaries):

	1963	1962
Earned per share	$ 1.11	$ .88*
Net sales	141,213,861	131,967,395
Net income	10,175,001	8,073,780

* Adjusted for stock dividend.

TV sales produce 16% net increase for Gross

Gross Telecasting Inc. (WJIM-AM-FM-TV Lansing, Mich.) has reported that local and national television sales accounted for a 16% rise in revenues for the first quarter of 1963 compared to the same period in 1962. A dividend of 40 cents a share on common and 7½ cents a share on common B stock was voted, both payable May 10:

Quarter Ended March 31

	1963	1962
Earned per share	$ .41	$ .35
Total income	634,950.00	549,182.00
Profit	163,841.00	138,898.00

Disney profit up slightly

Walt Disney Productions for six months ended March 30:

	1963	1962
Earned per share	$1.49	$1.45
Gross income	32,241,856	32,643,281
Provision for taxes	2,767,000	2,786,000
Net profit	2,576,556	2,425,065
Common shares outstanding	1,725,049	1,674,804

Admiral color sales double

Color TV sales of Admiral Corp., Chicago, for the first quarter of this year were double the same period last year, Vincent Barreca, president, said last week in reporting higher first period sales for 1963 of $49.9 million. Net earnings for the first quarter also were higher for a before taxes total of $1.56 million.

"Radio sales have experienced a downturn this year," Mr. Barreca said, "with industry volume down 15% but Admiral off less than 2%." He predicted a recovery in radio set sales in the second half of the year.

Steady earnings reported to Reeves stockholders

J. Drayton Hastie, president of Reeves Broadcasting and Development Corp., told the annual stockholders' meeting last week in New York that two of the corporation's three television stations were earning steadily and that a third "should have a good year by 1964."

The Reeves Corp., 83% of whose holdings are television stations and video and sound studio properties, owns WUSN-TV Charleston, S. C.; WHTN-TV Huntington, W. Va., and KBAK-TV Bakersfield, Calif. Only KBAK-TV, he said, which is a UHF station competing in a market with a VHF station, had been "disappointing."

But, Mr. Hastie said, the VHF competition will become UHF this July and he assigned 1964 as a target year for the Reeves station to show significant earnings.

Against a book value of $2,987,000 for the three stations, Mr. Hastie estimated a marketable value for the stations at $6.6 million and he assessed a marketable value of $2.8 million for the corporation's studio holdings, currently assigned a book value of $1.11 million.

Mr. Hastie admitted that the company's real estate holdings in North and South Carolina "hurt us," last year, but attributed the slump to "bad publicity for real estate in general," and said the company did not intend to drop its real estate holdings.

Two new members were elected to the board of directors, and eight former members were re-elected. Newly elected members are Frederick Willetts, executive vice president and chief executive officer, Cooperative Savings and Loan Association, Wilmington, N. C., and Henry S. Woodbridge, financial and management consulant of New York. Mr. Willetts succeeds his father, Frederick, a Reeves director who died this year. Directors re-elected were George L. Buist, Martin Fenton, Martin Fenton Jr., Mr. Hastie, Hazard E. Reeves, T. J. Stevenson Jr., Chester L. Stewart and Richard Weininger.

Teleprompter's 1962 report

Almost half of Teleprompter Corp.'s all-time-high gross revenues in 1962 were from its community antenna systems, Irving B. Kahn, chairman and president, reported last week. He also pointed out that 1962 earnings were after depreciation and amortization allowances of $696,886, principally on the company's CATV systems.

1962 Annual report, Teleprompter Corp.

	1962	1961
Earning per share (Loss)	$ .07	$ (.86)
Gross revenues	5,431,930	4,921,319
Earnings	55,957	(599,341)*

* Operating deficit and special charge of $285,263.

United Artists' annual report

United Artists Corp. annual report for 1962 (including United Artists Television):

	1962	1961
Earned per share	2.19*	2.32*
Gross income	126,810,380	112,999,088
Net before income taxes	7,302,104	7,281,363
Federal and foreign income taxes	3,487,000	3,239,000
Net earnings	3,815,104	4,042,363
Retained earnings at beginning of year	18,003,329	16,010,729
Less cash dividends on common stock at $1.60 per share	2,093,557	2,049,763
Retained earnings at end of year	19,724,876	18,003,329

* Computed on 1,741,473 shares outstanding as of end of 1962.

Trans-Lux earnings down

First quarter earnings at Trans-Lux Corp. declined to $142,718 (20 cents a share) from $192,920 (26 cents a share) in corresponding quarter of 1962. Figures were revealed at Trans-Lux's annual meeting in New York.

Financial notes . . .

Taft dividend ▪ Taft Broadcasting Co. declared quarterly dividend of 15 cents a share, payable June 14 to stockholders of record May 15.

WSTV-TV sales up ▪ An increase of 11.68% in sales for the first quarter of 1963 has been made by WSTV-TV Steubenville, Ohio. Sales were up, John J. Laux, executive vice president of the Rust Craft group said, primarily in national spot, but also in regional and local business.

Year-end report ▪ Audio Devices, New York, reports that sales for 1962 rose 11% while profits increased approximately 50% from the previous year. Although 1963 first quarter sales are about 10% below those for the corresponding quarter of 1962, the company noted, on the basis of present orders and anticipated sales, another 11% increase is expected for this year.

Screen Gems dividend ▪ Directors of Screen Gems Inc. last week announced a quarterly dividend of 15 cents a share on the corporation's common stock, payable to stockholders of record May 23, on June 28.

ASCAP LICENSE CASE HITS NEW BLOCK

Court dismisses committee bid for limited license

Television broadcasters' efforts to get a new form of license for the use of music from the repertory of the American Society of Composers, Authors and Publishers hit a new snag last week.

The U. S. Second Circuit Court of Appeals in New York dismissed a bid by the All-Industry Television Stations Music License Committee to get a limited form of ASCAP license under the consent decree which governs ASCAP operations.

Since the U. S. Supreme Court had already declined to hear a direct appeal, legal authorities felt the all-industry group must now find a new way to seek its objective, or else seek a new objective.

It has been speculated that some new form of litigation might be possible, still aimed at getting a more limited license. Otherwise the committee presumably will go back to the lower court for a hearing to determine new fees based on the present form of license, or, conceivably, undertake to negotiate a settlement with ASCAP.

'At The Source Clearance' ▪ The new license which the committee has sought is one that would not require TV stations to pay ASCAP for its music except when played in locally originated programs. Music in future syndicated programs and feature films would be licensed by ASCAP to the producers of these programs "at the source" instead of being paid for by the stations directly, as now.

The committee argued that stations were entitled to this form of license under the ASCAP consent decree. Chief Judge Sylvester J. Ryan of the Southern District Court in New York ruled that they are not. It was this ruling that the appeals court upheld in dismissing the committee's appeal last week.

The committee, which with its legal counsel is currently pondering the alternatives for its next move, represents more than 350 stations and is headed by Hamilton Shea of WSVA-TV Harrisonburg, Va. The New York law firm of Donovan, Leisure, Newton & Irvine is committee counsel.

ASCAP television licenses expired Dec. 31, 1961, but have been continued in effect until new terms are reached. Any changes will be retroactive to Jan. 1, 1962.

A new ending

After 27 years with the same ending, the 1936 MGM film "San Francisco" got a new tail when it was shown Sunday, April 21, on KGO-TV San Francisco.

The film, shown annually around the April 18 anniversary of the 1906 earthquake and fire, has always closed with a 1936 panorama of the city to show how the community rebuilt itself into a modern metropolis. This year the channel 7 cameramen reshot the ending, killing the vintage '36 material and adding films of the 1963 skyline, ending on a few frames of the station's traveling news sign tower, which flashes the traditional "The End."

Film sales . . .

Thriller (MCA TV): Sold to WTOC-TV Savannah, Ga.; WJW-TV Cleveland; WMAZ-TV Macon, Ga.; KSL-TV Salt Lake City; and KWTX-TV Waco, Tex. Now sold in 90 markets.

Cavalcade of the 60's Group II (Allied Artists TV): Sold to KTHV(TV) Little Rock, Ark.; WTEN(TV) Vail Mills, N. Y.; KNTV(TV) San Jose, Calif.; KAKE-TV Wichita, Kan.; KOIN-TV Portland, Ore. and KWTV(TV) Oklahoma City.

Checkmate (MCA TV): Sold to KGNC-TV Amarillo, Tex. and WTOC-TV Savannah, Ga. Now sold in 77 markets.

TV Concert Specials (Seven Arts Associated): Sold to WAFG-TV Huntsville, Ala. Now sold in 33 markets.

Riverboat (MCA TV): Sold to KSHO-TV Las Vegas and KWTX-TV Waco, Tex. Now sold in 128 markets.

Cimarron City (MCA TV): Sold to WTOK-TV Meridian, Miss. Now sold in 125 markets.

Frontier Circus (MCA TV): Sold to WMAL-TV Washington. Now in 39 markets.

Overland Trail (MCA TV): Sold to WCAX-TV Burlington, Vt. Now sold in 122 markets.

Biography (Official Films): Renewed for second year's production by Kansas Bankers Association for use on stations in Wichita, Topeka and Pittsburg, all Kansas. Also renewed by WKRC-TV Cincinnati; WBNS-TV Columbus, Ohio;

Stations DO Have Personality



LES BIEDERMAN, PRESIDENT

Statistic-Retail sales in the area covered (Grade B) by WPBN-TV, Traverse City, & WTOM-TV, Cheboygan, total $531,362,000.

IDENTIFICATION--Nine times out of ten, if a man says (anywhere in Michigan) "I'm from Paul Bunyan Network," the response is: "How is Les these days, say hello from me."
Man after man, time after time, the immediate identification is with Les Biederman--an identification that personalizes the Paul Bunyan stations--that sells their products.

The PAUL BUNYAN STATIONS

WPBN-TV WTOM-TV WTCM WMBN WATT WATC WATZ
Soren H. Munkhof, Gen. Mgr. Paul Bunyan Bldg., Traverse City
Nat. Rep.-Venard, Torbet and McConnell -- Network Rep.-Elisabeth Beckjorden

KFDA-TV proves Canon 35 doesn't have to be a deterrent



With the aid of a sympathetic judge and sophisticated electronic equipment, KFDA-TV Amarillo, Tex., has bypassed the broadcasting restrictions of Canon 35.

KFDA-TV wanted to televise the courtroom hearing on the sanity of an Amarillo businessman charged with a double murder. District Judge E. E. Jordan was receptive to the idea, but he noted that broadcasters are barred from the courtroom by Canon 35 of the American Bar Association's Canons of Judicial Ethics.

The channel 10 outlet circumvented the canon by placing all broadcast equipment outside the courtroom, using an ultra sensitive shotgun mike and situating it, along with a TV camera, at an open door leading into the room (see photo). Another camera was placed at a window for a different angle.

KFDA-TV called the experiment an unqualified success.

The station broadcast the entire trial live with the exception of the opening remarks of the defense attorney. Monitors were not used in the courthouse to prevent witnesses from hearing other testimony and the station did not rebroadcast any of the hearing until the case was decided.

The TV coverage of the hearing, held in Canyon, was microwaved 30 miles back to the station.

WXYZ-TV Detroit; WBAL-TV Baltimore; KWTV(TV) Oklahoma City; WMCT(TV) Memphis; WTCN-TV Minneapolis; WHAS-TV Louisville, Ky.; WFBM-TV Indianapolis, and WHEN-TV Syracuse, N. Y. Now renewed in 61 markets.

En France (Seven Arts Associated): Sold to WPIX(TV) New York; WHDH-TV Boston; WPRO-TV Providence, R. I.; KCPX-TV Salt Lake City; KXTV(TV) Sacramento, Calif.; WFRV(TV) Green Bay, Wis., and KATC(TV) Lafayette, La. Now sold in 18 markets.

Gerald company to enter TV

Gerald Productions Inc., a division of Advertising Radio and Television Sales Inc., New York, last week announced plans to enter television program production with the creation of a program division headed by David Savage.

Mr. Savage joins the company as vice president after working in the film departments of both CBS-TV and NBC-TV. He has also served as vice president in charge of television and radio for Lynn Baker Advertising Agency, executive vice president to Bernard L. Schubert of Guild Films, and most recently was in independent production.

Mark Century expanding its sales force

Mark Century Inc., New York, which specializes in radio programing services, is undergoing a first expansion since its formation early this year (BROADCASTING, Jan. 21).

The radio service, carrying the theme "Radio A La Carte," has added to its sales force and is setting up a national sales organization of four or five people.

According to Milton Herson, president of Mark Century, station clients are particularly receptive to its "commercial" service. The radio service has about 30 station clients.

During National Association of Broadcasters convention, Mark Century sponsored a seminar on radio programing. Because of its success a second meeting on programing is planned for New York in September.

Video House to expand

Video House Inc., New York, has announced it is beginning an expansion program involving the production and acquisition of TV series for network sale and national syndication and the establishment of central division and western division branch offices.

Albert G. Hartigan, vice president and general sales manager of the company, which distributes the *Out-Of-The-Inkwell* cartoon series, reported that networks and agencies are screening its new half-hour animated show. He added that the company is in the process of making a distribution agreement for a series of one-hour specials and for a feature film package.

Salant briefs affiliates on fall news programing

The expansion in news broadcasts next fall on CBS-TV were outlined by Richard S. Salant, president of CBS News, at a meeting of the TV network's affiliates in New York last Thursday (May 9).

Two daily half-hour news programs will begin next Sept. 2; *CBS News—Evening Edition with Walter Cronkite* (7-7:30 p.m.) and *CBS News—Morning Edition with Mike Wallace* (10-10:30 a.m.).

In addition, Mr. Salant revealed plans for the *Sunday News Special*, which will provide a West Coast origination at 11 p.m. with an orientation toward West Coast news, and for the return of the news interview series,

Face the Nation, originating from Washington this fall.

With the increase in news scheduling, CBS News will assign a correspondent specializing in labor, economics and business and another in science, Mr. Salant noted. He said CBS News's physical facilities also will be improved within the next year when the headquarters unit in New York moves to the new CBS broadcast center on West 57th Street and the Washington news operation transfers to its own building.

UNFAIR COMPETITION?

Commercial companies upset at ETV recording services

That good old American custom of making a buck is about to bring woe to a number of educational television stations.

Unfair competition is the charge due to be leveled by commercial companies against four ETV stations who are engaged in the field of offering video recording services for a fee.

The explosion is expected to come in a few weeks when the United States Information Agency announces a contract for transferring video tape recordings to 16mm film to non commercial, educational WTTW(TV) Chicago.

Actually, WTTW and Capital Film Laboratories, Washington, are expected to receive the contract, but the charge to the government is based solely on the fees charged by the Chicago channel 11 outlet.

Both Capital Film and WTTW have been partners in handling USIA's laboratory work in this field for a year. The present contract expires May 24. It has been made known to other bidders that the Capital Film-WTTW bid is the lowest, and they have been invited to meet this figure. The bid has not been made public, but it's understood to be in the neighborhood of $30,000. Commercial bidders estimate the work to be more in the neighborhood of $50,000.

The unfair competition charge has already been laid before Representative Wright Patman (D-Tex.), chairman of the House subcommittee on foundations. And, it's reported, a tax suit may be filed by several commercial recording laboratory companies which consider themselves underbid by what is essentially a non-profit organization.

WTTW, one of four ETV stations in the business of recording services, has not hidden its money-making subsidiary from public view. It has a rate card and it has solicited business from not only government and educational institutions, but also from advertising agencies. So have others.

Recording services include duplicating original video tape recordings, and transferring a program or a spot commercial from video tape to 16 mm film. It is at present a $10 million a year business with a potential, it's said, of $20 million in the next several years. There are about six commercial companies that specialize in this work.

Other ETV stations engaged in this particular business are WYES(TV) New Orleans, WTVS(TV) Detroit, and KTCA-TV Minneapolis-St. Paul.

The amount of income from this endeavor varies. WTTW's Dr. John W. Taylor figures $285,000 gross from this work last year.

A. D. Cloud, Jr., of WYES, estimates that gross billings run about $20,000 to $25,000 a year. Dr. John C. Schwarzwalder of KTCA-TV figures that this type of work brings the station less than $4,000.

All income from this source, and from other business activities of ETV stations (production services, rental of equipment, etc.), is taxable as normal business earnings, it was pointed out by the educators. The "profit" left after expenses and taxes is used for station overhead, it was stressed, and at this time is a relatively minor source of income. ETV stations which depend for their support on contributions, foundation grants, and fees collected from school systems in their communities which they serve with in-school programing.

Only one protest has been received at the FCC, it was acknowledged by Dr. Lawrence T. Frymire, chief of the Broadcast Bureau's educational broadcasting branch. Dr. Frymire believes, he said the other day, that this is outside the commission's jurisdiction, since it does not involve on-the-air broadcasting.

Various educators also pointed out that income producing activities by educational institutons are not new. Universities publish books through university presses, colleges publish magazines and newspapers with advertising, and other educational, non-profit oganizations engage in research for business and government at a fee.

Networks plan coverage of astronaut's flight

Preliminary reports from the networks indicate that broadcast coverage of tomorrow's manned space shoot from Cape Canaveral should be the most expensive and extensive ever undertaken for an astronaut's flight.

All networks will present complete coverage at lift-off time (8 a.m. EDT) and during re-entry with numerous specials scheduled throughout the planned

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The only networks reporting sponsors for the astronaut telecasts were CBS and NBC-TV. The first 90 minutes of coverage from Cape Canaveral by CBS-TV, and three half-hour *CBS News Extras* will be presented by the Metropolitan Life Insurance Co. Schick Safety Razor Co. will be a sponsor of CBS Radio's coverage. Gulf Oil, through Young & Rubicam will sponsor NBC-TV's complete coverage.

Film firms consider one-roof operation

The "biggest, most modern motion picture and television production center in the world" will be built in Southern California if plans being studied by Columbia Pictures Corp., Metro-Goldwyn-Mayer and 20th Century-Fox Film Corp. come to fruition, it was announced jointly last week by the presidents of the three major film producing companies, each with an active TV film production division.

The joint statement of Abe Schneider of Columbia, Robert H. O'Brien of MGM and Darryl F. Zanuck of 20th-Fox said that the new center would provide facilities for their three companies but that each would continue to operate as an individual company, with no plans for a merger. Other production organizations would also be able to use the center. One site under consideration is the 20th-Fox ranch at Malibu, only 35 minutes from Beverly Hills and larger than the combined acreage of all existing studios.

Noting that it has been more than 40 years since a completely new studio has been built in Hollywood, the studios said a "primary consideration" in building a new production center is to enable Hollywood to compete more effectively in the world market.

The three firms would also be able to dispose of their present studios in built-up areas of the community at prices for dwelling and office building sites that would enable them to build the new studios and still put money in the bank, according to informed Hollywood sources.

Ray-Eye Productions opens in Evanston, Ill.

A new Midwest video tape and film production company has been formed in Evanston, Ill., by Fred Olsen, former Kansas City home builder and TV producer. Mr. Olsen is president of Ray-Eye Productions Inc. The new company is producer of *Take Two* on ABC-TV, a new contest program under sponsorship of United States Gypsum through Fulton, Morrissey Co.

Take Two's initial run is for 13 weeks in the Sunday 4:30-5 p.m. period and features Don McNeil as host with guests including Bob Hope, Dave Garroway, Adela Rogers St. John, Dody Goodman, Esther Williams, Phyllis Diller and others.

Ray-Eye is continuing to produce syndicated *Builder's Showcase* which United States Gypsum and other companies have sponsored on a spot basis in various TV markets.

Chairman of the board of Ray-Eye is Robert Charles, now with the National Aeronautics and Space Administration who formerly was with McDonald Aircraft Corp. and Universal Match Co. Ray-Eye's address: 1822 Ridge Avenue. Telephone: 273-3525.

VPI dance broadcast over 41 stations

A 41-station network stretching from WNYC New York to WSB Atlanta was scheduled to carry a broadcast of the annual Ring Dance of Virginia Polytechnic Institute, Blacksburg, Va., last Saturday (May 11).

The network, using FM relay and three telephone circuits to fill in blind spots, was arranged by students of the school's campus-limited station, WUVT. The broadcast featured the music of Stan Kenton and was entirely student produced.

Phone circuits were used on the north-bound leg of the network from Farmville Va. to Richmond, Va., and from Richmond to Frederick, Md. On the south-bound route, a phone circuit was used from Anderson, S. C. to Athens, Ga. Line charges were paid by the student dance committee.

Hersholt Co. gets 4 shows

The Hersholt Co. a new TV production and packaging firm has acquired four programs and is ready to negotiate studio or network co-production arrangements. The first project: *U. S. Operation Adoption,* is planned as a one-hour documentary series with a statesman as narrator. Others are: *The Passionate Postman, The Jean Hersholt Story* and *Marriage Is Necessary*. Officers of the Hersholt Co. are: President: Allan Hersholt; vice president: Janet R. Hersholt; legal counsel: Robert J. Vallier; controller: Arthur Young & Co. Firm's present headquarters are at 237 South Linden Drive, Beverly Hills, Calif. Telephone: 275-4768.

'Dobie' in syndication

Twentieth Century-Fox Television has sold the *Dobie Gillis* series to WGN-TV Chicago, KMSP-TV Minneapolis, KOMO-TV Seattle and WFLA-TV Tampa in the first week of its release to stations, it was announced last week by George T. Shupert, vice president in charge of sales for the firm.

The series now is completing its fourth and final season on CBS-TV and is being offered to stations for a fall start. It consists of 147 half-hour episodes.

One-hour specials offered by UA TV

United Artists Television will syndicate six one-hour specials produced by David L. Wolper. It's the first time UA TV has released programing other than a regular series to television.


Mr. Reis

M. J. (Bud) Rifkin, executive vice president of UA TV, who announced the development last week, said that Robert Reis, sales executive with the company since 1957, has been named manager, special projects, to handle sales for the specials and for similar future undertakings. A major advertiser is expected to sign shortly to sponsor the programs in 20 markets.

The six specials will be available for telecast on a once a month basis, starting next October. Titles of the specials are: *December 7, The Day of Infamy; The Yanks Are Coming,* the story of the American soldier in World War I; *The American Woman in the 20th Century; Ten Seconds That Shook the World,* the story of the atom bomb; *The Rise and Fall of American Communism; Berlin: Kaiser to Khrushchev.*

Bay area broadcasters to sponsor seminar

A half-day seminar on the critical problems facing the San Francisco-Oakland area will be held Thursday (May 16) at the Mark Hopkins Hotel under the joint sponsorship of the San Francisco Radio Broadcasters Association and Stanford University.

The conference, which will include hundreds of community leaders, will be recorded by the participating stations, which intend to use the material discussed to help shape their public-service programing. The seminar will explore the bay area's problems in the fields of personal values and the population explosion.

The general managers of six SFRBA stations will attend: Jules Dundes, KCBS; Don B. Curran, KGO; William B. Decker, KNBR; William D. Shaw, KSFO; Clinton D. Churchill, KYA; Alfred Racco, KFRC, all San Francisco; John McRae, KEWB, and Walter Conway, KDIA, both Oakland.

GE COUNTS ON UHF, COLOR

Larger share of market being sought by firm's serious re-entry into broadcast equipment line

The General Electric Co. is renewing its bid for a larger share of the broadcast equipment market.

In particular, GE, according to its officials interviewed at the company's Technical Productions Operation facilities in Syracuse, N. Y., is banking on an expected increased demand for UHF and color TV broadcast equipment.

The tip-off to GE's serious re-entry in the field came at the National Association of Broadcasters' annual convention in early April (BROADCASTING, April 8 and 1). GE announced its new line of UHF transmitters and introduced its new "zig-zag" panel antenna that provides a variety of radiation patterns to suit UHF coverage needs.

Also shown to the industry was its transistorized four-tube color film camera chain at $39,500. Called the 4-vidicon color film camera channel, the system is geared for broadcaster use (ABC and some stations already have ordered the equipment).

According to GE officials, the 4-V system would permit local origination of color film by a station. The company claims the system virtually eliminates color registration problems in monochrome reception of color film transmissions. This is the camera that works on a "coloring book" principle: one vidicon provides the luminance signal and the other three "paint in" the color information.

General Electric also has a re-engineered three image orthicon color studio camera (about $55,000). This camera, which is used for live studio pickup, is not expected to move as quickly as the 4-V for which GE officials assess an immediate and wide market.

Big-Screen Color ▪ At the Syracuse manufacturing complex during the week of April 29, GE held private customer demonstrations of its new color light vale projector which it has named Talaria.

The Talaria system is the one for which National General Corp., Beverly Hills, Calif., has entered into an agreement with GE giving the theater chain exclusive rights for the projector's distribution for commercial theatrical entertainment. NGC expects to install the color TV system of projecting TV entertainment on theater-size screens in a minimum of 100 theaters by early 1964. The project, with the equipment, will cost about $10 million (BROADCASTING, Feb. 24 and March 4).

GE, using its own equipment (primarily the 4-V and the three-image orthicon color studio cameras), held its demonstration at an auditorium space set up at Electronics Park. Primarily, the demonstration was for teams of technical experts and engineers from the military services and from other electronic firms.

The project threw an image on a 15 by 19-foot screen. Emphasized by GE was the resolution, registration and definition obtained. An absence of scanning lines was pointed up.

Also at the demonstrations, it was learned, were representatives of the TV networks. Their specific interest, it was said, would be the use of the Talaria system for rear projection and for special effects both in color TV news and entertainment program telecasts.

Future Trend ▪ GE in "gearing up for competition" is moving ahead a program that looks to a continued trend to transistorization in equipment, smaller modular boards with emphasis on reliability and compactness.

GE, its officials note, has learned to adapt its broadcast equipment from basic designs. The practice now is to modify the basic design as the need occurs for military, industrial, educational TV or broadcast applications. This is where the module, solid-state advances are of great importance.

At one time (in the early 1950's), GE had UHF equipment coming off the production line but fewer and fewer customers as UHF operators found the economics of TV operation putting them out of business. Color, in the meantime, had failed to catch fire.

GE's decisions were made well in advance. It is estimated that the company worked up its goals for color TV equipment a year and a half ago. Its basic decision to use modular and transistorized design was developed as early as three and a half years ago. GE estimates that it already has shipped some 3,000 fully transistorized industrial-type TV cameras over the past few years alone. And from industrial and military uses of new design, GE applied the circuitry to broadcast equipment.

Transistor UHF tuner due on market in June

A transistorized UHF television tuner which is "smaller than a pack of cigarettes" has been developed by the F. W. Sickles Division of General Instrument Corp., Chicopee, Mass. The company said the tuner will permit the manufacture of thinner, smaller all-channel TV sets.

The new tuner (model 218) measures 1-1/16 inches by 2 inches by 2-3/8 inches. It will be available to television set makers in June.

Despite its size, the new model is said to "equal or better" the performance of General Instrument's basic tube model 204. Extremely low radiation, use of solid-state devices to provide low power drain and inclusion of latest transistors and components are some of the advantages of the new tuner, according to the company.

General Instrument said the new tuner will be priced competitively.

CBS-TV gives Gates $500,000 contract

A contract for more than $500,000 worth of audio equipment has been placed by CBS Television with Gates Radio Co., Quincy, Ill. Harris-Intertype Corp., Cleveland, parent company of Gates, called it "probably the largest, single order for sound control equipment ever placed by a U. S. company."

The contract, calling for design, construction and delivery of transistorized

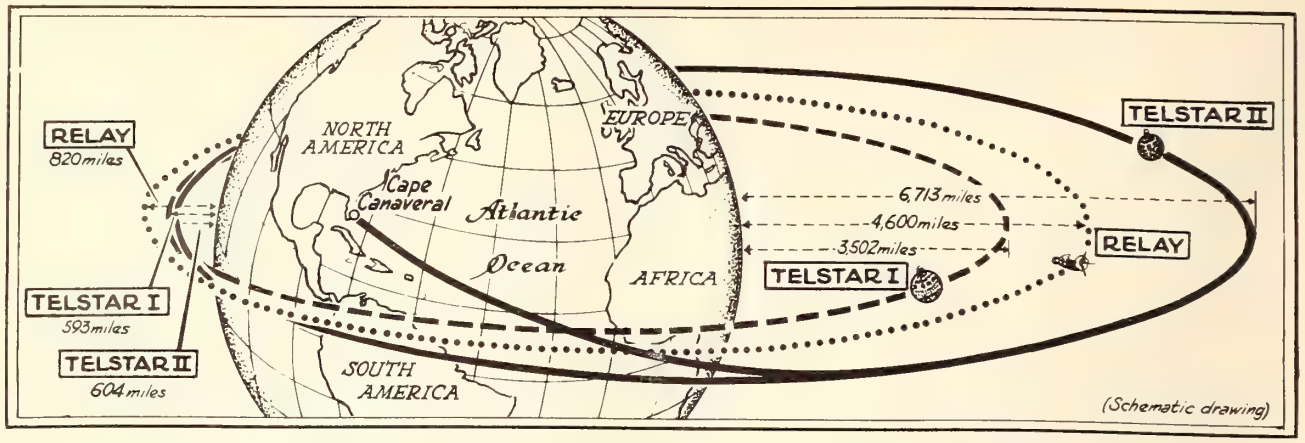
CONTINENTAL'S 50 KW SOUND OF QUALITY



PART 1: *PERFORMANCE*

With a big, clean sound that is comparable to an FM broadcast, Continental's 317B 50 kw AM transmitter is satisfying demands of progressive radio stations everywhere. Years-ahead features and quality construction provide unmatched performance.
Write for details today.

Continental Electronics
PRODUCTS COMPANY
BOX 5024 • DALLAS 22, TEXAS • TELEX CEPCO
Subsidiary of Ling-Temco-Vought, Inc.



From *The New York Times*

Successful Telstar II used for two transmissions

Telstar II zoomed up into an almost perfect orbit early in the morning of May 7 and before the week was over, it had been used for two TV programs.

On the night of its birth, the new AT&T communications satellite was used to relay a previously taped conversation between Eugene J. McNeely, AT&T president, and Dr. James B. Fisk, Bell Labs. president. This was received in both England and France, although the latter reported the picture weak and shaky due, it was said, to the position of the satellite and its attitude at the time.

On the evening of May 8, a special 6-minute segment of a portion of ballet from an old *Bell Telephone Hour* colorcast was transmitted from AT&T's Andover, Me., ground station via Telstar II to both England and France again. Reception of the pictures, over its 9,000-mile circuit, ranged from "excellent" in France to "very good" in England.

The 175 pound satellite, a sister to Telstar I which was put into orbit last July, rose from its launching pad at Cape Canaveral early Tuesday atop a three-stage Delta rocket. Within minutes it was in what is considered almost its expected orbit—604 miles to 6,713 miles, circling the earth every 225.1 minutes.

In order to overcome some of the radiation problems which plagued Telstar I (not now operating), Telstar II's circuitry was fitted with "evacuated" transistors. Its wider-ranging orbit is also expected to carry it away from the hazards of the Van Allen Belt.

With Telstar II's successful orbit and operation, Europe may be expected to view live shots of Astronaut L. Gordon Cooper's 22-orbit flight scheduled to take place tomorrow (May 14). Both Telstar II and Relay, launched last December, are expected to be used to show the launching of Major Cooper's 34-hour manned space flight from Cape Canaveral.

Astronaut Cooper will have with him a small, portable TV camera which he will use to transmit back to Canaveral pictures of himself and also scenes taken by him through the porthole of his Mercury capsule (BROADCASTING, April 1). These slow scan shots will be electronically converted to normal broadcast standards on the ground at Canaveral and fed to the three television networks.

audio consoles and amplifiers, are for the $20 million CBS radio and television broadcast center, now under construction on West 57th Street, New York.

Seven advanced design studio consoles, more than 1,000 transistor amplifiers and supplementary components will be manufactured at the Quincy plant for delivery during 1963. Although designed to CBS specifications, Gates will make the equipment available to other stations as standard production items.

Each of the consoles is capable of simultaneously mixing and controlling audio from any of the more than 100 sources that can be connected to its input channel.

New trade association formed

Formation of a new national trade association for electronic manufacturers selling through distributors, the Association of Electronic Manufacturers Inc., was announced in Chicago last week. AEM represents a merger on the national level of two groups which will continue active within their own regional spheres, the Association of Electronic Parts and Equipment Manufacturers and the Producers of Associated Components for Electronics. The initial membership meeting will he held in Chicago May 22.

Engineer groups plan merger

Preliminary merger plans will be made this week by representatives of the Society of Motion Picture and Television Engineers (SMPTE), the Society of Photographic Scientists and Engineers (SPSE) and the Society of Photographic Instrumentation Engineers (SPIE).

Consolidation of the three national engineering societies recently received preliminary approval by their governing bodies. The proposed merger and a constitution will be submitted to a referendum of the individual members if approved by the organization's boards.

Technical topics...

New microphone ▪ Freeman Electronics Corp., 729 North Highland Avenue, Los Angeles, has begun production of the DM-166 dynamic microphone. The DM-166 has a guaranteed frequency response of 35-22,000 cps (±5 db) and a built-in matching transformer. It comes with two five-foot line cords to fit standard phone jack or mini-jac and costs $29.95.

New color line ▪ Western Auto Co., Kansas City, Mo., will introduce its own three-model line of color TV sets about mid-June with prices ranging from $495 to $645. RCA picture tube and parts kit will be fabricated by undisclosed firm for Western Auto's Truetone label. The chain includes 416 company owned outlets plus 3,900 associated stores. All sell monochrome TV.

Canadian broadcast rep opens N.Y. office


Mr. Townsend


Mr. Johnson


Mr. Bickerton

All-Canada Radio and Television Ltd., Toronto, Canadian broadcasting representative firm, last week opened its New York office at 10 Rockefeller Plaza. The telephone number is Circle 6-1425.

R. Lloyd Johnson has been appointed director of the radio division of All-Canada in New York and **Robert L. Bickerton** and **T. William Townsend** will supervise the television division. All-Canada will have representation in Chicago, San Francisco, Los Angeles, Atlanta, and Dallas through the local offices of John E. Pearson Co.

The Canadian firm, which was established in 1934, represents 57 radio and television stations, and maintains offices also in Montreal, Winnipeg, Calgary, Vancouver.

BROADCAST ADVERTISING


Mr. Cates

Gordon C. Cates, senior VP of Lennen & Newell, New York, joins Maxon Inc., that city, as senior VP and account supervisor on toiletries division of Gillette Safety Razor Co. **Allan Miller,** former VP of Ted Bates & Co., New York, joins Maxon as account executive on Gillette toiletries division. **James Macpherson,** VP, and **Glen Fortinberry,** account executive in Maxon's Detroit office, elected to board of directors. Mr. Fortinberry was also elected VP. **James Bley,** assistant marketing director, also elected VP.

Thomas P. Hawkes, VP and director of marketing for Piel Brothers, wholly owned subsidiary of Drewry's Limited, U. S. A., South Bend, Ind., elected president. Mr. Hawkes replaces **Henry J. Muessen,** who continues as board chairman of Brooklyn, N. Y., brewery.


Mr. Rodgers

Dan Rogers, vice president, director and group head on American Home Products account at Ted Bates & Co., New York, resigns to join client, American Home Products Corp., that city, as VP. Mr. Rodgers will serve on firm's finance and operations committees.

Arthur C. Fatt, board chairman and chief executive officer of Grey Adv., New York, elected chairman of eastern region of American Association of Advertising Agencies. **Herbert W. Cooper,** president of Meldrum & Fewsmith, Cleveland, elected chairman of 4-A's east-central region.

Joan Chamberlain, VP and copy group head at Lennen & Newell, New York, joins Dancer-Fitzgerald-Sample, that city, as VP and copy supervisor.

Henrietta F. Kieser elected VP-creative director of Savage-Dow Inc., Omaha advertising agency.


Mr. Gossett

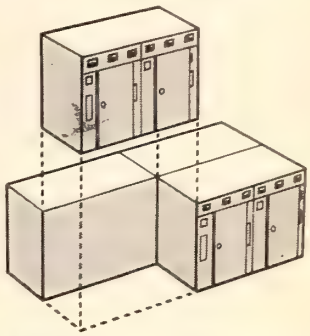
O. Milton Gossett, assistant creative director at Compton Adv., New York, elected VP. Mr. Gossett joined agency in 1949 in traffic department, and later became copywriter. **Ted Robertson,** manager of TV programing for Compton's Los Angeles office, elected VP. Mr. Robertson joined Compton in 1962 from McCann-Erickson, where he was radio director and television supervisor for twelve years.

Clifford C. Mendler elected VP in charge of marketing for Schick Inc., Lancaster, Pa.

Blaine Cooke, former marketing research manager for Lincoln-Mercury Division of Ford Motor Co., joins United Air Lines, Chicago, as VP-marketing, newly created post.

James F. Baker, president of James F. Baker Adv., Troy, N. Y., becomes VP and account executive of Storm Adv., upon merger of former with Rochester advertising agency. Mr. Baker will be responsible for accounts

CONTINENTAL'S 50 KW SOUND OF QUALITY



PART 2: *DRIVER STAGE*

for Continental's 317B 50 kw transmitter is the 315B 5 kw transmitter which can be increased to 10 kw (316B) or 50 kw (317B) simply by adding the various power groups. *Write for details today.*

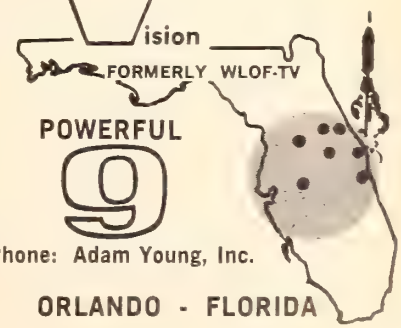
Continental Electronics
PRODUCTS COMPANY
BOX 5024 • DALLAS 22, TEXAS • TELEX CEPCO
LTV Subsidiary of Ling-Temco-Vought, Inc.

Wonderful Florida Television Vision

Unduplicated ABC-TV Coverage of 23 Florida counties in the rich expanding Central Florida commercial, agriculture and Space Age market.

FORMERLY WLOF-TV

POWERFUL 9



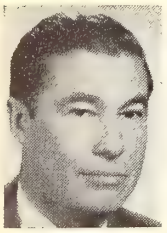
Phone: Adam Young, Inc.

ORLANDO - FLORIDA

in Albany district and those formerly serviced by his own agency.

William Craig, associate director of radio-TV at Young & Rubicam, New York, resigns to become head of Hollywood office of Benton and Bowles. He will succeed **Albert Kaye,** who reaches compulsory retirement age in July.

E. P. (Ernie) Andrews resigns as radio-TV production manager of Campbell-Mithun, Los Angeles, to concentrate on personal business affairs. He had been with agency for 11 years and directed its TV and radio production since 1955. **June Baker,** his assistant, succeeds him.


Mr. Dixon

Courtlandt P. Dixon, VP of Ted Bates & Co., New York, elected senior VP. Mr. Dixon, former VP of Buchanan & Co., New York, joined Bates in 1949 as account executive.

Paul Wentura and **Warren Buchanan** join Doyle Dane Bernbach, New York, as account executives. Mr. Wentura formerly served with Hertz Corp. Mr. Buchanan was with D'Arcy Adv.

T. Jack Henry, administrative VP of McCann-Erickson, New York, joins First National City Bank, that city, as VP in charge of advertising.

John M. Tyson Jr. resigns as vice president and regional manager of BBDO, Chicago, to become vice president for advertising and merchandising of Heublein Inc., Hartford, Conn.

Stephen Scott resigns as account supervisor at West Associates, Los Angeles agency, to form his own agency, Stephen C. Scott & Associates, at 315 South Beverly Drive, Beverly Hills.

William R. Walker, former advertising and sales promotion manager of Fluor Corp., Los Angeles, named general manager of Harshe, Rotman & Druck, public relations firm, that city.

W. Pearse Casey, VP and senior account supervisor on Grove Laboratories at Doherty, Clifford, Steers & Shenfield, New York, appointed account supervisor on Airwick brands division of Airkem Inc., that city.

Jo Foxworth, copy group supervisor at McCann-Erickson, elected president of Advertising Women of New York. Other officers elected are **Lee Brower,** BBDO, first VP; **Jean Brown,** Benton and Bowles, second VP; **Roselou Flanagan,** Norman, Craig & Kummel, treasurer; **Penny Speckter,** Martin K. Speckter Associates, assistant treasurer; **Sally A. Goedecke,** Union Carbide, corresponding secretary; and **Carol A. Cruikshank,** Crossley, S-D Surveys, recording secretary.

'Award for Leadership'


Mr. Bolin

Roger H. Bolin, director of advertising for Westinghouse Electric Corp., last week was designated by Association of National Advertisers as second recipient of "Award for Leadership."

In announcing award, which will be presented to Mr. Bolin at luncheon May 20 at Waldorf-Astoria in New York, ANA Chairman and Vice President Harry F. Schroeter called Mr. Bolin "deeply conscious of the advertisers' responsibilities to the public."

Mr. Bolin, director of Westinghouse advertising since 1957, has served as ANA board director, treasurer, vice chairman, and chairman. First recipient of "Award for Leadership" was late **Lee H. Bristol,** who was board chairman of Bristol-Myers and chairman of Advertising Council.

Robert P. Bauman, administrative assistant to president of General Foods, White Plains, N. Y., appointed national sales manager for Maxwell House division, effective June 1. Mr. Bauman will succeed **Walter E. Cohan,** who has been named marketing manager of Kool-Aid division, also effective June 1.


Mr. Bernstein

Robert A. Bernstein resigns as director of public relations for Westinghouse Broadcasting Co., New York, and joins The Softness Group as VP and director of special projects effective today (May 13). Among clients Mr. Bernstein will represent are TV specials of Douglas Fairbanks Jr., Dick Clark and Elizabeth Taylor. Softness Group is in public relations and advertising.

Harriet Segman, former account executive at Norman, Craig & Kummel, New York, joins Faberge Inc., manufacturer of perfume and cosmetics, New York, as director of advertising.

Richard C. Brown joins Tracy-Locke Co., Dallas and San Antonio advertising agency, as account executive.


Mr. Simons

Edward C. Simons, account executive at Morse International, New York, joins Street & Finney, that city, as VP in charge of drug product division. **Robert Bruce,** formerly with A. C. Nielsen, joins S&F as sales analyst on research staff. Mr. Simons previously served with Ruthrauff & Ryan and Lennen & Newell.

James Bowermaster, former promotion-merchandising manager of WMT Cedar Rapids, Iowa, and **Rosemary Gohring** named associates of Carter Reynolds and Associates, Des Moines advertising agency.

Hal Burnett, formerly with Holtzman-Kain Adv. and Roche, Rickerd & Cleary, joins O'Grady-Andersen-Gray Adv., Chicago, as account executive.

Charles H. Whitebrook, senior VP of Bishopric/Green/Felden Inc., Miami, elected governor of 4th district of Advertising Federation of America, succeeding **Richard L. Ashe,** president of Ashe Photo Service, Lakeland, Fla. Other officers elected: 1st lt. governor

R. C. CRISLER & CO., INC.

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LICENSED SECURITIES DEALERS

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733 Third Avenue, Suite 2105, phone MUrray Hill 7-8436

—**Robert F. Ensslin Jr.,** Louis Benito Adv., Tampa; 2d lt. governor—**Betty Tway,** *All Florida TV Week,* Jacksonville; secretary—**Joseph H. L. Brechner,** WFTV (TV) Orlando; treasurer—**Joseph S. Field Jr.,** WIRK West Palm Beach, Fla.

William F. Rosenthal, with St. Louis staff of D'Arcy Adv. since 1959, named regional account executive for Budweiser Beer, working out of agency's Chicago office.

Donald A. Stork, account representative for Commercial Letter Inc., direct mail company, St. Louis, joins Richard C. Lynch Adv., that city, as account executive.

Lou Perkins, producer-director of TV-radio commercials for Tatham-Laird, joins Wade Adv., Chicago.

John G. Franck, freelance TV producer-writer, joins Los Angeles office of McCann-Erickson Inc.


Mr. Pomroy

James F. Pomroy, former senior product manager for household products division of Colgate-Palmolive Co., New York, appointed advertising manager for Ralston Division of Ralston Purina Co., St. Louis. Mr. Pomroy succeeds **Norman W. Rau,** who was named advertising manager for Purina Dog Chow.

Tom Carson, formerly with Compton Adv., New York, joins Sullivan, Stauffer, Colwell & Bayles, that city, as assistant media director.

David G. Phillips, formerly with media department of N. W. Ayer & Son, Philadelphia, joins media department of S. E. Zubrow Co., that city.

Lee W. Small, for 12 years Chicago salesman for *This Week* Magazine, joins Needham, Louis & Brorby, that city, in newly created position of manager of development. He will concentrate on agency's new business program.

Edwin J. Case, formerly of Bristol-Myers Co., New York, joins Fuller & Smith & Ross, that city, as project director in research department.

Roy Menzies, account executive with Tatham-Laird, Chicago, promoted to director of merchandising.

Howard Swenson, formerly with Leo Burnett Co. and Compton Adv., Chicago, appointed art director at Knox Reeves Adv., Minneapolis.

John M. Hughlett Jr. named manager of special promotions section of Armstrong Cork Co., Lancaster, Pa., succeeding **Donald G. Goldstrom,** recently appointed assistant director of advertising and promotion department.

Keith Gould, former senior art director at McCann-Marschalk, Cleveland, joins Fletcher Richards, Calkins & Holden, New York, as art director.

Lepkin elected president

Wallace Lepkin, manager of research department of Foote, Cone & Belding, New York, elected to succeed **Cornelius DuBois,** VP and research director at FC&B, as president of New York chapter of American Marketing Association.

Succeeding Mr. Lepkin as first VP of 1,400-member chapter will be **Sheldon Newman,** assistant to president of Home Testing Institute. **Richard H. Ostheimer,** director of research for *Life* magazine, was elected second VP.

Other officers elected: secretary—**Dan Ailloni-Charas,** market research manager of Chesebrough-Pond's Inc.; assistant secretary—**Babette Jackson,** senior project director of Dancer-Fitzegrald-Sample; treasurer—**William Martin,** marketing research manager of The Borden Co.; assistant treasurer—**Norbert Robbins,** manager of marketing research for House of Seagram.

THE MEDIA


Mr. Tilson

Tom Tilson, midwest sales manager for Metro TV Sales, Chicago, promoted to eastern sales manager, with headquarters in New York. Prior to joining Metro, Mr. Tilson served with Television Advertising Representatives, New York, and Benton and Bowles, that city. **Alfred T. Parenty,** former eastern television manager of Young Television Corp., New York, succeeds Mr. Tilson as midwest sales manager, with headquarters in Chicago.


Mr. Parenty

Jack Mulholland, formerly with NBC Spot Sales and one-time head of its Chicago office, joins The Bolling Co.'s television division in New York. **John McGuire,** who has headed his own station representative company in Denver since 1954, named manager of Bolling's newly established Denver office. **Edward R. Eadeh,** formerly in research posts with CBS, NBC and old Du Mont Television Network, appointed sales research and market development director, and **Rebecca Kenneally** named traffic director.


Mr. Kelly

John J. (Chick) Kelly, director of advertising and promotion for Storer Broadcasting Co. since 1959, elected VP.

Frank Morello, timebuyer and media supervisor at Ted Bates & Co., New York, joins Peters, Griffin, Woodward, that city, as account executive. Mr. Morello was assistant timebuyer and estimator for McCann-Erickson before joining Bates.

William M. Materne, account executive at CBS-TV, elected VP for eastern sales. Prior to joining CBS-TV in 1954, Mr. Materne was with ABC-TV. From 1945 to 1949 he was account executive with Mutual Broadcasting System.

Jacques DeLier, assistant general manager of KWTV(TV) Oklahoma City, elected president of Oklahoma Television Association for 1963-64. Other

CONTINENTAL'S 50 KW SOUND OF QUALITY



PART 3: *AMPLIFIER* for Continental's 317B 50 kw transmitter is a high efficiency linear stage using the "Weldon Grounded Grid*" circuit which provides high overall efficiency, extreme stability and the absence of critical neutralizing and tuning adjustments. *Write for details today.*

*Pat. No. 2.836,665

Continental Electronics

PRODUCTS COMPANY

BOX 5024 • DALLAS 22, TEXAS • TELEX CEPCO

LTV Subsidiary of Ling-Temco-Vought, Inc.

Kearney succeeds Crane as AWRT president


Miss Kearney

Margaret M. Kearney, educational director of WCAU-AM-FM-TV Philadelphia, elected president of American Women in Radio and Television, May 5 at conclusion of organization's annual convention in Philadelphia. She succeeds **Martha Crane,** director of women's programs, WLS Chicago. **Elizabeth Bain,** assistant director of program services for CBS-TV-New York, was installed as president-elect, to become president at 1964 AWRT national convention. Elected directors for two-year terms: **Elizabeth Evans,** KING-TV Seattle; **Frances Preston,** Broadcast Music Inc.; **Jean Rainey,** Rainey and McEnroe, Washington, D. C.; **Dene C. Ratermann,** National 4-H Service Committee, Chicago; and **Mary T. Walker,** Taylor-Walker Associates, New York.

Also, at board meeting of AWRT Educational Foundation, **Lucile Bush,** of Johnson's Wax Co., Racine, Wis., was elected treasurer. Named to foundation's board were **Dorothy Buhr,** J. Walter Thompson Co., San Francisco; **Dora Cosse,** Dora-Clayton Agency, Atlanta; **Florence Cyhel,** Potts-Woodbury Inc., Kansas City; **Leontine Keane,** WDET-FM and WTVS(TV) Detroit; **Angela McDermott,** Heath deRochemont Corp., Boston; and **Irene Runnels,** Balaban Stations, Dallas.

officers elected: **Bill Swanson,** general manager of KTUL-TV Tulsa, VP, and **Tom Parrington,** assistant general manager of WKY-TV Oklahoma City, secretary-treasurer.

Harvey J. Tate, national coordinator of news and public affairs for Plough Inc. (WMPS Memphis; WCOP Boston; WPLO Atlanta; WJJD Chicago; WCAO Baltimore), to WCAO sales manager.

Lester E. Kabacoff resigns as VP, secretary and director of Royal Street Corp., licensee of WDSU-AM-FM-TV New Orleans, to return to full time practice of law with State Senator Adrian Duplantier.

Steve Schoen, former general manager of KUDI Great Falls, Mont., joins KOPR Butte, Mont., in similar capacity.

James L. Tomlin, former sales manager of WLUC-TV Marquette, Mich., and for past three years sales promotion manager of WBAY-TV Green Bay, Wis., returns to WLUC-TV as general manager.

Gerald D. Stoddard, assistant to president of Farrington Manufacturing Co., Needham, Mass., named general manager of North Shore Broadcasting Corp., licensee of WESX Salem, Mass.

Kent Jones appointed general manager of WSPN Saratoga Springs, N. Y., succeeding **Dale Robertson,** who becomes executive director-secretary of Spa Broadcasters, licensee of station.

Murray Horne, formerly with James King Agency, Seattle, joins staff of KPAM and KPFM(FM) Portland, Ore., as account executive.

Joe McMurray, KORK Las Vegas, elected president of Southern Nevada Broadcasters Association. **Bill Stiles,** KLAS-TV and **Mike Gold,** KLUC-AM-FM, both Las Vegas, elected VP and secretary-treasurer, respectively, of association.

Oliver (Ollie) Hayden, former local sales manager of KSBW-TV Salinas, Calif., joins KGO-AM-FM San Francisco as account executive.

John L. Richer joins WNBF-TV Binghamton, N. Y., as account executive.


Mr. White

Thomas J. White, former executive vice president of Avery-Knodel Inc., New York, joins Buckley-Jaeger Broadcasting Corp., that city, as national sales manager. Mr. White joined Avery-Knodel in 1948.

George A. Foulkes, former VP in charge of sales for WTHI-AM-FM-TV Terre Haute, Ind., becomes president and general manager of WAAC Terre Haute (formerly WMFT) which he recently purchased. **Tom Lawrence,** program manager of WTAP-TV Parkersburg, W. Va., resigns to join WAAC as program manager. **Sid Thompson,** WCSI-AM-FM Columbus, Ind., and **Tom Johnson,** WITZ Jasper, Ind., join WAAC as news director and air personality.


Mr. Thompson

W. Hal Thompson, for past eight years manager of Dallas office of Peters, Griffin, Woodward, national radio-TV sales representative, joins KSYD-TV Wichita Falls, Tex,. as commercial manager. Prior to joining PGW, Mr. Thompson was assistant program director in charge of sports and special events at WFAA-AM-FM-TV Dallas.

Pat Norman, account executive at Bernard Howard and Co., Chicago, transfers to New York headquarters. **Ronald Brooks,** former account executive at WBEE Harvey, Ill., joins Howard as Mr. Norman's successor in Chicago.

Frank Nealon joins sales staff of WEJL Scranton, Pa.

Earl S. Baker, formerly with Procter & Gamble and Hunts Foods, joins sales staff of WPRO Providence, R. I.

Paul Kallinger joins announcing staff of KBER San Antonio, Tex.

Dave Clasby appointed program director of KGLA(FM) Los Angeles.

Bill Moore, former news director of WBEL Beloit, Wis., appointed program

United Press International news produces!

director of WIOK Normal, Ill.

Leonard H. White, formerly head of program development department at J. Walter Thompson Co., Hollywood, joins CBS-TV-Hollywood as director of program development, effective May 15.

Ron Werth, research analyst for sales division of ABC Spot Sales, appointed director of research for WABC-TV New York. Mr. Werth succeeds **Lawrence J. Pollock,** recently named general sales manager of WTEN(TV) Albany.

Clayton Willis, news director of WEER Warrenton, Va., and former staff writer with *Newsweek* Magazine, joins WAVA-AM-FM Arlington, Va., as sports director and special assistant to WAVA President Arthur W. Arundel.

James B. Luck, assistant program manager of WOWO Fort Wayne, Ind., resigns to become general manager of WCIT Lima, Ohio. Station is scheduled to go on air August 15.

William T. Lowry Jr. joins announcing staff of WDAF Kansas City.

Eddie Craig, former air personality at WACO Waco, Tex., joins announcing staff of KDBS Alexandria, La.

Joe Mulvihill joins announcing staff of WWSW-AM-FM Pittsburgh.

Charles H. Mitts, former copywriter with BBDO and Benton and Bowles, New York, named special promotion consultant for KRLA Pasadena, Calif.

Sid Garfield, director of press information for CBS Radio, joins CBS-TV as director of exploitation, press information department. Mr. Garfield joined CBS Radio in 1951 from Samuel Goldwyn where he was director of publicity. He had also served with Warner Brothers Pictures for 10 years.

'Timebuyer' award

Fourth annual "Timebuyer of the Year" award was presented Tuesday to **Larry Claypool,** media director of the Chicago office of Kenyon & Eckhardt, by The Katz Agency's John E. Roberts, president, Chicago chapter, Station Representatives Association. Mr. Claypool joined K&E in April and before that was with J. Walter Thompson Co.



Mr. Claypool

A 'Lulu' for Esipenko

Val Esipenko, of Erwin Wasey, Ruthrauff & Ryan, Los Angeles, was awarded "Lulu" (first award) of Los Angeles Advertising Women for best TV commercial of year, a one-minute spot for Carnation Co. **Cynthia Lawrence** and **Mary Louise Lau,** of Carson/Roberts, Los Angeles, won certificates of merit in TV category for Max Factor commercials and **Orva Huff Smith,** of Phillips-Ramsey, San Diego, won TV certificate of merit for commercial for First National Bank of San Diego. Miss Lawrence and Mrs. Smith also won certificates of merit for radio commercials for western edition of *New York Times* and Marnel Development Co.'s retirement community, respectively.

Norris Brock, news cameraman at KOGO-TV San Diego, Calif., assigned to duty as cameraman-reporter at Washington, D. C., news bureau of Time-Life Broadcast Inc., licensee of station.

Jeff Skov, former sports director of KTIM San Rafael, Calif., named general news reporter, replacing **Stuart Smith,** who moves to station's sports department as production assistant.

Norm S. Geordan appointed program director of WENE Endicott, N. Y.

Thomas Brown, former staff announcer at WKID Urbana-Champaign, Ill., returns to WKID as program director following military service for 18 months.

Weston J. Harris, TV program manager for U. S. Information Agency, joins WNBC-TV New York as program manager. Mr. Harris served as director of programs for WRC-TV Washington from 1957 to 1962.

E. Paul Abert named production manager of WTIC-TV Hartford, Conn., succeeding **George W. Bowe,** who was promoted to assistant program manager.

William Hagopian and **Sylvia Hinrichsen** named to newly created positions of production supervisor and office manager, respectively, of WBJA-TV Binghamton, N. Y.

Dalton Danon, head of film operations at KTLA(TV) Los Angeles for past year, promoted to director of film programing.

Pat McCormick, former star and creator of KGO-TV San Francisco's *Charley Horse Show,* returns to station as writer-actor for *Santa Village,* Saturday morning children's program.

Denny Sullivan named host of *Denny Sullivan and the Gang* show on WSYR-TV Syracuse, N. Y., replacing late **James DeLine,** who conducted former *Jim DeLine Gang* program.

Ted Pollock appointed director of merchandising, advertising and research for KWKW Pasadena, Calif.

Dick Mahan, former newsman at KNUZ Houston, named assistant news director of KTOK Oklahoma City.

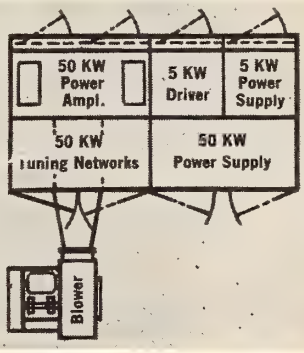
Peter S. LaBruzzo, former radio sales manager of Adam Young Inc., Chicago, joins McGavren-Guild Co., that city, as salesman.

Jerry Goodwin named program director of WQAM Miami, filling position vacated earlier when **Charles Murdock** was promoted to operations manager.

Beverly Baker, formerly with Ivy Broadcasting Stations at Ithaca, N. Y., joins WHN New York as traffic and continuity director.

Carroll DuBois Talbert appointed religious director of KIIX-TV Los Angeles. **Larry McCormick** joins station as air personality and host of *On The Town* show.

CONTINENTAL'S 50 KW SOUND OF QUALITY



PART 4: *COMPACTNESS*

Entirely self-contained except for PA blower, Continental's 317B requires only 72 square feet of floor space. All transformers, chokes and switchgear are contained in aluminum cabinets.

Write for details today.

Continental Electronics

PRODUCTS COMPANY

BOX 5024 • DALLAS 22, TEXAS • TELEX CEPCO

LTV Subsidiary of Ling-Temco-Vought, Inc.

A station for the handicapped?

Kenneth Jacuzzi, a physically handicapped businessman from Lafayette, Calif., is determined to start a commercial radio station which will be owned and operated by the handicapped. Mr. Jacuzzi, who admits some employes without disabilities might be necessary to help run the station, is convinced that most of the operation can be handled by the handicapped—and he is currently trying to locate those willing to join him in the venture.

It is difficult to find talented, experienced handicapped people interested in starting the station, Mr. Jacuzzi told BROADCASTING, and the rehabilitation agencies are little help, as they specialize in aiding the mentally retarded among the physically disabled and have no knowledge of specific individuals who Mr. Jacuzzi might wish to approach.

Mr. Jacuzzi, who has no commercial radio experience himself, indicated a willingness to either help buy or start a station in any market. He said the station should be "where the talent is."

"Special equipment could be installed," Mr. Jacuzzi said. "The important thing is to find handicapped people willing to prove that although the handicapped can't compete in the same way, they can be just as successful."

At least one existing commercial station, WLRW (FM) Champaign, Ill., is using handicapped personnel, drawing mainly on handicapped students enrolled in radio and communications study at the University of Illinois.

Mr. Jacuzzi can be reached at 1239 Upper Happy Valley, Lafayette, Calif.

Paula Loyd, of Rome, Ga., a 17-year-old student at Model High School, named winner of first annual Georgia Association of Broadcasters' $500 radio-TV scholarship. She plans to attend University of Georgia and study radio-TV journalism and home economics.

John F. Merrifield, PR representative for tractor and implement operations at Ford Motor Co., Detroit, appointed farm director of WHFB-AM-FM Benton Harbor-St. Joseph, Mich. Mr. Merrifield is former agricultural director for Mutual Radio Network, New York.

GOVERNMENT

William McIntyre, member of Washington news staff of ABC and former assistant to commentator Edward P. Morgan, joins information staff of Agency for International Development (AID) as radio-TV film officer.

Robert D. Gordon, program director of KIRO-TV Seattle for past five years, joins U. S. Information Agency, Washington, as deputy chief of production for information television branch.

INTERNATIONAL


Mr. Oliver

Robert E. Oliver, advertising and PR supervisor of Bank of Nova Scotia, elected president of Association of Canadian Advertisers at its annual meeting in Toronto. **Allan B. Yeates,** senior VP of Spitzer, Mills & Bates Ltd., Toronto, won ACA gold medal for his efforts in enhancing stature of advertising in Canada.

W. O. Crampton, general manager of CFTO-TV Toronto, elected VP-general manager, and **Murray Chercover,** director of programing, elected VP in charge of programing.

Fred Phillips, account executive, promoted to supervisor of advertising research at McConnell, Eastman & Co., Toronto.


Mr. Talley


Mr. Johnson

John R. Talley, executive VP of The Coca-Cola Export Corp., elected president, succeeding **J. Paul Austin,** who continues as president of parent organization, The Coca-Cola Co., Atlanta, Ga. **Oel Johnson,** manager of manufacturing department for export operations, elected VP and manager of manufacturing. Mr. Talley became executive VP in October 1962 after having served as operations VP in New York and earlier as VP and manager of Mediterranean and Middle East area since 1956, with headquarters in Rome. Mr. Johnson has been with Coca-Cola Export for 25 years. He was named manager of manufacturing department in 1961.

Josephine Smith resigns as manager of promotion and publicity for Television Bureau of Advertising of Canada, Toronto.

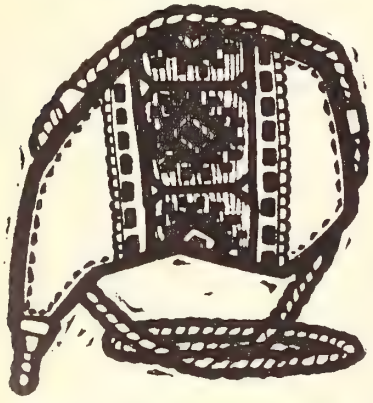
PROGRAMING


Mr. Lattin

Leroy E. Lattin elected president of Home Entertainment Company of America, which is engaged in development and promotion of pay-TV system in Santa Monica, Calif. (BROADCASTING, Dec. 10, 1962). He succeeds **Oliver A. Unger,** who was named chairman of board and chief executive officer. Mr. Lattin served as president of General Telephone Co. of California from 1958 to 1962 when he was elected board chairman of that company. In January he became member of board of directors of Home Entertainment Co.

Eddie Rissien, production executive at ABC-TV-Hollywood, appointed special executive assistant to Basil Grillo, president of Bing Crosby Productions. He will direct and coordinate TV program development for BCP.

Ken Hildebrandt, broadcast account executive in both station and syndication fields, appointed special sales consultant for The Jack Douglas Co., new



WHY SALES CLIMB ALONG THE SKYLINE

There's refreshing sales performance in this "one-buy" TV market with Food sales as large as the 29th metro area and Drug sales that rank 26th!



SKYLINE TV NETWORK

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KOOK Billings / KFBB Great Falls / KXLF Butte
KID Idaho Falls / KBLL Helena / KLIX Twin Falls

distribution subsidiary of The Jack Douglas Organizations.

Stuart Berg, former director of radio-TV production at John W. Shaw Adv., Chicago, appointed director of TV commercials at Wilding Inc., that city.

Richard A. Simmons signed to exclusive contract with Four Star Television to create and develop new properties. **Christopher Knopf** joins Four Star as writer on company's new Robert Taylor series.


Mr. Mitchell

Robert D. Mitchell, VP in charge of operations for Association Films Inc., New York, elected president. Mr. Mitchell succeeds **J. R. Bingham,** who becomes vice chairman of board and treasurer. **A. L. Frederick,** executive VP and treasurer, named Midwestern representative. **Robert M. Finehout,** director of advertising, promotion and TV, elected VP for corporate advertising and public relations. **Robert W. Bucher,** VP-sales, appointed VP for instructional materials.

Sidney VanKeuren, veteran Hollywood production executive, named studio manager of Studio Center, which was Republic Studios until CBS-TV took over premises May 1 under five-year lease with option to buy.

Sim Myers, member of publicity-advertising-exploitation staff at Metro-Goldwyn-Mayer Pictures, New York, joins RCA Victor Records as administrator for press and information.

Steve Gethers, television writer, appointed associate producer of *The Farmers Daughter,* Screen Gems' series to begin on ABC-TV this fall.

Richard D. Heffner signed by Metropolitan Broadcasting Television to moderate *The American Experience,* new TV series that will analyze those events which have most profoundly challenged and transformed America during past three decades. Series will begin May 19 from 9-11 p.m., EDT.

John Daly, Arlene Francis and **Gene Rayburn** signed as host, hostess and on-stage master of ceremonies for *Miss Universe Beauty Pageant,* to be broadcast live from Miami Beach Saturday, July 20 (10-11:30 p.m., EDT) on CBS-TV network.

Johnny Bradford named head writer for *Judy Garland Show,* scheduled for CBS-TV in fall.

Goodman Ace, comedy writer, appointed head writer for Sid Caesar's bi-weekly series on ABC-TV next season. **Gregg Garrison** named producer-director of show and **Leo Morgan** appointed executive producer.

Murphy made WSAB chief

James A. Murphy elected president of Washington State Association of Broadcasters. **Joe Chytil,** KELA Centralia-Chehalis, elected VP, and **Saul Haas,** KIRO-AM-FM-TV Seattle, elected board chairman succeeding **W. W. Warren,** KOMO-AM-TV Seattle. **Allen Miller,** KWSC Pullman, was named secretary-treasurer. Elected to WSAB board of directors: **Leo Beckley,** KBRC Mount Vernon; **Max Bice,** KTNT-AM-TV Tacoma; **Tom Bostic,** KIMA-AM-TV Yakima and KEPR-AM-TV Richland; **Richard Dunning,** KHQ-AM-TV Spokane; **Jerry Geehan,** KTAC Tacoma; and **Miller Robertson,** KUEN Wenatchee.

Danny Thomas, star of *The Danny Thomas Show* on CBS-TV network, presented 1962 Big Brother of the Year Award by Attorney General Robert F. Kennedy at ceremonies held at Justice Department.


Mr. Bernard

Glenn Bernard, for 12 years writer, executive director and executive producer of public affairs at WCAU-TV Philadelphia, resigns to form Glenn Bernard Film Productions Inc., that city. New firm, located at Robinson Building, 42 South 15th Street, will specialize in production of industrial films, sales films, documentaries, training films and slide presentations.

Frank Pierson, who produced segments of *Empire* in current season, signed to new long-term contract by Screen Gems as creative writer-producer-director, and will immediately undertake development of one or more new series for 1964-65 season. **Andrew White,** also producer of various *Empire* segments, named producer of SG's new *Redigo* series starring Richard Egan. **Steve Gethers** appointed associate producer of *The Farmer's Daughter.*

Al Kasha, artists and repertoire producer for Columbia Records, New York, resigns to devote his full time to songwriting.

Bill Foster, director and choreographer, named producer of *The Shari Lewis Show* (NBC-TV Saturdays, 9-9:30 a.m.), effective May 30.

EQUIPMENT & ENGINEERING

George B. Hamilton, VP of international division of International Minerals and Chemical Corp., elected to board of directors of Oak Manufacturing Co. (electronic and electrical components), Crystal Lake, Ill., succeeding late **G. Corson Ellis.**

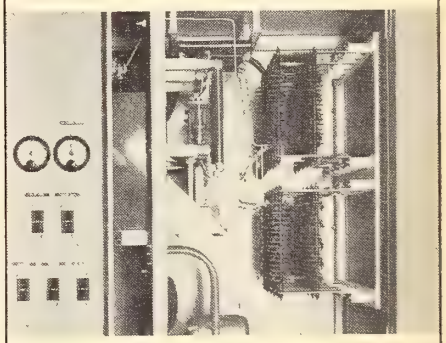
J. T. McMurphy, Philadelphia-based eastern regional manager for Philco Corp., appointed to newly created position of national sales manager. **K. A. Cooper,** general sales manager, named midwest regional sales manager, with headquarters in Chicago. Position of general sales manager has been discontinued. **Armin E. Allen** appointed general marketing manager.

Robert A. Nelson, member of corporate consulting staff of Litton Industries, elected VP and general manager of Triad Transformer Corp., a division of Litton Industries.

Joseph Novik, in charge of ITA Electronic Corp.'s Washington office, appointed director of company's government and industrial division.

Eric J. Wilson, systems sales engineer for Electronic Controls Inc., Stamford, Conn., appointed sales engineer for Raytheon Co.'s Sorensen electronic

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PART 5: *SILICON RECTIFIERS* are used throughout Continental's 317B. Only four tubes larger than the 4-65A. Transmitter uses a total of 19 tubes, only eight tube types. One man can change any tube without help.
Write for details today.

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LTV Subsidiary of Ling-Temco-Vought, Inc.

Jamieson re-elected by Canadian broadcasters


Mr. Jamieson

Don Jamieson, CJON-AM-TV St. John's Nfld., re-elected president of Canadian Association of Broadcasters at annual meeting in Toronto, May 1-3 (see story this issue). **J. A. Pouliot,** CFCM-TV and CKMI-TV Quebec City, re-elected VP for television, and **Allan Waters,** CHUM Toronto, as VP for radio. **T. J. Allard** was re-elected executive VP.

Directors elected for two-year terms: **J. Fenety,** CFNB Fredericton, N. B.; **Conrad Lavigne,** CFCL Timmins, Ont.; **Mr. Pouliot; A. Pelletier,** CHRC Quebec City; **Mr. Waters; R. Misener,** CFCF Montreal; **L. Moffat,** CKY Winnipeg; **N. Botterill,** CJLH-TV Lethbridge, Alberta; **W. Speers,** CKWX Vancouver, B. C.; **R. Chapman,** CKOV Kelowna, B. C.; **R. Peters,** CHAN-TV Vancouver; and completing one-year term **R. Large,** CFCY Charlottetown, Prince Edward Island.

Other directors completing terms are **M. Dansereau,** CHLN Three Rivers, Que.; **H. C. Cain,** CHWO Oakville, Ont.; **S. C. Ritchie,** CKLW Windsor, Ont.; **R. T. Snelgrove,** CKBB and CKVR-TV Barrie, Ont.; **D. Hartford,** CFAC Calgary, Alberta; and **E. A. Rawlinson,** CKBI Prince Albert, Saskatchewan.

power supplies and voltage regulators at South Norwalk, Conn.

H. L. Woodbury appointed manager of new Dallas sales engineering office of Andrew Corp., Chicago.

Jack W. Roden appointed sales manager for special products division of Michigan Magnetics Inc. (manufacturer of tape recorder heads), Vermontville, Mich.


Mr. Houston

Bruce A. Houston, account executive at Robert E. Eastman & Co., New York, appointed manager of company's St. Louis office. Prior to joining Eastman, Mr. Houston served as account executive at Gill-Perna Inc., Chicago, and timebuyer at Arthur Meyerhoff Associates.

Dr. R. L. Pritchard, staff director of engineering for semiconductor components division of Texas Instruments, joins Motorola's semiconductor products division in Phoenix as director of engineering, newly created position.


Mr. Weismann

Robert J. Weismann, manager of manufacturing for Ampex Corp.'s video and instrumentation division, named manager of engineering for division, succeeding **Meyer Liefer,** who resigned. **Robert W. Jennings,** manager of equipment assembly section, will fill Mr. Weismann's former position on interim basis. Mr. Weismann joined Ampex in 1950 and was appointed manager of manufacturing last year.

Harry A. Steinberg appointed controller of Jerrold Electronics Corp., Philadelphia.

E. Grogan Shelor Jr. named director of engineering, and **Donald L. Gunter** named manager of marketing for government products group of The Bendix Corp.'s radio division.

John E. Pellegrene, sales promotion representative, named advertising manager of B. F. Goodrich Industrial Products Co., Akron, Ohio.


Mr. Boothe


Mr. Stephens

Kenneth B. Boothe named sales manager, and **Robert R. Stephens** appointed manager of engineering for Vitro Electronics, a division of Vitro Corporation of America, Silver Spring, Md., electronics firm. Mr. Boothe, who joined Vitro as senior sales engineer in 1961, will be responsible for all sales activities, including direction of sales representatives throughout country. Previously, he was eastern regional sales manager for Gates Radio Co.; VP in charge of sales for Kahn Research Laboratories; and product manager for Arma Division of American Bosch Arma Corp. Mr. Stephens came to Vitro also in 1961 as chief engineer for products development. Earlier, he was chief engineer of General Electric Laboratories in Silver Spring.

Rear Admiral Daniel V. Gallery, USN-Ret., joins Kollsman Instrument Corp., subsidiary of Standard Kollsman Industries, New York, as naval consultant to President James O. Burke.

ALLIED FIELDS

Irving E. Levin, executive of National General Corp., elected president of Theatre-Vision Color Corp., wholly owned NGC subsidiary, to develop nationwide closed circuit color TV network for theaters. **Eugene V. Klein,** NGC president, will be board chairman of new subsidiary, and **Charles L. Glett,** who has held variety of NGC posts in recent years, will be administrative VP. Before joining NGC, Mr. Levin was president of AB-PT Pictures Corp. Mr. Glett was previously CBS-TV VP in charge of network services, VP of Mutual-Don Lee Broadcasting System and VP of RKO Teleradio Pictures Inc.

Richard Rogers, formerly with Scholastic Magazine and Book Services, joins Marketing Evaluations, Manhasset, N. Y., as research analyst.

Allan J. Gould, who retired recently as executive editor of Associated Press, named a Fellow of Sigma Delta Chi, professional journalism fraternity. He was honored May 8 at Deadline Club, New York chapter of fraternity.

EDWIN TORNBERG
& COMPANY, INC.

Negotiators For The Purchase And Sale Of
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Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

Irwin Lesser, formerly with *London Letter,* international business newsletter, joins R. H. Bruskin Associates, New Brunswick, N. J., as director of international research for Bruskin International.

Len Hansen, who handled radio-TV promotion for Seattle World's Fair, joins staff of post-fair Seattle Center as promotion coordinator.

DEATHS

Theodore B. Hall, partner in Gates/Hall Corp., San Francisco station representative firm, died May 2. Mr. Hall entered radio as announcer-salesman at various California stations and, after Navy service during World War II, formed his own station representative organization which merged last October with J. C. Gates Co. to form Gates/Hall.

Benjamin C. Potter, 53, senior VP of Schwerin Research Corp., New York, died May 6 at his home in Tenafly, N. J. Prior to joining Schwerin in 1960, Mr. Potter was with A. C. Nielsen Co.

Henry Fisher, 46, sports director of WEEK-TV Peoria, Ill., died May 8 of heart attack.

David Louis Miller, 35, sales manager of Ritter Plastics Inc., Orlando, Fla., and former Midwest sales manager in Chicago for WNEW New York, died March 1 of heart attack in Orlando. Prior to joining WNEW in 1961, Mr. Miller served as sales manager of WHK-AM-FM and sales coordinator of KYW-AM-FM, both Cleveland.

Edgar Montillion (Monty) Woolley, 74, bearded bachelor actor who became famous as "The Man Who Came to Dinner," died May 6 of heart ailment at Albany (N.Y.) Medical Center. Beginning in 1950, Mr. Woolley starred in radio show, *The Magnificent Montague,* for six years. He contended that *Montague* would have continued as top-rated show had television not taken over home entertainment field.

Walter Ross Bishop, 60, public relations director of WRVA-AM-FM Richmond, Va., died May 5.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING May 2 through May 8 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod. modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New TV stations

ACTIONS BY FCC

Chicago—Television Chicago. Granted CP for new TV on UHF channel 32 (614-620 mc); ERP 197.69 kw vis., 98.85 kw aur. Ant. height above average terrain 608 feet, above ground 631 feet. Estimated construction cost $332,010; first year operating cost $300,000; revenue $200,000. P. O. address c/o H & E Balaban Corp., 91 North State Street, Chicago 1. Studio and trans. locations both Chicago. Geographic coordinates 41° 53′ 05″ N. Lat., 87° 37′ 42″ W. Long. Type trans. RCA TTU-12A, type ant. RCA TFU-24DM. Legal counsel McKenna & Wilkinson, Washington, consulting engineer Walter F. Kean, Riverside, Ill. Principals: **Winnebago TV Corp.** (H & E Balaban owns 47.5%, controlling interest, of Winnebago, thus will have controlling interest of applicant corporation, also is applicant for channel 13, Grand Rapids, Mich.) (58.66%), **Transcontinental Properties Inc.** (29.33%), **Harold Froelich** (7%) and **Milton D. Friedland** (5%). Winnebago TV is licensee of WTVO(TV) Rockford, Ill., Transcontinental owns 50% of Plains TV Corp., licensee of WICS(TV) Champaign and WICD(TV) Danville, both Illinois. Mr. Froelich is general manager of WTVO(TV) and Mr. Friedland is general manager and VP of Plains TV's stations. Comrs. Bartley and Cox dissented and abstained, respectively. Action May 8.

***Presque Isle, Me.—University of Maine.** Granted CP for new TV on VHF channel 10 (192-198 mc); ERP 209 kw vis., 104.5 kw aur. Ant. height above average terrain 512 feet, above ground 426 feet. Estimated construction cost $395,200; first year operating cost $40,200. P. O. address c/o Frank Borda, Orono, Me. Studio and trans. locations Presque Isle. Geographic coordinates 44° 46′ 30″ N. Lat., 60° 00′ 26.5″ W. Long. Type trans. RCA TT-25DH, type ant. RCA TW-9A10-P. Legal counsel Dow, Lohnes & Albertson, Washington, consulting engineer Jansky & Bailey, Washington. Principals: **board of trustees.** Action May 6.

***Mount Pleasant, Mich.—Central Michigan University.** Granted CP for new TV on UHF channel 14 (470-476 mc); ERP 15.4 kw vis., 8.81 kw aur. Ant. height above average terrain 526 feet, above ground 544 feet. P. O. address Mount Pleasant. Estimated construction cost $11,400; no operating cost or revenue given. Studio and trans. locations both Mount Pleasant. Geographic coordinates 43° 34′ 24″ N. Lat., 84° 46′ 21″ W. Long. Type trans. GE TT-20A, type ant. GE TY-24A. Legal counsel Dow, Lohnes & Albertson, consulting engineer George C. Davis, both Washington. Principals: **state board of education.** Action May 7.

APPLICATION

Cleveland—Cleveland Telecasting Corp. UHF channel 65 (776-782 mc); ERP 227 kw vis., 113.5 kw aur. Ant. height above average terrain 1,003 feet, above ground 853 feet. P. O. address c/o Theodore Niarhos, 1010 Euclid Avenue, Room 608, Cleveland. Estimated construction cost $610,000; first year operating cost $498,000; revenue $300,000. Studio and trans. locations both Brecksville, Ohio. Geographic coordinates 41° 16′ 51″ N. Lat., 81° 37′ 23″ W. Long. Type trans. RCA TTU-12A, type ant. RCA TFU-30C. Legal counsel Lorie M. Molnar, consulting engineer Raymond E. Rohrer, both Washington. Principals: **Independent Music Broadcasters Inc.** (31.33%), **Edwin C. Bertke** (25.06%), **James C. Heintz, Jr., William L. Rinyu** and **Theodore Miclau** (each 12.53%) and **John J. Sibisan** and **Peter P. Roper** (each 3.01%). Independent Music owns WDBN(FM) Barberton, Ohio, and KJSB(FM) Houston. Ann. May 3.

New AM stations

ACTIONS BY FCC

Moulton, Ala.—Lawrence County Bcstg. Co. Granted CP for new AM on 1530 kc; 1 kw-D, 250 w-CH. P. O. address box 242, Moulton. Estimated construction cost $8,900; first year operating cost $18,000; revenue $25,000. Principals: **E. B. Bain, Arthur F. Slaton** (each 50%). Mr. Bain is minister; Mr. Slaton owns one newspaper and 50% of another. Action May 8.

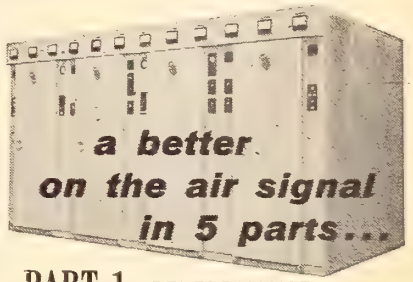
Perry, Fla. Eugene Ketrig. Granted CP for new AM on 1310 kc, 1 kw-D. P. O. address Box 853, Perry. Estimated construction cost $3,444; first year operating cost $20,140; revenue $25,000. Mr. Ketrig, sole owner, also owns electronics company and 50% of application of new AM in Blackshear, Ga. Action May 7.

Norton, Kan.—Norton Broadcasting Inc. Granted CP for new AM on 1530 kc, 1 kw-D; conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. P. O. address Norton. Estimated construction cost $27,089; first year operating cost $36,000; revenue $26,000. Principals: **Neil L. Johnson** (54%), **Guy** and **Ernest C. Allen** (each 17%), and **William B. Ryan, John T. Muir** and **W. R. Garrett** (each 4%). All principals are local businessmen without other broadcast interests. March 12 initial decision looking toward grant became effective May 1.

Lincoln, Neb.—Lancaster County Broadcasting. Granted CP for new AM on 1530 kc, 5 kw-D, DA; conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. P. O. address 116 East Broadway, Winona, Minn. Estimated construction cost $73,502; first year operating cost $100,000; revenue $120,000. Principals: **Merlin J. Meythaler, Merton J. Gonstead, Rex N. Eyler** and **James B. Goetz** (each 25%). All but Mr. Gonstead have interest in KAGE Winona, Minn.; Mr. Gonstead has chiropractic clinic. March 12 initial decision looking toward grant became effective May 1.

Jakson, Wis.—Suburban Broadcasting Inc. Granted CP for new AM on 540 kc, 250 w-D, DA; interference condition and added condition precluding pre-sunrise operation with daytime facilities pending resolution of proceeding in Doc. 14419. P. O. address Route 2, Box 270-B, Menomonee Falls, Wis.

CONTINENTAL'S 50 KW SOUND OF QUALITY



PART 1—*PERFORMANCE* comparable to FM

PART 2—*DRIVER STAGE* power increase capabilities from 5 kw to 10 kw to 50 kw

PART 3—*AMPLIFIER* Weldon Grounded Grid Circuit (Pat.)

PART 4—*COMPACT DESIGN* requires just 72 square feet

PART 5—*SILICON RECTIFIERS* used throughout the 317B

Continental Electronics

PRODUCTS COMPANY

BOX 5024 • DALLAS 22, TEXAS • TELEX CEPCO

LTV Subsidiary of Ling-Temco-Vought, Inc.

Estimated construction cost $73,831; first year operating cost $70,000; revenue $95,000. Principals: **Charles H. Lomas, Eugene M. Gissal, Donald J. Heyrman** and **John C. Andresek** (each 25%). Dr. Gissal is dental surgeon; Dr. Heyrman is physician; Messrs. Lomas and Andresek are local businessmen; none of principals have broadcast interests. Jan. 11 supplemental initial decision looking toward grant became effective April 29.

APPLICATION

Tupelo, Miss.—WTWV Radio. 1350 kc. 5 kw-D. P. O. address Box 163. Estimated construction cost $44,575; first year operating cost $50,000; revenue $50,000. **Frank K. Spain,** sole owner, is majority owner of WTWV(TV) Tupelo and common carrier company. Ann. May 2.

Existing AM stations

ACTIONS BY FCC

KDSN Denison, Iowa—Granted change of facilities from 1580 kc, 500 w-D, DA, to 1530 kc, 500 w-D; conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. March 12 initial decision looking toward grant became effective May 1.

WHSM Hayward, Wis.—Granted mod. of CP to change from DA to nondirectional, continued operation on 910 kc, 5 kw-D. (Is licensed on 910 kc, 1 kw-D.)

APPLICATIONS

WBCA Bay Minette, Ala.—CP to increase power from 1 kw to 5 kw and install new trans. Ann. May 3.

KUNO Corpus Christi, Tex.—Mod. of CP (which authorized change studio and ant.-trans. location) to increase daytime power from 250 w to 1 kw and install new trans. Ann. May 6.

WPIK Alexandria, Va.—Mod. of CP (which authorized increased power and installation of new trans.) to change type trans. and make change in ant. system. Ann. May 2.

New FM stations

APPLICATIONS

Lynn, Mass.—Stereocast Inc. 105.3 mc. channel 287, 1.4 kw. P. O. address Box 1053, Boston. Estimated construction cost $20,000; first year operating cost $25,000; revenue $28,000. Stereocast plans to take over facilities of WUPI(FM) Lynn. Principals: **Louis J. Brudnick** (66 ⅔%) and **Sidney J. Dockser** (33 ⅓%). Mr. Brudnick owns insurance agency, Mr. Dockser is attorney. Ann. May 8.

***Mount Pleasant, Mich.—Central Michigan University.** 90.1 mc, channel 211, .01 kw. Ant. height above average terrain 100 feet. P. O. address Mount Pleasant. Estimated construction cost $1,995; first year operating cost $1,000. Principals: **state board of education.** Applicant was granted new noncommercial TV station in Mount Pleasant last week (see new TV stations above). Ann. May 8.

Existing FM stations

APPLICATIONS

WDRN(FM) Darien, Conn.—Mod. of CP (which authorized new FM) to change ant.-trans. location, operate trans. by remote control from studio, increase ERP to 1.034 kw; increase ant. height above average terrain to 151.7 feet; install new trans. and change station location to Norwalk, Conn. Ann. May 2.

WFCJ-FM Miamisburg, Ohio—Mod. of license to change station location to Dayton, Ohio. Ann. May 8.

Ownership changes

ACTIONS BY FCC

KBBA Benton, Ark.—Granted assignment of license from **C. Lavelle Langley** (100%), d/b as **Benton Broadcasting Service,** to **J. Winston Riddle, Melvin P. Spann** and **David C. McDonald** (each 33 ⅓%), tr/as **Benton Broadcasting Co.** Consideration $18,400. Mr. Spann owns KWAK Stuttgart, Ark.; Mr. Riddle is gen. mgr. of KWAK; Mr. McDonald is local businessman. Action May 8.

KHOG Fayetteville, Ark.—Granted transfer of control of licensee corporation, **Fayetteville Broadcasting Inc.,** from **C. A. Sammons** (100%) to Mr. Sammons (50% individually, 50% as executor of estate of Rosine S. Sammons, deceased). No financial consideration involved. Also see KTRN Wichita Falls, Tex., KELI Tulsa, Okla., and KWAT Watertown, S. D. Action April 30.

KOWL Bijou, Calif.—Granted assignment of license from **Ed J. Frech & Keith L. Mealey** (each 40%) and **Joseph F. Desmond** (20%), d/b as **Tahoe Broadcasters Inc.,** to **Jackson R. Stalder & C. Kenneth Hildebrandt** (each 41%), **H. Julian Allen** (10%) and **Donald H. Hildebrandt** (8%), tr/as **KOWL Inc.** Consideration $185,000. C. K. Hildebrandt is past gen. sls. mgr. of KMEX-TV Los Angeles; Mr. Stalder is part owner of electronics research development firm; Mr. Allen is employed by NASA; D. H. Hildebrandt is part owner of Phoenix advertising agency. Action May 3.

WTRL Bradenton, Fla.—Granted acquisition of positive control of licensee corporation, **Fletcher-Mitchell Corp. of Iowa,** from **James I. Mitchell** (50%) by **Jonathan M. Fletcher** (100%, 50% before transfer). Consideration $18,000 and 50% interest in KLIN Lincoln, Neb. Also see KCBC Des Moines, Iowa, and KLIN applications below. Action May 6.

WARN-AM-FM Ft. Pierce, Fla.—Granted assignment of license from **Ranulf & Florence J. Compton** (54%), **William R. & Douglas M. Compton & True C. Giffen** (each 14%), **G. Gordon Giffon** (1%) and Compton family trust (3%), d/b as **South Jersey Broadcasting Co.,** to **Charles M. Amory** (100%), tr/as **C & P Tv Inc.** Consideration $117,000. Mr. Amory is advertising agency vp. Action May 6.

WAVQ(FM) Atlanta—Granted assignment of license from **Great Commission Gospel Association Inc.** (non-profit religious organization, no stock issued) to **Bob Jones University Inc.** (100%). For other information see WAVO application below. Action May 8.

WAVO Decatur, Ga.—Granted assignment of license from **Great Commission Gospel Association Inc.** (100%) to **Bob Jones University Inc.** (100%). Consideration for both stations (see WAVQ [FM] application above) $160,000. Principals of Bob Jones University are board of trustees. Comr. Cox abstained. Action May 8.

KCBC Des Moines, Iowa—Granted acquisition of positive control of licensee corporation, **Fletcher-Mitchell Corp. of Iowa,** from **James I. Mitchell** (50%) by **Jonathan M. Fletcher** (100%, 50% before transfer). Consideration $18,000 and 50% interest in KLIN Lincoln, Neb. Also see WTRL Bradenton, Fla., and KLIN application. Action May 6.

KHAL Homer, La.—Granted assignment of license from **Drs. Thomas M. Deas & Joe F. Rushton** and **William M. Bigley** (each 33 ⅓%), d/b as **Claiborne Broadcasting Corp.,** to **Gene Humphries, Horace E. McLain** and **Quinton M. Ghormley,** tr/as **Homer Radio Co.** Consideration $20,000. Mr. Humphries has 50% interest in KVIN Vinita, Okla. Action May 8.

KMLB-AM-FM Monroe, La.—Granted transfer of control of licensee corporation, **KMLB Inc.,** from **Leon S. Walton** (51%) to **R. L. Vanderpool Jr.** (51%); other ownership remains stable. Consideration $20,344 and assumption of debt. Mr. Vanderpool is part owner of WAPX Montgomery, Ala. Action May 8.

KJOE Shreveport, La.—Granted acquisition of positive control of licensee corporation, **Armand Broadcasting Inc.,** from **Armand Kovitz** (50%) to **Harrison-McElroy Theatres Inc.** (100% after transfer, 50% before). Consideration is assumption of debt. Action May 6.

WLAV-AM-FM Grand Rapids, Mich.—Granted transfer of control of licensee corporation. **Stevens-Wismer Broadcasting Inc.,** from **Harmon LeRoy Stevens** and **John F. Wismer** (each 50%) to **John J. Shepard, Charles A. Sprague** and **Daniel J. Duffy,** tr/as **Shepard Broadcasting Corp.** (no shares issued yet). Consideration $254,920. Mr. Sprague is part owner of WMAX-AM-FM Grand Rapids (but plans to dispose of interest); Mr. Shepard is gen. mgr. of WLAV; Mr. Duffy is local businessman. Action May 6.

KADM(FM) Golden Valley, Minn.—Granted assignment of license from **James A. McKenna Jr.** (100%), d/b as **Western Broadcasting Corp.,** to **Mr. McKenna** (100%), tr/as **KADM Inc.** No financial consideration involved. Action April 30.

KLIN Lincoln, Neb.—Granted acquisition of positive control of licensee corporation, **Fletcher-Mitchell Corp. of Nebraska,** from **Jonathan M. Fletcher** (50%) by **James I. Mitchell** (100%, 50% before transfer). Consideration 50% in KCBC Des Moines, Iowa, and WTRL Bradenton, Fla. Also see KCBC and WTRL applications above. Action May 6.

WOTT Watertown, N. Y.—Granted assignment of license from **James M. Johnston** (58.33%), **Frances G. Taylor** (39.16%) and **William R. Stevens** (2.51%), d/b as **Thousand Islands Broadcasting Inc.,** to **Earl L. Cump** (62.50%), **Roland W. Renkel** (31.25%) and **William E. Sullivan** (6.25%), tr/as **CRS Enterprises Inc.** Consideration $135,000. Mr. Cump owns construction firm; Rev. Renkel is Lutheran pastor; Mr. Sullivan is salesman for WLYH-TV Lebanon, Pa. Action May 8.

KELI Tulsa, Okla.—Granted transfer of control of licensee corporation, **T & O Broadcasting,** from **C. A. Sammons** (100%) to Mr. Sammons (50% individually, 50% as executor of estate of Rosine S. Sammons, deceased). No financial consideration involved. Also see KHOG Fayetteville, Ark., KTRN Wichita Falls, Tex., and KWAT Watertown, S. D. Action April 30.

WWCH Clarion, Pa.—Granted acquisition of positive control of licensee corporation, **Clarion County Broadcasting Corp.,** from **Brookville Bank & Trust Co.** (10% as trustee of estate of Alexander Jay McKnight, deceased) by **W. C. Hearst** (15% after transfer, 5% before); other ownership remains stable, and with his wife, **Harriet S. Hearst** (36%). Mr. Hearst will own 51%. Consideration $2,500. Action April 30.

WHUM-AM-TV Reading, Pa.—Granted transfer of control of licensee corporation, **Eastern Radio Corp.,** from **Jessie P. Greig, Franklyn L. Hornberger, Elmer Gray Jr.,** deceased, **J. Turner Moore Jr.** and **Arthur W. Heim,** who as voting trustees controlled 52.1%, to Messrs. Greig and Hornberger and **George B. Gaul, John Hartshorn** and **Julius Haussmann,** voting trustees. No financial consideration involved. Action May 6.

WGCD Chester, S. C.—Granted assignment of license from **Dispatch Publishing Co.** to wholly owned subsidiary, **Dispatch Broadcasting Inc.** No financial consideration involved. Action May 6.

KWAT Watertown, S. D.—Granted transfer of control of licensee corporation, **Midland National Life Insurance Co.,** from **C. A. Sammons** (100%) to Mr. Sammons (50% individually, 50% as executor of estate of Rosine S. Sammons, deceased). No financial consideration involved. Also see KHOG Fayetteville, Ark., KTRN Wichita Falls, Tex., and KELI Tulsa, Okla. Action April 30.

KTRN Wichita Falls, Tex.—Granted transfer of control of licensee corporation, **T &**

SUBSCRIPTION APPLICATION

BROADCASTING ***The Businessweekly of Television and Radio***

1735 DeSales Street, N.W., Washington 6, D. C.

Please start my subscription immediately for—

☐ 52 weekly issues $7.00 ☐ 104 weekly issues $12.00 ☐ Payment attached

☐ 52 issues & 1963 Yearbook $12.00 ☐ Please bill

☐ 1963 Yearbook $5.00

name *title/position**

address ☐ *Business* ☐ *Home*

city *zone* *state*

company name

*Occupation Required

O Broadcasting, from **C. A. Sammons** (100%) to Mr. Sammons (50% individually, 50% as executor of estate of Rosine S. Sammons, deceased). No financial consideration involved. Also see KHOG Fayetteville, Ark., KELI Tulsa, Okla., and KWAT Watertown, S. D. Action April 30.

APPLICATIONS

KNOT Prescott, Ariz.—Seeks assignment of license and CP from **Roy L. Albertson Jr.** and **Harold L. Sanner Jr.** (each 50%), d/b as **Thunderbird Broadcasting**, to **William H. Ellison** (60%) and **Myrl E. Parker** (40%), tr/as **Parkell Broadcasting Inc.** Consideration $35,000. Mr. Ellison has interest in KAMP El Centro, Calif.; Mr. Parker owns pharmacy. Ann. May 3.

***KPFA(FM) and *KPFB(FM) both Berkeley, Calif., and *KPFK(FM) Los Angeles**—Seek transfer of control of licensee corporation, **Pacifica Foundation**, from executive membership to board of directors. No financial consideration involved. Also see *WBAI(FM) New York application below. Ann. May 6.

WEAD College Park, Ga.—Seeks assignment of license from **College Park Broadcasting** (100%) to **Ruth Sills** (100%), receiver in bankruptcy. No financial consideration involved. Ann. May 8.

WMAS-AM-FM Springfield, Mass.—Seeks assignment of license from **WMAS Inc.** to **Southern New England Broadcasting Inc.**, parent company of WMAS Inc. No financial consideration involved. Ann. May 8.

***WBAI(FM) New York**—Seeks transfer of control of parent corporation, **Pacifica Foundation**, of licensee corporation, **WBAI-FM Inc.**, from executive membership to board of directors. No financial consideration involved. Also see applications above of *KPFA(FM) and *KPFB(FM) both Berkeley, Calif., and *KPFK(FM) Los Angeles. Ann. May 6.

KIXI Seattle—Seeks transfer of control of licensee corporation, **K-91 Inc.**, from **Hale Bondurant** (50%), d/b as **KWG Broadcasting**, and **Walter N. Nelskog** (50%) to **J. Elroy McCaw** (45%), **A. Stewart Ballinger** (35%) and **H. Dewayne Kreager** and **Willard J. Wright** (each 10%), tr/as **Metropolitan Radio Corp.** Consideration $535,000. Mr. McCaw has interest in KCTO Denver and KTVW Tacoma and KELA Centralia, both Washington, and outdoor advertising business; Mr. Kraeger has widespread business holdings; Mr. Wright is lawyer; Mr. Ballinger is real estate salesman. Ann. May 2.

KLYK Spokane, Wash.—Seeks assignment of license from **William L. Simpson, Marie S.** and **Archie G. Taft Jr.** (each 30%), **Richard K. Bush** (4%) and **Jane E. Swanson** and **Gilbert J. Jacobsen** (each 3%), d/b as **KLYK Inc.**, to **D. Gene Williams** (100%). Consideration is assumption of debt. Mr. Williams, former part owner of KLYK, has interest in KUTT Fargo and KQDY Minor, both North Dakota, and KOYN Billings, Mont. Ann. May 6.

Hearing cases

DESIGNATED FOR HEARING

Automated Electronics Inc., Arlington, Va., Capital Broadcasting Co., Washington—Designated for consolidated hearing competing applications for new TV stations on channel 20. Issues include legal and financial qualifications of Automated Electronics. Action May 8.

OTHER ACTIONS

■ By order, commission granted request by Albert S. Tedesco, d/b as Broward County Broadcasting, to extent of extending to May 22 time to file reply to Broadcast Bureau's response to Broward County's petition for reconsideration of Feb. 13 hearing order in proceeding on its application for license to cover CP for WIXX Oakland Park, Fla. Action May 8.

■ By memorandum opinion and order in proceeding on applications of Young People's Church of Air Inc. and WJMJ Broadcasting Corp. for new FM stations in Philadelphia, commission (1) denied petition by WJMJ to enlarge issues to inquire into financial and legal qualifications of Young People's, and (2) granted petition by Young People's for leave to amend its application to bring up-to-date financial proposal so as to resolve any doubt that with passage of time it remains financially qualified to construct and operate proposed station. Action May 8.

■ By order, commission extended from May 10 to June 17 stay of effective date of Feb. 25 report and order to permit use of automatic logging devices. Extension was requested by various parties who seek reconsideration of portions of logging amendments. Action May 8.

■ Commission granted application of Pembina Broadcasting Inc. to change trans. location of KXGO-TV (ch. 11) Fargo, N. D., from 12 miles southeast of that city to about 40 miles northwest, increase ERP to 316 kw vis. and 158 kw aur., and increase ant. height from 390 feet above average terrain to 2,000 feet above ground. When built, tower will be world's tallest man-made structure. Title is presently held by 1,749-foot ant. at Columbus, Ga., used jointly by WRBL-TV WTVM(TV). Comr. Bartley dissented; Comr. Cox abstained from voting. Action May 8.

■ By letter, commission granted request by Carl E. Williams for waiver of Sec. 1.356 of rules and accepted for filing Feb. 20 retendered application to move trans. site of KEFM(FM) Oklahoma City approximately 6 miles to location 128 miles from site of KGAF-FM Gainesville, Tex.; change station location to Midwest City, and increase ERP on 94.7 mc from 2.9 kw to 3 kw, and ant. height from 125 feet to 154.5 feet. Action May 8.

■ By memorandum opinion and order, commission (1) granted application by Western Minnesota Broadcasting Co. to increase daytime power of KMRS Morris, Minn., on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions; and (2) dismissed opposing petition by KSD Sioux Falls, S. D. Action May 8.

■ By decision, commission denied application of Inter-Cities Broadcasting Co. for new AM on 1220 kc, 1 kw-D, DA, in Livonia, Mich. Commission concluded on basis of record that waiver of provisions of Sec. 3.28(d) of "10%" rule was not warranted. July 13, 1962, initial decision looked toward action. Action May 1.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Granted petition by Broadcast Bureau and extended to May 20 time to file response to petition to enlarge issues filed by KYOR Inc. (KYOR), Blythe, Calif., in proceeding on AM application of Geoffrey A. Lapping, Blythe. Action May 8.

■ Dismissed as moot petition by Brownsville Broadcasting Co. to enlarge issues and petition by Semo Broadcasting Corp. to temporarily withhold action on petition to enlarge issues in proceeding on applications for new AM stations in Brownsville, Tenn., and Sikeston, Mo., respectively. Action May 8.

■ By memorandum opinion and order in consolidated proceeding on AM applications of Calhio Broadcasters, Seven Hills, Salem Broadcasting Co., Salem, and Tele-Sonics Inc., Parma, all Ohio, in Docs. 14973-5, denied petition by respondent Taft Broadcasting Co. (WTVN), Columbus, Ohio, to enlarge hearing issues. Board Member Berkemeyer not participating. Action May 7.

■ By memorandum opinion and order in consolidated proceeding on applications of Hayward F. Spinks and Greenville Broadcasting Co. for new AM stations in Hartford and Greenville, respectively, both Kentucky, in Docs. 14493-4, (1) denied petition by Greenville to reopen record; and (2) on own motion, struck Greenville's May 2 reply. Action May 7.

■ By memorandum opinion and order, granted petition by Brainerd Broadcasting Co. (KLIZ), Brainerd, Minn., and waived Sec. 1.362 of rules to extent necessary for acceptance of late publication notice in proceeding on AM application. Action May 6.

■ By memorandum opinion and order in proceeding on application of John Self for new AM in Winfield, Ala., in Doc. 14972, denied motion by respondent Kate F. Fite (WERH), Hamilton, Ala., to enlarge hearing issues. Action May 6.

■ Members Nelson, Pincock and Slone adopted decision granting application of Hawkeye Broadcasting Inc. to increase daytime power of KOEL Oelwein, Iowa, from 1 kw to 5 kw, continued operation on 950 kc, 500 w-N, DA-2; condition and presunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Nov. 13, 1962, initial decision looked toward denying application. Action May 6.

■ Granted petition by La Fiesta Broadcasting Co. and extended to June 10 time to file exceptions to initial decision in proceeding on application and that of Mid-Cities Broadcasting Corp. for new AM stations in Lubbock, Tex. Action May 3.

■ Granted petition by Broadcast Bureau and extended to May 20 time to file exceptions to initial decision in consolidated proceeding on AM applications of Don L. Huber, Madison, and Bartell Broadcasters Inc. (WOKY), Milwaukee, both Wisconsin, in Docs. 14413-4. Action May 3.

■ Dismissed as moot petition by Wide Water Broadcasting Inc. for extension of time to May 14 to file exceptions to initial decision in proceeding on application and that of Radio Voice of Central New York Inc. for new AM stations in East Syracuse and Syracuse, respectively, both New York. Action May 3.

■ In consolidated proceeding on applications of Putnam Broadcasting Corp. and Port Chester Broadcasting for new AM stations in Brewster and Port Chester, respectively, both New York, in Docs. 14211-2, granted petition by Port Chester and extended to May 26 time to respond to Broadcast Bureau's petition to enlarge issues. Action May 1.

■ Granted petition by Dolph-Pettey Broadcasting Co. (KUDE), Oceanside, Calif., and extended to May 9 time to file exceptions to initial decision in proceeding on AM application. Action May 1.

■ By memorandum opinion and order in proceeding on applications of Blue Island Community Broadcasting Inc. and Elmwood Park Broadcasting Corp. for new FM stations in Blue Island and Elmwood Park, both Illinois, respectively, and Evelyn R. Chauvin Schoonfield for renewal of WXFM (FM) Elmwood Park, in Docs. 12604 et al., (1) denied appeal by Broadcast Bureau to examiner's action denying bureau's request to place Blue Island's application in pending file; and (2) amended third ordering clause of Nov. 26, 1962, memorandum opinion and order to permit consideration as to whether commission's new requirements released Dec. 21, 1962, in Doc. 14185, should be waived. Action April 30.

ACTIONS ON MOTIONS

■ Commission granted petition by National Association of Broadcasters and extended from May 18 to July 1 time to file comments and from June 5 to July 16 for replies in matter of amendment of part 3 of rules to regulate broadcast of horse racing information. Action May 6.

By Chief Hearing Examiner James D. Cunningham

■ Denied petition by Southern Radio & Television Co., Lehigh Acres, Fla., to change place of hearing from Washington to Lehigh Acres in proceeding on its AM application and that of Robert Hecksher (WMYR), Fort Myers, Fla. Action May 7.

■ Designated Examiner Elizabeth C. Smith to preside at hearing in proceeding on application of Eastside Broadcasting Co. for new AM in Phoenix, Ariz.; scheduled prehearing conference for June 10 and hearing for July 15. Action May 6.

■ Ordered that testimony of two witnesses will be received commencing at 9 a.m., May 10, in Washington in investigatory proceeding involving McLendon Corp. (WYNR), Chicago, Ill.; that, upon completion of such testimony, record will be closed; and that, as means of enabling presiding officer to achieve compliance with commission's mandate for prompt certification of record, all suggested corrections to transcript of proceedings heretofore held in matter will be submitted by 5 p.m., May 13, by which time any and all exhibits heretofore promised to record by parties will be filed in proper form. Action May 3.

■ Granted request by applicants and extended from April 30 to May 14 date to file proposed findings and conclusions and from May 10 to May 28 for replies in proceeding on applications for renewal of license of Tipton County Broadcasters (WKBL), Covington, and Shelby County Broadcasters Inc. (WHEY), Millington, both Tennessee. Action May 3.

■ Granted petition by Pekin Broadcasting Co. (WSIV), Pekin, Ill., for leave to amend AM application to reflect change in name to WSIV Inc. Action May 3.

■ Designated Examiner David I. Kraushaar to preside at hearing in proceeding on application of Muncie Broadcasting Corp. for new AM in Muncie, Ind.; scheduled prehearing conference for June 14 and hearing for July 8. Action May 1.

■ Scheduled resumption of further hearings by Examiner Chester F. Naumowicz Jr. in Cheyenne, Wyo., on July 15 in proceeding on applications of Charles W. Stone for renewal of license and for change of facilities of KCHY Cheyenne and Fort Broadcasting for renewal of license of KDAC Fort Bragg, Calif. Action April 30.

By Hearing Examiner Basil P. Cooper

■ With consent of all parties in proceeding on AM application of WKYR Inc. (WKYR), Cumberland, Md., continued May 3 evidentiary hearing to May 10. Action May 1.

By Hearing Examiner Charles J. Frederick

■ On own motion, continued May 3 hearing to May 8 in proceeding on application

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, May 8

	ON AIR		NOT ON AIR	TOTAL APPLICATIONS
	Lic.	Cps.	Cps.	for new stations
AM	3,794	45	136	401
FM	1,077	27	106	192
TV	518	62	84	118

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, May 8

	VHF	UHF	TOTAL TV
Commercial	487	93	580
Noncommercial	47	21	68[1]

COMMERCIAL STATION BOXSCORE

Compiled by FCC, March 31

	AM	FM	TV
Licensed (all on air)	3,768	1,070	518
Cps on air (new stations)	62	32	62
Cps not on air (new stations)	125	109	81
Total authorized stations	3,955	1,211	661
Applications for new stations (not in hearing)	240	178	68
Applications for new stations (in hearing)	180	13	48
Total applications for new stations	420	191	116
Applications for major changes (not in hearing)	55	3	8
Applications for major changes (in hearing)	282	93	39
Total applications for major changes	337	96	47
Licenses deleted	1	1	0
Cps deleted	0	2	1

[1]Includes 3 stations operating on unreserved channels.

of Brownsville Broadcasting Co. for new AM in Brownsville, Tenn. Action May 3.

■ According to prior agreement, scheduled further prehearing conference for May 10 in proceeding on application of William L. Ross for new AM in Riverton, Wyo. Action April 30.

■ On own motion, scheduled further prehearing conference for May 13 in proceeding on application of Hugh Jordan Stock for new AM in Riverton, Wyo. Action April 30.

By Hearing Examiner Isadore A. Honig

■ Pursuant to request of applicant and with consent of Broadcast Bureau, advanced May 10 further hearing to May 9 in proceeding on application of Higson-Frank Radio Enterprises for new AM in Houston. Action May 7.

■ On own motion, directed Verne M. Miller to file and serve by July 1 further progress report with regard to taking of measurements, together with proposal of date for further hearing conference in proceeding on his application for new AM in Crystal Bay, Nev. Action May 6.

By Hearing Examiner Annie Neal Huntting

■ By order in Rochester, N. Y., TV channel 13 proceeding in Docs. 14394 et al., granted motion by Heritage Radio & Television Broadcasting Inc. to strike in part Star Television Inc. proposed adverse findings of fact since they do not meet fundamental requirements of Sec. 1.150 of rules. Action May 2.

By Hearing Examiner H. Gifford Irion

■ Upon request by Al-Or Broadcasting Co., continued May 8 further hearing to June 7 in proceeding on its application and that of WIDU Broadcasting Inc. for new AM stations in Mebane and Asheboro, both North Carolina, respectively. Action May 6.

By Hearing Examiner David I. Kraushaar

■ On own motion, advanced and rescheduled May 22 hearing for May 17 in proceeding on AM application of KPLT Inc. (KPLT), Paris, Tex. Action May 2.

By Hearing Examiner Jay A. Kyle

■ By memorandum opinion and order in proceeding on applications of Garo W. Ray and Connecticut Coast Broadcasting Co. for new AM stations in Seymour and Bridgeport, both Connecticut, respectively, in Docs. 14829-30, reopened record and renumbered as exhibit 9 Connecticut Coast exhibit 8 marked for identification on page 558 and received in evidence on page 581 of April 23 transcript. Action May 6.

■ Rescheduled May 6 hearing for May 20 in Washington in proceeding on application of Geoffrey A. Lapping for new AM in Blythe, Calif. Action May 2.

By Hearing Examiner Forest L. McClenning

■ Granted petition by Broadcast Bureau and extended from May 6 to May 20 time to file proposed findings of fact and conclusions in proceeding on application of Mitchell Broadcasting Co. for new AM in Estherville, Iowa. Action May 6.

By Hearing Examiner Chester F. Naumowicz Jr.

■ In proceeding on applications of Charles W. Stone for renewal of license and for change of facilities of KCHY Cheyenne, Wyo., and Fort Broadcasting Co. for renewal of license of KDAC Fort Bragg, Calif., in Docs. 14816 et al., granted joint request by applicants and Broadcast Bureau and continued May 8 prehearing conference to May 15. Action May 6.

■ In proceeding on AM application of K-FIV Inc. (KFIV), Modesto, Calif., extended certain procedural dates and continued June 24 hearing to July 8. Action May 6.

■ Pursuant to agreements reached at May 2 prehearing conference in proceeding on AM application of Denver Area Broadcasters (KDAB), Arvada, Colo., continued May 20 hearing to May 21. Action May 3.

■ In proceeding on applications of Charles W. Stone for renewal of license and for change of facilities of KCHY Cheyenne, Wyo., and Fort Broadcasting Co. for renewal of license of KDAC Fort Bragg, Calif., in Docs. 14816 et al., scheduled hearing conference for May 8, in Washington for purpose of determining technique and timing of adduction of evidence at hearing scheduled for July 15 in Cheyenne. Action May 1.

■ Pursuant to certain agreements reached and rulings made at April 30 hearing in proceeding on applications of Charles County Broadcasting Inc. and Dorlen Broadcasters Inc. for new AM stations in La Plata and Waldorf, both Maryland, respectively, in Docs. 14748-9, scheduled further hearing for May 21 relative to Charles County exhibit no. 1. Action April 30.

By Hearing Examiner Herbert Sharfman

■ Scheduled further hearing for May 7 in proceeding on application of Beamon Advertising Inc. for new AM in Daingerfield, Tex. Action May 6.

■ Upon request by SPA Broadcasters Inc. (WSPN), Saratoga Springs, N. Y., in consolidated AM proceeding in Docs. 14617 et al., extended from May 8 to May 20 time to file initial proposed findings of fact and conclusions and from May 22 to June 3 for replies. Action May 2.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of May 7

KPOS Post, Tex.—Granted increased power on 1370 kc, D, from 500 w to 1 kw, and installation of new trans.; remote control permitted; conditions.

WGKV Charleston, W. Va.—Granted increased daytime power on 1490 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

KSAM Huntsville, Tex.—Granted increased daytime power on 1490 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

WGRM Greenwood, Miss.—Granted increased daytime power on 1240 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

KGRS Pasco, Wash.—Granted increased daytime power on 1340 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

WENO Madison, Tenn.—Granted increased operation on 1430 kc, with 5 kw, D to unl. hours with 1 kw night, installation of DA-N, and use of present aux. trans. as main trans. nighttime; conditions.

■ Granted renewal of licenses for following stations for normal license term, on which action had been deferred: KARM Fresno, Calif.; WBIS Bristol, Conn.; KEWI Topeka, Kan.; WCAP Lowell ,Mass.; KFXM San Bernardino, Calif.; WCCC Hartford, Conn.; KIBH Seward, Alaska; WCME Brunswick, Me.; KIKI Honolulu; WCSH Portland; KITN Olympia, Wash.; WDEW Westfield, Mass.; KNWC Sioux Falls, S. D.; WESX Salem, Mass.; KRLC Lewiston, Idaho- Clarkston, Wash.; WINY Putnam, Conn.; *KTEC(FM) Oretech, Ore.; WJDA Quincy, Mass.; KTEL Walla Walla, Wash.; WKOX-AM-FM Framingham, Mass.; KWIL Albany, Ore.; WMRC Milford, Mass.; KXRO Aberdeen, Wash.; WNEB Worcester, Mass.; WAGM Presque Isle, Me.; WPRO Providence, R. I.; *WAMF(FM) Amherst, Mass.; WSKI Montpelier, Vt.; WAVZ New Haven, Conn.; WSPR Springfield, Mass.; WBEC Pittsfield, Mass.; WTVL Waterville, Me.

WNEB Worcester, Mass.—Granted license covering installation of old main trans. as aux. trans.; remote control permitted.

WATR-TV Waterbury, Conn.—Granted extension of completion date to Nov. 1.

Actions of May 6

WGHQ Kingston, N. Y.—Granted license covering changes in DA pattern.

WTIL Mayaguez, P. R.—Granted license covering use of old main trans. as aux. trans. at main trans. site; remote control permitted.

WJLD Homewood, Ala.—Granted license covering use of old main trans. as aux. daytime and alternate main nighttime trans.

WLAT Conway, S. C.—Granted license covering use of old main trans. as aux. daytime and alternate main nighttime trans.; specify geographic coordinates.

WKCT Bowling Green, Ky.—Granted license covering use of old main trans. as aux. trans. with DA-N at main trans. site.

***WNTH(FM) Winnetka, Ill.**—Granted CP to install new ant.

WATW Ashland, Wis.—Granted CP to replace expired permit to install new aux. trans.

WPBI(FM) Danville, Ill.—Granted CP to install new ant., increase ERP to 4.9 kw and decrease ant. height to 93 feet.

***KLRN(TV) San Antonio, Tex.**—Waived Sec. 3.613 of rules and granted mod. of CP to change studio location to University of Texas Campus, Austin, Tex.

American Broadcasting-Paramount Theatres Inc., New York—Granted renewal of permit to locate, maintain and/or use studios or apparatus at New York location

Continued on page 103

PROFESSIONAL CARDS

JANSKY & BAILEY
Offices and Laboratories
1339 Wisconsin Ave., N.W.
Washington 7, D.C. FEderal 3-4800
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg.
Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
Pilgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
527 Munsey Bldg.
STerling 3-0111
Washington 4, D. C
Member AFCCE

COMMERCIAL RADIO EQUIPMENT CO.
Everett L. Dillard, Gen. Mgr.
Edward F. Lorentz, Chief Engr.
INTERNATIONAL BLDG.
DI 7-1319
WASHINGTON 4, D. C.
Member AFCCE

A. D. Ring & Associates
41 Years' Experience in Radio Engineering
1710 H St., N.W. 298-6850
WASHINGTON 6, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
930 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Lohnes & Culver
Munsey Building District 7-8215
Washington 4, D. C.
Member AFCCE

RUSSELL P. MAY
711 14th St., N.W. Sheraton Bldg.
Washington 5, D. C.
REpublic 7-3984
Member AFCCE

L. H. Carr & Associates
Consulting
Radio & Television
Engineers
Washington 6, D. C. Fort Evans
1000 Conn. Ave. Leesburg, Va.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N.W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
MElrose 1-8360
Member AFCCE

GUY C. HUTCHESON
P.O. Box 32 CRestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

SILLIMAN, MOFFET & KOWALSKI
1405 G St., N.W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

GEO. P. ADAIR ENG. CO.
CONSULTING ENGINEERS
Radio-Television
Communications-Electronics
901 20th St., N. W.
Washington, D. C.
Federal 3-1116
Member AFCCE

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associate
George M. Sklom
19 E. Quincy St. Hickory 7-2401
Riverside, Ill. (A Chicago suburb)
Member AFCCE

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco 28, California
Diamond 2-5208
Member AFCCE

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hiland 4-7010
KANSAS CITY 14, MISSOURI

JULES COHEN & ASSOCIATES
9th Floor, Securities Bldg.
729 15th St., N.W., 393-4616
Washington 5, D. C.
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland 41, Ohio
Phone: 216-526-4386
Member AFCCE

J. G. ROUNTREE
CONSULTING ENGINEER
P.O. Box 9044
Austin 56, Texas
GLendale 2-3073

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
232 S. Jasmine St.
Phone: (Area Code 303) 333-5562
DENVER 22, COLORADO
Member AFCCE

A. E. Towne Assocs., Inc.
TELEVISION and RADIO
ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR 5-3100

PETE JOHNSON
Consulting am-fm-tv Engineers
Applications—Field Engineering
Suite 601 Kanawha Hotel Bldg.
Charleston, W.Va. Dickens 2-6281

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas
NEptune 4-4242 NEptune 4-9558

WILLIAM B. CARR
Consulting Engineer
AM—FM—TV
Microwave
P. O. Box 13287
Fort Worth 18, Texas
BUtler 1-1551

RAYMOND E. ROHRER & Associates
Consulting Radio Engineers
436 Wyatt Bldg.
Washington 5, D. C.
Phone: 347-9061
Member AFCCE

E. HAROLD MUNN, JR.
BROADCAST ENGINEERING CONSULTANT
Box 220
Coldwater, Michigan
Phone: BRoadway 8-6733

Service Directory

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS
AM-FM-TV
103 S. Market St.,
Lee's Summit, Mo.
Phone Kansas City, Laclede 4-3777

CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.,
Cambridge 38, Mass.
Phone TRowbridge 6-2810

contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington 6, D. C.
for availabilities
Phone: ME 8-1022

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) ***(FINAL DEADLINE—Monday preceding publication date.)***

- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.***
- **DISPLAY ads $20.00 per inch—*STATIONS FOR SALE, WANTED TO BUY STATIONS* and *EMPLOYMENT AGENCIES advertising requires display space.***
- **All other classifications 30¢ per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Wanted—Experienced sale-minded manager for thoroughly modern station, large southwestern city. Excellent opportunity. Send full resume and photo. State compensation desired. Profit-sharing arrangement in addition to salary for the right man. Box G-85, BROADCASTING.

Southern California, immediate opening for solid salesman, capable of management, with top station multiple chain. Good starting salary. Box G-12, BROADCASTING.

National sales manager. Must know agencies in New York and Chicago. Age 30-38. Be a superb, hard hitting, ambitious salesman who can inspire and close sales with national reps. Assume top grade accounts. Compensation open. Excellent living and working conditions in largest state in the U. S. California! Send picture, resume or wire Box G-16, BROADCASTING.

Sales

Columbus, Ohio . . . good salesman, management experience or ready. Top independent. Growing chain, good salary plus. Please write full. Box G-13, BROADCASTING.

Your greatest dollar potential is in booming Atlanta, tough, competitive market, top future, earnings, for hard working knowledgeable pro . . . interested? Box G-15, BROADCASTING.

Central California, major market, successful group operation, offers top opportunity to seasoned salesman. Salary, draw, expenses, plus company benefits. Box G-35, BROADCASTING.

Lucrative and permanent future for two successful salesmen. Large inland Muzak franchise has good service staff to help you. Box G-89, BROADCASTING.

Are you the best salesman in your market? If so, we may have an opportunity for you to grow and prosper with our 50,000 watt station in the top 50 markets. We need two salesmen who can quickly evaluate an opportunity and who are able to move within 30-60 days. This property is well managed and is known as one of the very top stations in the industry. We will gladly exchange references. Immediate inquiries will receive preference. Box G-135, BROADCASTING.

Established, growing successfully, fulltime Chicago station has openings for two(2) salesmen. Must have broadcast experience aind know Chicago market; substantial draw against a liberal commission structure, and many other benefits. All replies confidential. Box G-171, BROADCASTING.

Delano, California. KCKH, 5 kw, $520 guarantee, 25% commission. Experienced salesman with 1st phone.

Opportunity for a salesman in Rocky Mountain vacation land of cool color Colorado. Salary and commission. Write Ellis Atteberry, KCOL, P.O. Box 574, Fort Collins, Colorado.

Delano, California, KCHJ, 5 kw, $520 guarantee, 25% commission, experienced salesman.

Liberal earnings await experienced salesman with proven record. Medium market. California coast, adult programing. Write Box 1070, Monterey, California.

Help Wanted—(Cont'd)

Sales

Salesman wanted for newly opened radio station WETT, Ocean City, Maryland 1½ million summer visitors make this a very busy town. Either just summer months, or all year round. Salary and commission. Contact M. S. Hayes, Manager.

New Jersey station increasing power to 1 kw. Need experienced salesman to head operation. Good guarentee, car allowance and percentage of gross. WNJH, Hammonton.

WJES, Johnston, South Carolina wants a good salesman. Your first job sell me on you. Danny McClure, General Manager.

WGEE Indianapolis member of 7 station group offers excellent opportunity for midwestern radio salesman to join our organization. Position offers guarantee plus commission. Take over established, protected, producing account list. Fringe benefits include: Insurance program, paid vacations and opportunity for advancement. If you think you can qualify send resume immediately to: Arnold C. Johnson, General Manager, FLeetwood 9-5591, for appointment.

Have unusual opportunity for experienced young salesman. Good market, good town, and good money if you are the man. Call Mel Ring, 3404, Radio WHLT, Huntington, Indiana.

Salesman wanted to sell advertising accounts for supermarket store music. Baltimore-Washington area. Market Music of Maryland, 44 W. Biddle St. Baltimore 1, Md.

Opportunity awaits if you can substantiate your performance. Sales and management openings. Write: Broadcast Employment Service, 4825 10th Avenue So., Minneapolis 17, Minnesota.

Announcers

Medium large midwest market CBS radio-tv outlet needs qualified radio announcer only. Resume, picture and tape first letter, please. Box E-272, BROADCASTING.

Announcer with first class ticket. Desirable mid Pennsylvania location. Tell all in first letter. Box E-363, BROADCASTING.

Chief engineer announcer would have complete charge of maintaining equpiment at 1,000 watt Michigan station. Excellent working conditions up to date equipment. 6 to 7 per year for right man plus fringe benefits. Must be reliable coorperative man who knows his job and one who has had experience in broadcast engineering. Minimum amount of air work. Personal interview required. Send all information to Box E-287, BROADCASTING.

Oregon daytimer, looking for congenial, likeable morning announcer who likes to sell on the air and on the street. Must be able to adapt to our style. Middle of the road format. Box G-33, BROADCASTING.

If you like both deejay work and news gathering and writing can do both well here is your opportunity to move up with established Illinois good music station. Excellent pay, many fringe benefits personal interview required. Send tape with complete resume including age, education, marital and draft status, detailed experience and telephone number. Box G-60, BROADCASTING.

WLPM, needs an announcer with 1st phone license. No maintenance top flight operation. Best possible facilities. Modern fast paced big band format. If interested in joining stable modern well equipped radio station send tape and resume to: E. D. Baydush, Radio WLPM, Suffolk, Virginia.

Help Wanted—(Cont'd)

Announcers

Announcer/first phone. Need 1st phone who can maintain 1 kw am and do decent air shift. State $. All tape returned. Box G-62. BROADCASTING.

Announcer-salesman with experience at both. Eastern station going 1 kw soon. Good pay, liberal commissions. Box G-124, BROADCASTING.

Top swinging station in midwest major market, looking for a top swinging morning man. Box G-163, BROADCASTING.

Midwest top 40, #1 in market, chain station, looking for newsman and personality dj with first phone. No maintenance. Immediate openings. Send tape and resume today to: Box G-173, BROADCASTING.

Fast paced jock with 1st phone. Excellent opportunity in major midwest market. Box G-81, BROADCASTING.

Alaska. 5 kw. No beginners. Need mature voice. $750 month start. Airmail tape, qualifications, references. Bill Harpel, KHAR, Anchorage.

News director for local news gathering. Must be good announcer. Good salary. KTOE, Mankato, Minnesota.

Modern Negro disc jockey for late afternoon spot must do tight, fast format with personality thoroughly experienced top man only top salary, benefits. Excellent working conditions at nationally outstanding Negro station. Send tape, photo, and resume by May 15 to KDIA, Oakland, California.

Have immediate opening for swinging 1st phone announcer with a top forty station, number one in market. No maintenance required. Send tape, resume, photograph to: Henry Beam, WAAY Radio, P.O. Box 986, Huntsville, Alabama.

Wanted: Announcer with first phone for summer relief. WAMD, Aberdeen, Md.

WBUX, Doylestown, Pennsylvania, 30 miles from Philadelphia wants man with good reading ability, first phone. Beginner considered. We'll train you our way as news editor and personality disc jockey. Call 348-3332—David Ross, Program Directors.

Experienced first class announcer. Will consider experienced announcer without license. Send replies direct to WCLW, 771 McPherson Street, Mansfield, Ohio.

Happy, big voices are needed by fun station. WDMV, Pocomoke City, Md. Home of the world's largest bass. Contact Jack Moran at once!

New Jersey experienced announcer newsman for adult music station. Send preliminary tape, resume. Interview required. WHTG, Rt. 1, Asbury Park.

Announcer continuity writer: Immediate opening for man capable in both areas with at least three years experience. Opportunities for advancement for a man capable in commercial production work. B. E. Cowan, Radio WSAC, Box 70, Fort Knox, Kentucky.

Announcer-engineer. Minimum maintenance. Prefer married man who wants to settle in upper midwest. Must be ambitious. WWIS, Black River Falls, Wisconsin.

Help Wanted—(Cont'd)

Announcers

Combo dj-newsman: Immediate opening for man capable in both areas with at least three years experience. News will entail leg work, gathering, writing and airing. Send complete resume together with minimum salary requirements. B. E. Cowan, Radio WSAC, Box 70, Fort Knox, Kentucky.

Philadelphia suburban station needs announcer with experience. No swingers. Straight staff work. Chance for play by play. Many fringe benefits. Time and one-half holidays. Group insurance, hospitalization. 215-696-3690.

WYNS needs an announer with first phone license. No maintenance—top flight, top forty operation. New station—air conditioned building in Eastern Pennsylvania. Mail tape and your resume to Radio WYNS, Box 115, Lehigton, Pa., or phone 377-1150.

Trained or experienced announcers at all levels needed to consider appropriate opportunities. Confidential, professional placement. Broadcast Employment Service, 4825 10th Avenue So., Minneapolis 17, Minnesota.

Technical

First class radio telephone operator. AM-FM in town of 10,000. Ticket holder should also be interested in radio time sales and a resident of Illinois or Indiana. Box E-374, BROADCASTING.

Wanted chief engineer for regional full time, non-directional am station in San Juan Puerto Rico. Need not be Bilingual. Single man preferred. Please send complete resume of experience and qualifications with photograph. Box G-117, BROADCASTING.

Southwest Pennsylvania independent. Immediate need for 1st class engineer. No Maintenance. State salary requirements and earliest available date. Box G-122, BROADCASTING.

Illinois AM station in modern prosperous city, has fine opportunity for cooperative reliable engineer to fill chief's position. No announcing duties. Progressive, permanent operation, best equipment, top working conditions, and salary with merit raises. Must be able to do studio and transmitter maintenance and handle directional equipment. Send all information. Box G-150, BROADCASTING.

Wanted: Engineer - announcer. Contact WGTN, Georgetown, South Carolina.

Chief engineer needed by June 15th. Combo job but emphasis on engineering. AFTRA station that needs man looking for a permanent position. Compatibility essential. Send resume and air check. Sorry no tapes returned. Write, KBRO, Bremerton, Washington.

Immediate opening for first class engineer capable of maintaining 10 kw am transmitter and studio equipment. Rush resume, photo, references. Include experience in any other phases of radio. WPAQ, Mt. Airy, North Carolina.

Engineer. Some experience. Salary open. WVOS, Liberty, New York.

First class . . . no announcing, 5,000 watt, 24 hour operation. Directional day and nite. Permanent position. Car required. Send picture and required salary plus military and other background to Tom Kita, Box 8765, Richmond, Virginia.

Advancement opportunities of ticketed men. Write to Broadcast Employment Service, 4825 10th Avenue So., Minneapolis, 17, Minnesota.

Production—Programing, Others

Experienced, straight music news announcer for anchorman on informational 3 man morning program. Must have adult approach with warm personality, good educational and commercial background. No rock and roll. 50 kw station large eastern market. Send resume, tape, and photo to Box G-121, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programing, Others

Creative production man, 27, 10 years in broadcasting. Desires commercial production opportunity. Complete knowledge of mixing, taping, dubbing and disc recording. Box G-137, BROADCASTING.

Radio television journalism instructor needed, beginning September. Professional experience, college degree essential. Graduate work possible. School of Journalism, University of Iowa, Iowa City.

Program and traffc girl needed for top 40 resort station WETT, Ocean City, Maryland. Either summer months or all year round. Contact M. S. Hayes, Manager.

News director immediate opening in local news. Call General Manager, 644-1255 WHUT, Anderson, Indiana.

Newsman: Immediate opening for seasoned and experienced newsman in gathering writing airing news. Rare opportunity for creative writer. Also possibility of eventual directorship for a man with degree in Journalism or English major. Send complete resume with photo and tape, together with samples of writing ability. Please state minimum salary requirements. B. E. Cowan, Radio WSAC, Box 70, Fort Knox, Kentucky.

Situations Wanted—Management

Profit maker thru toughest times available thru partnership rift. Four years successful radio sales, sales management, last three management. Heavy on sales promotions, hypoing local sales, plugging profit leaks. Offer dependability, loyalty, hard work for modest base with percent of net sales. Married, 39, upper midwest. Will move to #1 radio, or tv with #1 potential. Box G-9, BROADCASTING.

Operations manager. Nine years all phases medium major market tv. Top producer director with some writing and announcing. Family, B.A. work well with crews and clients. For resume and personal interview write Box G-6, BROADCASTING.

Broadcast executive with over 20 years experience, 15 in management, for medium or metro market am, am-fm-tv operation or chain. Native southwesterner, 41, family and top references. Will invest in company. Box G-77, BROADCASTING.

Manager—sales manager, upper midwest only: successful sales and sales management in both single and multiple markets am and fm; experienced in all phases of radio except engineering; family man; responsible; top references; college grad. 32 years old. Box G-88, BROADCASTING.

Qualified radio manager with take charge attitude, sales and programing. 11 years employed in S. E. Box G-108, BROADCASTING.

Desire first management assignment. Experienced; Salesman news, music production. College, single, veteran. Box G-147, BROADCASTING.

I can sell anything I believe in. I'm programing now. Let me program and sell (manager) your station to a handsome profit. 717-628-2848 or Box G-125, BROADCASTING.

Manager/sales manager for medium or large markets. 20 year vet of both radio and tv. Strong in sales and promotion. Box G-128, BROADCASTING.

Sales

Preponderate salesman. Mature, creative, self starter, fine record and references. FM-Muzak experience, too: Available soon. Top stations only. Box G-107, BROADCASTING.

B.S. degree in June. Sold, announced, worked for arip while attending college. Promotional minded, aggressive clean cut, good references. Box G-170, BROADCASTING.

Situations Wanted—(Cont'd)

Sales

Have you a 2 or 3 hour daily block for me to sell program and/or produce? Is your's a strong station in a major warm weather market? If so let me turn your time into profit. 20 years experience, 10 in local radio and CBS network production plus 10 in advertising sales. Ed Gaylor, Box 36 Fairmount Sta. El Cerrito, California or call 524-1661.

Situations Wanted Announcers

Let's exchange references. 30 year old pro, presently employed major eastern market, offers 8 years experience. DJ modern radio, good music, tv. Will relocate only for right organization. Top rated personality. Recognized production, news. Family man. Will answer all inquires. Minimum $7,800 annually. Box E-419, BROADCASTING.

Attention! All-nighters! DJ limited experience would like graveyard shift. Available after 15 June. Have tv experience-audio, booth announcing. Box E-274, BROADCASTING.

Beginning announcer. Will locate anywhere. Can do news, commercials, and run my own board. Box G-71, BROADCASTING.

Negro dj, with 1st phone shovel. Rock and Roll King. Comboman. Has great mature resonant voice. Box G-82, BROADCASTING.

Announcer-dj, 1st phone. All around experience. Enjoys production, knows music. Family man. Box G-91, BROADCASTING.

Attention AFTRA affiliated stations! An intelligent, experienced staff announcer is looking for a career opportunity with a sound, good music organization. I'm young, hold an A. B. in radio speech. Prefer east. Box G-92, BROADCASTING.

Nighttime personality announcer. Mature sound. Preference good music, jazz etc. Experienced production and news. Permanent beard, not beatnik! No brogue! Wife, two children. Relocate metropolitan. Box G-93, BROADCASTING.

Ever listen to the radio during your morning shower? You would if I were in your market. You wouldn't want to miss any of this sparkling morning humor. Box G-97, BROADCASTING.

Sportscaster. Covered National Collegiate Basketball champs. College baseball. Scholastic football. Box G-98, BROADCASTING.

Newscaster-dj. Authoritative news, tight production, operate fast board. Not a floater or Prima Donna. Box G-110, BROADCASTING.

Want sports director job. Six years radio. Want radio, tv. Experienced play by play high school, college, baseball, football, basketball. Married, present job 2 years. Lets put our cards on the table, would prefer personal interview. Box G-114, BROADCASTING.

Lets exchange references. 30 years old pro deejay presently employed major eastern market, offers 8 years experience modern radio, good music, tv. Will relocate only for right organization. Top rated personality. Recognized production, news. Family man. Will answer all inquires. Minimum $7,800 annually. Box G-120, BROADCASTING.

Announcer, mature voice, 2½ years in field. Strong on news background. Presently employed. Box G-123, BROADCASTING.

Top 40 negro dj but adaptable. Air personality, fast board, live, bright, Mr. Incomparable in commercials. Crisp newstype production. Acclaimed "His Excellency" by fellow djs. Box G-127, BROADCASTING.

Experienced staff announcer, dj competent, very authoritative newscaster, experience all phases of broadcasting. Mature, married, desires position and station with advancement, within 200 miles of New York. Box G-133, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Summer opening? Michigan University student; solid top 40 or good music. Experience. Available June 15. Box G-116, BROADCASTING.

Top 40? Family man? Three years experience? First phone? Major market (87)? Sharp production? Tight boardwork? EP! Box G-140, BROADCASTING.

Ambitious, bright, eager dj. Can work any format. Now employed, but desire change. Air check, resume, and photo available. Will travel. Write: Box G-136, BROADCASTING.

Most dependable man in broadcasting. 31, seven years radio and tv announcing. No first phone. Box G-145, BROADCASTING.

Experienced announcer (15 years) seeks summer work in D.C. area. Background includes classical music, news, p.d. continuity. Box G-151, BROADCASTING.

Announer, 1 year experience, married, 27, currently employed, desires staff position with sound station. Box G-152, BROADCASTING.

Announcer 1st phone. Tailor my talent to your operation—good broadcast background. Experience light. Family, no maintenance. Prefer east. Box G-153, BROADCASTING.

Major Market C&W personality-deejay desires change. 25 years experience both network and local. Box G-154, BROADCASTING.

Experienced radio-tv announcer rated #1 in 1 of nation's 10th largest markets, seeks employment East Coast, N.Y., Phil. areas preferred. Any shift-ready now top references. Highly regarded newsman also. Box G-155, BROADCASTING.

Mid west, east—experienced announcer seeks middle of the road station. 25, single, veteran, references. Box G-156, BROADCASTING.

Announcer dj-air personality, crisp fluid delivery, authoritative news, tight production, fast board, married will settle. Box G-158, BROADCASTING.

Top 40, young, cheerful, swinging dj. Reliable, versatile. Tape available. Box G-162, BROADCASTING.

Consciousness family man seeks California coastal. Several years experience all phases. Sober, reliable. Best references. Now employed. Available end June. Box G-164, BROADCASTING.

Attractive female country and western dj with three years as C & W dj and singing with C & W bands. Will travel. Box G-166, BROADCASTING.

Colored, NY. DJ, newsman in Georgia. Available August 5, thur 12th, for pinch hitting. Major cities in Georgia or South Carolina. Box G-167, BROADCASTING.

Announcer, d.j., good wake up show and top 40; tight board. Married, draft exempt. Broadcasting school graduate. Any location! Hard worker! Available immediately! Phone no. 352-1525 (area code 216) or Box G-169, BROADCASTING.

Experienced announcer and combo man. Seeks immediate employment. James Nahrayh, 6331 W. Mitchell Street, West Allis 14, Wisconsin. EV 3-3104 all after 4 p.m.

Experienced dependable and young—available now. Write Tim Skoning, KYSM, Mankato, Minnesota.

12 year pro. Music and news experienced. Need spot immediately. Call Syl Sergi, TIlden 6-4623 Beaver Falls, Pennsylvania.

Situations Wanted—(Cont'd)

Announcers

Experienced announcer, 1st phone. Wants work southwest. Personal interview possible. Jack Dillion, 3205 Armour Terrace, Minneapolis, Minnesota, STerling 9-0614. After May 19, c/o Phil Weyren, 3829 East Picadilly Road, Phoenix.

Announcer-sales. Five years part time experience. Will graduate from Kansas State University in June. Available June 10th. Write Owen B. Sherman, R-27 Jardine Terrace, Manhattan, Kansas.

1st phone dj needs summer work. Will travel. Gene Fiscalini, 1172 W. Adams, Los Angeles. Phone 747-4656.

Technical

First phone, beginner, career type, afternoons, Kansas City vicinity, GL 2-8063. Box G-95, BROADCASTING.

Chief engineer, experienced construction maintenance am-fm directionals. Proofs to 50 kw. Box G-100, BROADCASTING.

First phone operator with 8 years as chief. Experienced in directional. Will relocate. Box G-111 BROADCASTING.

1st class with 10 years experience am, fm, microwave, radar construction, maintenance, supervisor, instructor. Will relocate—peramanent. Box G-118, BROADCASTING.

First phone. 12 years transmitter experience. Would like job in Texas. Box G-134, BROADCASTING.

Fifteen years as chief engineer, including directional and construction experience, management, announing, and sales. Desires permanent location preferably in southeast. Box G-157, BROADCASTING.

Combo man available July. 1½ years experience, first phone. $150 minimum. No tape. Phone 606-267 or write Box G-172, BROADCASTING.

Available May 20th. 1st phone retired from government. Excellent character. Call 301-TA 2-3301. Mr. Jones.

Reasonable fidelity stations: Bob Downie, professional announcer-first class operator available where experience counts. Write me anytime this month. Answer guaranteed. Address: 411 W. 8th Street, Wilmington 1, Delaware.

Production—Programing, Others

Director-announcer, 7 years experience wants position in midwest. Box G-79, BROADCASTING.

Newsman . . . seeks major market . . . 10 years experience, strong on the air presentation. Can take charge of 4 man staff. College degree, age 32, I need a challenge. Not afraid of work!! Box G-86, BROADCASTING.

Newsman desires relocation. 24, family, veteran, 2 years experience. Prefer east. Box G-99, BROADCASTING.

Individually tailored open end comedy bits for local deejays, complete with scripts including deejays's part. Send $1.00 for sample tape with useable bits. Box G-102, BROADCASTING.

Completely experienced; airing hourly newscasts; now writing station's editorials. Intelligence, maturity markets daily cover-Compact, bright writing-performing $135 weekly. Box E-384, BROADCASTING.

Newsman, 12 years solid experience. Desires money making opportunity. Major market only. Good delivery, hard worker on beat. College, excellent background. Box G-87, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programing, Others

Seeking prestige radio or tv news director? Young political science professor, broadcasting consultant, newspaper supervisor at university. Edited weekly newspapers. Broadcast experience includes interviews, documentaries. Skillful reporter and writer authoritative delivery. Salary secondary to authoritative delivery. Salary secondary to opportunity. Box G-112, BROADCASTING.

News director, 18 months hard-news experience. Work under contract only. Box G-113, BROADCASTING.

Experienced news director. Gets news first. Young married. Looking for position in Iowa or surrounding states. Box G-115, BROADCASTING.

News director. Major markets only. Station must be vitally concerned with news and community affairs. Ten years experience includes radio, television, newspaper, public relations, editorials, and documentaries. Box G-119, BROADCASTING.

Program director seven years experience, available. Sales knowledge. Play by play. Programing. Intelligent. Family, looking for permanence, opportunity, and reasonable salary. 717-628-2848 or Box G-126, BROADCASTING.

Newsman's newsman. Twelve years. My brains and hard work for your prestige and profit. College journalism. Majors. East. Box G-129, BROADCASTING.

Program director—five years . . . morning show plus, C&W Personality (live) College, married, family, relocate. Box G-146, BROADCASTING.

TELEVISION

Help Wanted—Sales

Account executive television sales. Write Channel 8, P.O. Box 2148 Idaho Falls, Idaho.

Announcers

Immediate opening for experienced on-camera announcer strong on news, weather and commercial presentation. All replies will be acknowledged. All tapes will be returned. Send photo, background information, references, and audio tape to: Harry C. Barfield, WLEX-TV, Lexington, Kentucky.

Technical

Wanted master control operator and transmitter operator with first phone. Experienced is permanent position. Contact Vern Totten, Chief Engineer, KXLF-TV, P.O. Box 1956, Butte, Montana.

Transmitter engineer wanted, experience desirable. Contact Bill Elks, Operations Manager, WECT-TV, 205 W. Shipyard Blvd., Wilmington, North Carolina.

KREX-TV needs first phone for tv control and switching; some tv, fm and am maintenance. Send resume and recent photograph to J. H. Meyer, Grand Junction, Colorado.

Production—Programing, Others

Station located in N.E. has opening for artist with experience in all phases of art work utilized in tv slides, set design and construction requirements newspaper ads sales, promotion presentations etc. This is a fine opportunity for a person who is creative and looking for a challenge. Send resume to Box G-2, BROADCASTING.

Continuity writer . . . full time position with established etv stations. College graduate, radio-tv writing experience essential. Write Otto Schlaak, Manager, WMVS, Milwaukee 3, Wisconsin.

California TV station needs continuity-promotion personnel. Send resume and samples of copy to Box G-101, BROADCASTING.

TELEVISION

Situations Wanted

Management

General sales manager available June 1st. Can deliver national to local sales experience. Box E-212, BROADCASTING.

TV sales manager, experienced all phases radio and tv, seeking management opportunity with progressive organization. Box G-96, BROADCASTING.

Broadcasting executive, 15 years, experience all phases tv and radio production and sales at all levels. Box G-104, BROADCASTING.

Program executive: 15 years experience, 10 years radio, tv at o&o major market, includes production manager, program manager. Familiar all media departments. Seek administrative challenge with stable operation. BS, MA degrees. Box G-141, BROADCASTING.

General manager/sales manager. Age 43. 23 years tv-radio, 13 in management large and middle markets. Marked ability to attract, keep and fully utilize abilities of top personnel all levels. Though minded financial manager emphasising budgeting, cost accounting and a hard expense-revenue-profit ratio. Detailed knowledge all departments. Keen sense of values in programming, news, public affairs, promotion, public relations and station image building. Sells with polished, persuasive aggressiveness on Madison Avenue or Main Street. Sales management policies stress complete training, communications, presentations, account targeting and maximum use of market economic and geographic research. A personable, energetic tv executive with a broad knowledge and deep understanding of current and changing tv management and sales requirements. Robust health, impressive appearance, married. Available in June. Particularly interested group station. Box G-174, BROADCASTING.

Announcers

TV staff announcer, solid record. Seeks move. Box G-90, BROADCASTING.

TV meteorologist—authoritative and friendly experienced forecaster, college teacher, radar weatherman. Professional member American Meteorological Society. Resume, film available. Box G-105, BROADCASTING.

Radio-TV: Now pd, morning jockey in medium market. Have done tv weather, bandstand, news etc. News background and dj/production radio. Journalism graduate. 28. Dial area 219-number 672-2906. Prefer radio-tv combination. Box G-106, BROADCASTING.

Experienced, mature television announcer. Nine years, all phases. Strong news, commercials. Employed, married, relocate. Box G-131, BROADCASTING.

Seven foot two inch. Experienced actor. (Just seen on five part Lassie segment, soon in Jerry Lewis's "Nutty Professor.") Has brand new childrens show "Paul Bunyan the Jolly Giant." Age 23, 1st ticket. Paul Bunyan, Box G-144, BROADCASTING.

Radio and television announcer. College graduate. Married. 6 years experience all phases. Prefer tv or combo. Tony Richards, 233 West Howry, Deland, Florida RE 4-3890.

Technical

Experienced UHF chief engineer. 20 years broadcast, 10 in UHF. Will assume complete responsibility of station engineering. Medium or small market if adequately financed. Desire salary-stock arrangement. Box G-4, BROADCASTING.

Experienced, first phone cameraman and switcher some maintenance. Married. Box G-168, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programing, Others

Small station? Sound like a big one. Let me record your commercials at low cost. Excellent voice and delivery. For details and sample tape, write Box E-377, BROADCASTING.

Realistic public affairs special events director. Prepared to take total responsibility for your public service committments; a running tap on public service announcements, production of low budget effective public affairs shows and general community relations. Box G-14, BROADCASTING.

Writer, proven skill and adaptability highly regarded in broadcast industry, seeks limited number of additional clients, freelance assignments. Feature articles biographies, profiles, speeches, special projects. Box E-461, BROADCASTING.

Experienced news director: Top rated newscaster, excellent airwork, record of sucess as news in depth specialist in competitive market. Box G-103, BROADCASTING.

Production supervisor with client, station and agency background. Experienced in live film and video tape operations. Seek challenging administrative position with progressive station. Experience in all phases of station operations, program and commercial production. Announcing and on camera experience. College graduate. Excellent references. Resume on request. Box G-132, BROADCASTING.

Newsman 7 years radio and television. Writing, reporting, broadcasting, filming. Box G-175, BROADCASTING.

WANTED TO BUY

Equipment

All equipment between the microphone and the 150 foot tower necessary to build a 250 watt station. Gates transmitter preferred. What do you have? Cash available. Box C-23, BROADCASTING.

New or used heads for Ampex 450-A or 450-B. Used heads must be in good condition. Box G-94, BROADCASTING.

Complete equipment for tv station including 1 kw transmitter box. Box G-139, BROADCASTING.

Urgently need two Eastman film projectors, model 250 or 275, 16mm. Will take one of each model if necessary. Contact Wally Wurz, Chief Engineer, KMBC-TV, Kansas City, Missouri, by collect telegram.

For sale; 1 Sony wireless mike. New. 1 nearly new Gates Dynamote. Box 266, Lewistown, Pennsylvania. Rev. Ralph Norwood.

Will buy used Gates, Collins or RCA remote turntable-console. Also used Marti remote 30 watt broadcaster. Both must be in good condition. WRBC, Jackson, Miss. FLeetwood 5-1562.

Western Electric 25B console-Telefunken/Neumann mikes-Ampex 300 or 350. Northwestern, Inc., 411 S. W. 13th, Portland, Oregon.

Need used level devil or similiar instrument for recording studio. Call Paul G. Fyffe, WSIP, Paintsville, Kentucky. 789-5311 collect.

Wanted: 175-200 foot tower. Reply to KLIN Radio, 410 Sharp Building, Lincoln 8, Nebraska.

For Sale

Equipment

Shafer 1200-B automation system with make-up unit. All Ampex units in like new condition $10,000. Box G-161, BROADCASTING.

For Sale—(Cont'd)

Equipment

Tower, self supporting, 200 ft., used, Blaw Knox, base insulated, square 14 foot base, with lights. Down, ready to ship or install on your property. Make cash offer. Box G-142, BROADCASTING.

For Sale: Two RCA 70-D-1, two speed turntables. One with a new RCA tonearm. $350.-00. WKYF, Greenville, Kentucky. P.O. Box 170.

Lehigh self supporting stell tower. 200 feet high, dismantled, in very good condition. New cadimun plated nuts and bolts. Ready for truck shipment. Erection prints available. Priced reasonable. Phone: Areacode 215; 826-2100.

Dumont TA-178-BS1 switcher and power supplies, good for parts and spares. Best offer. KRIS-TV, Box 840, Corpus Christi, Texas.

Weather radar system: Collins airborne, model WP 101, complete with Narda model 833 echo-box frequency meter, one set of spare tubes and semi-conductors and all accessories. Has been in use only 2½ years and is in excellent condition. Full price: $5500. WBEN-TV, Buffalo 7, New York.

1,000 watt fm transmitter with 10,000 watt power amplifier. WE 506B-2 F.C.C. type accepted. Clean, complete. $2995.00 CECO, 518 State Street, La Crosse, Wisconsin.

1000 watt Western Electric transmitter model 443-A-1. Now tuned to 1050 kc. Good working condition. Best offer. WPAG, Ann Arbor, Michigan.

G. E. 5kw am transmitter, model #BT-22A, good condition, available now. $4,500. M. N. Barwick, 767 41st Street, Miami Beach, Florida.

Xmission Line; Teflon insulated, 1⅝" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for $40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

Television / radio transmitters, monitors cameras, microwave tubes audio monitors. Electrofind, 440 Columbus Ave., N. Y. C.

Houston fearless labmaster less than two years old with assessories. Costs $7,000 new. Make an offer. Bill Hargan. KSBW-TV, Salinas, California.

Television film camera RCA TK-20A with accessories studio camera RCA TK-10A and accessories. In good condition. Inspection or inquiries invited. Box E-465, BROADCASTING.

BUSINESS OPPORTUNITY

Unlimited funds available for radio and television properties. We specialize in financing for the broadcasting industry. Write full details to Box 205A, BROADCASTING.

Miscellaneous

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications. 2221, Steiner St., San Francisco.

Helicopters for lease, yearly, for traffic time newsphoto, promo. Very reasonable. Tax deductible. Box E-33, BROADCASTING.

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

"Quick Quips" Jokes, one-liners, comedy, ad-libs for deejays. Also "Disc Hits," record info. $5.50. Del Mar Radio Features, P.O. Box 61, Corona Del Mar, California.

Broadcast Comedy is listed in the new "Comedy Guide" of "talk" comedy. Write for free 24 page booklet on your letterhead. Show-Biz Comedy Service (Dept. B), 65 Parkway Court, Brooklyn 35, New York.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 1505 N. Western Ave., Hollywood 27, California.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Altanta, Georgia.

Special accelerated schedule. The Los Angeles Division of Grantham Schools is now offering the proven Grantham first class license course in a special accelerated schedule. Taught by a top notch instructor, this class is "success tested" for the man who must get his first phone in a hurry. The next starting dates for this accelerated class are July 8, and September 9th. For free brochure, write: Dept. 3-B, Grantham School of Electronics, 1505 N. Western Ave., Los Angeles 27, California.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5 kw station. One price includes everything, even room and board. Can be financed. American Academy of Electronics, WLIQ, Sheraton Battle House, Mobile, Alabama.

San Francisco's Chris Borden School teaches you what you want: 1st phone and "modern" sound. Jobs a plenty. Free placement. Illustrated brochure. 259 Geary Street.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1653 North Cherokee, Hollywood, California.

"Do you need a first phone? Train for and get your FCC first class license in just five (5) weeks with R.E.I. in beautiful Sarasota! Affiliated with modern commercial station. Free placement. Write: Radio Engineering Institute of Florida, Commercial Court Building, P. O. Box 1058, Sarasota, Florida."

Announcing, programming, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Keegan Technical Institute, 207 Madison, Memphis, Tennessee.

FCC license in six weeks. Total cost $285. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. CA 7-0529.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

INSTRUCTIONS—(Cont'd)

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting July 10, October 9. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Help Wanted—Sales

SALESMAN!

Sell direct accounts for special market. New York City AM station. Excellent opportunity for hard working salesman to enter N.Y.C. area. Good pay for man who can sell retail accounts.

Box G-149, BROADCASTING

Announcers

MORNING MAN!

Major Eastern Market
#1 rated station for over 3 years.
Excellent salary, opportunity for advancement.
Must know top 50 format.

Send tape and resume to:
Box G-165, BROADCASTING

Situations Wanted—Management

MAJOR MARKET RADIO MANAGER

Top Sales Record-Format & staff if needed. Any agency in market as references. Present owners selling.

Box G-130, BROADCASTING

TELEVISION

Situations Wanted—Management

I NEED WORK MORE THAN MONEY!

45 is too young to retire! Have reached the top of the ladder in radio. Would like challenging management opportunity in large TV operation. Prefer far West. Background includes management and ownership in single and multiple stations.

Box G-143, BROADCASTING

AGGRESSIVE: EXPERIENCED: Reliable Sales management, TV & Radio. Experienced from local operations thru rep office. Prefer West or Northwest medium or small market "put down your roots" opportunity. Married, dependable, finest references.

Write P. O. Box 2661, Colorado Springs, Colorado.

Situations Wanted

Production—Programing, Others

RADIO-TV NEWS DIRECTOR

Top-notch professional with major market experience to guide your news staff. RATING BUILDER-COST CONSCIOUS-SOBER-STABLE. Over a decade in the business. Finest references.

Box G-160, BROADCASTING

Employment Service

RADIO-TV ANNOUNCERS

Good management is a must for Professional Talent. Let a franchised A.F.T.R.A. Agency represent you to the industry. Send tape, photo, and resume to—

Quinn Theatrical Agency
1341 G. Street
N. W. Wash. 5, D. C.
TEL.: DI 7-7412

For Sale

Equipment

10 KW Continental 316B Transmitter	$10,000
Gates M-5693 Modulation Monitor	300
Gates SA-39B Limiting Amplifier	300
Gates V-22 VU Panel with attenuator	60
Spotmaster Model 500 Record Player	300
Gates M-5452 "Auto-Trans" 45 RPM Automatic Programmer	450
Gates Studioette Console	650
Gates Model 525 Transcription Turntable complete with arm and equalizer in cabinet	250
Ampex 351-U 7½-15" full track rack mount	1,250

Above equipment has been in use less that 2½ years and is in very clean shape. Please reply to Box E-428. BROADCASTING.

Mobile Tape Unit

3 RCA TK-LL Cameras; 1 GE Vidicon Camera with Slide Projector; 2 Ampex Video Tape Recorders; 1 RCA BC6A Audio Consolette; 1 50 KW Gasoline Driven Generator. (Will Handle all equipment plus lights)

Large Inventory of Accessories including Tektronix Scopes, Conrac monitors, Zoomar lenses, Telechrome effects equpiment, spare VTR Leads.

ALL IN

1 Custom build bus chassis which can go anywhere. Bus and equipment all in A-1 condition. This Mobile Unit has an excellent record in the production of hundreds of shows.

$275,000

Box G-159, BROADCASTING

You Can't Top A* CLASSIFIED AD *in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Miscellaneous

Wish to Rent

field Zoomar for three month period starting now. Advise Type, Condition and Price.

Box G-148, BROADCASTING

For Sale—Stations

Rocky Mountain City

Construction permit, at cost. 1 kw daylighter . . . trade area 50m. Will be 3rd station.

Box G-37, BROADCASTING

FOR SALE

Daytime Station-Located in the heart of New York State. Price very reasonable for immediate sale. Financing can be arranged.

Box E-407, BROADCASTING

FOR SALE

Fulltime AM in metropolitan southeastern market. $225,000 with $65,000 down; length of pay-out to be negotiated. Station owns transmitter site and is a profitable operation.

Box G-80 BROADCASTING.

STATIONS FOR SALE

EASTERN REGIONAL. Daytime. Priced at $85,000. $30,000 down.

UPPER MIDWEST. Regional Daytime. Billing average close to $100,000. Priced at $145,000 terms.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

Tenn.	single	daytimer	48M	terms
N.Y.	small	daytimer	125M	36M
S.E.	small	fulltime	33M	10M
Fla.	medium	power	150M	30%
Ky.	medium	fulltimer	225M	terms
Mass.	metro	daytimer	185M	29%
Pa.	metro	daytimer	120M	terms

And others

CHAPMAN COMPANY
2045 Peachtree Rd. N.E., Atlanta 9, Ga.

To buy or sell Radio and/or TV properties contact.

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 17, TEXAS

To buy or sell equipment from Towers to complete Radio and TV stations,

You Can't Top A
CLASSIFIED AD
in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 96

and other points throughout U. S. under control of American Broadcasting-Paramount Theatres Inc. for purpose of obtaining or producing television programs to be transmitted or delivered by film or television recordings, by various methods or by electrical energy for transmission by cable and/or other means to XETV(TV) Tijuana, Mexico, including transmission or delivery by regular broadcast from KABC-TV Los Angeles, for period ending April 29, 1964; without prejudice to such action as commission may deem warranted as result of final determinations: (1) with respect to conclusions and recommendations set forth in report of network study staff; and (2) with respect to related studies and inquiries now being considered or conducted by commission.

■ Granted licenses covering increase in power for following: WODY Bassett, Va.; WRSC State College, Pa., and installation of new trans.

■ Granted licenses covering installation of new trans. for following: WTIL Mayaguez, P. R.; WSAN Allentown, Pa.; WITN Washington, N. C.

Actions of May 3

KLTF Little Falls, Minn.—Granted license covering increase in power and installation of new trans.

KTAC Tacoma, Wash.—Granted license covering use of old main trans. as aux. trans., employing DA-N, at main trans. site.

WQSN Charleston, S. C.—Granted license covering installation of aux. trans. to be used as alternate main nighttime and aux. daytime trans.

WDNC Durham, N. C.—Granted license covering installation of new trans. as aux. daytime and alternate main nighttime trans.

KCSR Chadron, Neb.—Granted license covering change in frequency, hours of operation, changes in ant. system and installation of new trans.

KOIN-FM Portland, Ore.—Granted CP to increase ERP to 100 kw, decrease ant. height to 1,370 feet and install new ant.; condition.

KHFI(FM) Austin, Tex.—Granted CP to increase ERP to 1 kw and make changes in transmitting equipment; conditions.

■ Granted licenses for following: WMTD Hinton, W. Va.; KCAC Phoenix, Ariz., redescribe trans. location and specify ground system; KINO Winslow, Ariz.; WAAK Dallas, N. C., and specify type trans.

■ Granted licenses covering increase in daytime power and installation of new trans. for following: KSMO Salem, Mo.; KODI Cody, Wyo., and specify studio location and remote control point; WATT Cadillac, Mich., and redescribe main studio and trans. locations; WSSB Durham, N. C., and specify geographic coordinates; KWKW Pasadena, Calif., make changes in ground and ant. system and change to DA-2.

■ Granted licenses covering installation of new trans. for following: KVOR Colorado Springs, and change studio location and remote control point; WDNC Durham, N. C.; WESY Leland, Miss., and redescribe trans. and main studio locations.

■ Granted licenses covering installation of aux. trans. for following: KTRH Houston; KBIZ Ottumwa, Iowa; KCRS Midland, Tex.; WISH Indianapolis.

KSAN San Francisco—Granted renewal of license, including aux., for normal license term on which action had been deferred.

KNBR San Francisco—Granted renewal of license, including aux., for normal license term on which action had been deferred; without prejudice to such action as commission may deem warranted as result of final determination: (1) with respect to conclusions and recommendations set forth in report of network study staff; (2) with respect to related studies and inquiries now being considered or conducted by commission; and (3) with respect to pending antitrust matters relating to NBC and RCA.

Actions of May 2

■ Granted CPs for following VHF TV translator stations: Valley TV Club Inc., on channel 5, Glasgow, Mont., to translate programs of KOOK-TV (ch. 2) Billings, Mont.; Skyway Broadcasting Co., on channel 2, Waynesville and Hazelwood, both North Carolina, WLOS-TV (ch. 13) Asheville, N. C.; Four Corners TV Club, on channel 2, Cortez, Colo., KNME-TV (ch. 5) Albuquerque, N. M.; Orofino TV Inc., on channels 7, 9 and 12, Orofino, Idaho, KXLY-TV (ch. 4) KREM-TV (ch. 2) and KHQ-TV (ch. 6), all Spokane, Wash.; WIIC Inc., on channels 5 and 8, Charleroi, Connellsville and Leechburg, all Pennsylvania, WIIC(TV) (ch. 11) Pittsburgh; Shoshone River Power Inc., on channels 4, 5, 6 and 13, South Fork Rural Area and North Fork Rural Area of Shoshone River, Rural Sunlight Basin Area and Clarks Fork Canyon Area and Rural Wood River Area and Rural Upper Greybull River Area, all Wyoming, KOOK-TV (ch. 2) and KULR-TV (ch. 8), both Billings, Mont.; conditions on all.

KERO-TV Bakersfield, Calif.—Approved engineering technical data for modified license to specify operation on channel 23 in lieu of channel 10 pursuant to Doc. 13608, and make other changes (main trans. and ant. and aux. ant.).

WCCW Traverse City, Mich.—Granted license covering increase in power and installation of new trans.

WKRK Murphy, N. C.—Granted license covering increase in daytime power, installation of new trans., change in frequency and studio location; delete remote control.

KPER Gilroy, Calif.—Granted license covering increase in power, installation of new trans. and DA-D, change in ant.-trans. location and changes in ground system; delete remote control.

KRIO McAllen, Tex.—Granted license covering increase in daytime power, installation of new trans., changes in DA system and ground system, change in DA-D pattern and change from DA-1 to DA-2; redescribe trans. and studio location.

KBOX Dallas—Granted license covering change in nighttime DA pattern.

WHLS Port Huron, Mich.—Granted license covering use of old main trans. as aux. trans. at main trans. site; remote control permitted.

KRIO McAllen, Tex.—Granted license covering use of old main trans. as aux. daytime and alternate main nighttime trans. at main trans. site.

KTSL Burnet, Tex.—Granted CP to replace expired permit for new AM; conditions.

K13EJ East Glacier Park, Mont.—Granted CP to replace expired permit for new VHF TV translator station.

WFBS Spring Lake, N. C.—Granted mod. of CP to change type trans. and main studio location; remote control permitted; conditions.

W05AC Tryon, N. C. and Landrum, S. C.—Granted mod. of CP to change type trans. for VHF TV translator station.

WLSB Copperhill, Tenn.—Granted extension of authority to operate sign-off at 8 p.m. for period beginning May 1 and ending Aug. 1.

WLKB Decatur, Ga.—Granted authority to remain silent for period beginning April 26 and ending July 1.

KMSO-TV Missoula, Mont.—Granted extension of completion date to July 10 (main trans. and ant.).

■ Granted licenses covering installation of new trans. for following: WPDR Portage, Wis.; WLIP Kenosha, Wis., and specify type trans.

Actions of May 1

KNCO Garden City, Kan.—Granted increased power on 1050 kc, D, from 1 kw to 5 kw, installation of new trans. and DA; conditions.

WKJB-FM Mayaguez, P. R.—Granted mod. of CP to increase ERP to 5.8 kw, decrease ant. height to minus 160 ft., change ant.-trans. and main studio location, type trans. and type ant. and make changes in ant. system.

KFNV Ferriday, La.—Granted license covering installation of new trans

KMLB Monroe, La.—Granted license covering change in ant.-trans. and studio locations, and changes in ant. and ground systems.

WRYT Pittsburgh—Granted license covering installation of new trans.

***WCDR-FM Cedarville, Ohio**—Granted CP to change frequency to 90.1 mc.

KCAP Helena, Mont.—Granted CP to change ant.-trans. location and make changes in ground system.

■ Granted licenses for following: KGTN Georgetown, Tex.; KFCB Redfield, S. D.; condition.

Rulemakings

FINALIZED

■ By report and order, commission finalized rulemaking in Doc. 14921 and shifted channel 10 from Grand Forks, N. D., to Thief River Falls, Minn., and, at same time, modified authorization of Community Television Corp. to specify operation of KNOX-TV on channel 10 in Thief River Falls instead of Grand Forks, subject to approval of required engineering data. Comrs. Bartley and Cox abstained from voting. Action May 8.

PETITION FOR RULEMAKING FILED

■ George R. Sweeney and J. H. Millstein, Greensburg, Pa.—Request amendment of rules so as to allocate UHF channel 14 to Greensburg, Pa. Received April 30.



Any kind of one-night stand is easier

Because Air Express delivers overnight...anywhere in the USA

Props and costumes...TV tapes...musical instruments...whatever—Air Express will deliver them tomorrow...anywhere in the USA.

Here's how easy it is to assure dependable, on-time delivery of whatever must be sent in a hurry. Phone the local REA Express office for Air Express service. Then we'll pick up your shipment...put it on the first flight out...and our trucks deliver it where you want it the next day...anywhere in the USA.

Cost? Less than you think. For example, 10 lbs. travels 1,049 miles for only $5.06.

Air Express alone can offer this service, because only Air Express has scheduled service between 2,500 airport cities... plus scheduled surface express connections with another 21,000 off-airline cities. And Air Express shipments have official priority with all 38 scheduled airlines—first cargo aboard after air mail.

Specify Air Express always—for rush inbound or outbound shipments. Call your REA Express office for Air Express service.

AIR EXPRESS
DIVISION

OUR RESPECTS to Jerome Robert Reeves

From guinea pig to first graduate

The first look into the office of Tad Reeves, general manager of KDKA-TV Pittsburgh, reveals a pickled-finish quarter-oak desk of obvious antiquity—more obvious and more antique than any desk that most broadcasters have ever seen.

There lies a bit of memorabilia that is a must for those who document the history of electronics. This rustic piece of furniture was the desk used by the late Dr. H. P. Davis for what is generally referred to as the first commercial broadcast in history—the Harding-Cox election returns Nov. 2, 1920 on KDKA.

It will come as news to many of Tad's industry friends that his real name is Jerome Robert Reeves, an appellation he's not especially happy about and only employs for business purposes.

But back to the desk. A hobbyist specializing in Pittsburgh history, Tad found it in a suburban museum, gathering dust in a basement. While he was busy hiding his elation, a museum official offered to deliver the desk to any Pittsburgh site free, apparently unimpressed by its value as a symbol of broadcast history.

A double desk of considerable acreage, the relic had to be cut down to modern office size and refinished. The original holes that held the mike stands were allowed to stay. The left-over wood was saved; it later was made into attractive cufflinks cherished by those lucky enough to own them.

The story about his nickname goes back to junior high school days in Columbus, Ohio, when he played the part of Tad Lincoln in a drama. He liked the name, except when it was corrupted by tormenting friends to "Tadpole." Tad was born May 18, 1916 in Springfield, Ohio.

First Job ▪ At high school he had a part-time switchboard job at WBNS, local radio station, with Richard A. Borel, now head of the joint radio-TV operation, as boss. When he moved on to Ohio State University in Columbus, he became a faculty guinea pig while still working at WBNS. OSU was planning to install a radio course so the faculty picked Tad as a one-man experimental laboratory. He studied under Irwin Johnson, OSU French teacher and WBNS announcer. In his unusual role he had the privilege of choosing, under supervision of a panel of deans, whatever campus course he wanted to observe—a form of academic freedom that was the envy of the student body. Technically he was enrolled in the Arts College, class of 1940. In the evenings he worked at WBNS. Out of his unusual study came OSU's first degree in radio plus a happy acquaintance with Virginia Caley, another student, whom he married shortly after the ink was dry on his diploma.

Television obviously was imminent in the 1940's so Tad watched its development while serving in every post at the radio station. In 1948 Ed Bronson, now with the NAB code authority, became TV manager and put the new WBNS-TV on the air in 1949. When Ed moved to NAB, Tad became director of operations, a post he held until the general managership of KDKA-TV was offered to him in 1956.

The move to Pittsburgh has been an exciting one. He started exploring this history-rich market from the beginning. The tumbled topography fascinated him after a life spent in flat Columbus. He explored the river front, old boats, old homes—anything that gave him the true feel of this recently rejuvenated area that once was called the Smoky City. That's how he came up with the old oak desk. A lot of KDKA-TV programs deal with community life and local culture. His other hobby is swimming, which he insists has little to do with his slender frame.

With unbounded enthusiasm and a quiet manner combined with a crew cut, he doesn't look like a six-footer. His slim frame carries only 137 pounds and he has the rare privilege of eating all he wants; he can eat most people under the table and never gain an ounce.

The quiet deportment hides an insatiable curiosity. An interviewer is apt to find himself on the answering end.



Tad Reeves
Closer to the people

TV's Impact ▪ Tad says he never appreciated the extent of television's impact until he started doing air editorials three years ago. Now people stop him on the street; cab drivers comment or offer ideas. After voicing one editorial an optometrist chided him about his old-fashioned glasses. Now he has an entire wardrobe of glasses for all occasions and the optometrist is happy.

"The impact of editorials sometimes frightens me," he said recently, noting the need for careful research and fairness. An editorial board reviews ideas and positions to be taken. Subjects, Tad said, "are of significant interest to the local or tri-state audience. I live close to Pittsburgh problems. When I go on the air I feel qualified to discuss the subject, recount arguments on both sides and then state an opinion."

Broadcasters live closer to people than newspapers, he said, claiming the influence of print media has atrophied. He conceded he had lost an occasional client to a provocative editorial. Five minutes is enough to cover the average topic, he insisted.

Tad is a member of St. Paul's Episcopal Church. The Reeveses have two children, John Frederick Reeves II (named after his grandfather), a student at Transylvania College, Lexington, Ky., and Rebecca Ann, aged 9.

Many Awards ▪ Besides intense activity in a vast array of civic and cultural agencies, he holds a stack of awards including the 1955 Thomas Alva Edison Award for the best use of television programing—the first Edison Foundation award made to television. The foundation honored him again in 1959 by naming KDKA as the station that best served youth. Other honors include the 1961 duPont Foundation award to KDKA-TV for outstanding public service programing, an honor he had received once before at WBNS. In 1958 he was named Man-of-the-Year in Pittsburgh by the Junior Chamber of Commerce.

He is a member of the Pittsburgh Symphony Board; Civic Light Opera Association; Pittsburgh Playhouse; Harmoney Associates, and is active in the Red Cross. Other activities include board member and former chief barker of Variety Club Tent No. 1; Sigma Delta Chi; Pittsburgh Ad Club; Alumni Council of the OSU journalism school and the Mendelssohn Choir of Pittsburgh. The list goes on and on, and he takes them all seriously.

Every man for himself

THERE is every indication that a showdown on commercial standards is imminent in broadcasting.

As reported in detail elsewhere in this issue, the FCC is on the verge of issuing a formal proposal to invoke limitations on the amount of time that radio and television may devote to the broadcast of advertising matter. This action will force upon all broadcasters the need to make a decision about a problem that they have never satisfactorily resolved. The broadcasters—all of them—will have to decide whether they want to operate under a set of restrictions applied and enforced by the government or applied and not very vigorously enforced by the National Association of Broadcasters' radio and television codes—or whether they prefer to operate under their own standards independently chosen to suit their individual situations.

There will be some who respond to the FCC's proposal with a call to rally to the NAB codes. They will argue that self-regulation is better than government regulation and that an improvement of the former is the only certain way to avoid the latter. Some very influential broadcasters will join in that call, just as influential broadcasters have joined in on earlier occasions when government intervention of one kind or another was threatened. But before everybody rushes to fall into line, some reflections on code history are in order.

NAB codes containing some form of restriction on commercial time have been in effect in radio and television almost as long as radio and television have been significant advertising media. At no time have these restrictions been honored by all or even a majority of stations.

Right now more stations subscribe to the codes than ever before—and yet these subscribers represent only 38% of all radio stations and 70% of all television stations. Assuming that all code subscribers abide by the advertising rules—an assumption representing the outer limits of charity—it can be said that some 6 out of every 10 radio stations and 3 out of every 10 television stations refuse to be bound by the codes.

The principal reason why so many are outside the codes is that they cannot live within them. It is relatively easy for a New York television station, with an advertising rate of $2,000 a spot, to live profitably within a code that gives it 5 minutes and 10 seconds of commercial time in a half-hour of broadcasting. For the television station that sells spots for $10, the same code presents problems. In radio the problems are accentuated. Although the radio code is looser than its television counterpart, the rates charged by radio are but fractions of those charged by television.

Of necessity the radio and television codes represent compromises among broadcasters of varying earning power. As such the codes set standards that are neither as high as some major stations could live with nor as low as many other stations *can* live with. At best they have been window-dressing designed to make broadcasting's facade look good no matter what has gone on inside the store.

In the dialogue that is bound to be precipitated by the FCC's proposal to adopt commercial restrictions, it may be expected that some broadcasters will suggest the adoption of different standards to fit different situations. Some are already talking about one set of rules for big stations and a looser set for small stations. This would be no improvement at all. It is the public whose interest is fundamentally at stake. Is the government or the NAB to say that the public in a small community differs in its tolerance of advertising from the public in a big one? We have no doubt that tolerances do differ widely among different radio and television audiences—too widely to be accurately reflected in a centralized code that is theoretically applicable to stations everywhere.

What broadcasters must now recognize is that it is useless to attempt to invoke one set—or two sets, or three— of commercial time restrictions that apply throughout the country. The number and length of commercials must be as much a matter for the individual broadcaster's decision as his programing is. The broadcaster who overloads his air with advertising will soon lose audience and advertisers, a harsher fate than the loss of an NAB code seal.

Broadcasters would be wise to scrap those portions of their codes that prescribe restrictions on commercial time. If they feel some substitute is mandatory, they could well consider writing a simple code of ethics governing commercial practices.

At the same time they must enlist congressional support to prevent the FCC from invoking limitations that will affect the profits of all stations and the very survival of some. This is what politicians call a gut issue. It will have to be fought that way.

Florida's tax monster

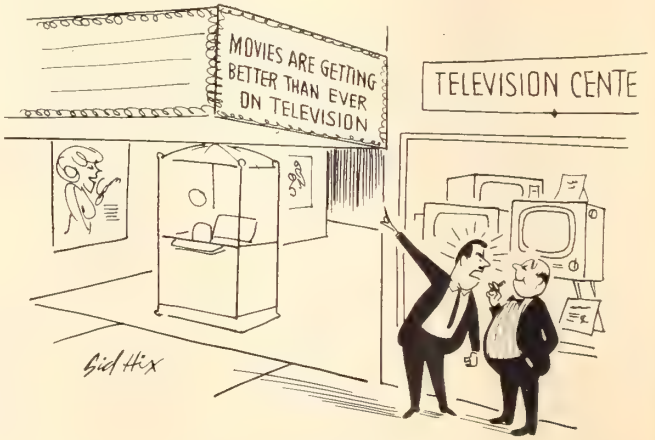
NOW it is Florida that wants to impose a tax on advertising. Newspapers along with broadcasters in the state are resisting legislation that would place a 3% sales tax on their advertising revenues.

If the legislation, which would bring in between $4 and $5 million, becomes law, other states and municipalities, constantly on the alert for new sources of revenue, would follow suit. This is not a local or state issue; it is nationwide.

The proposed tax obviously is discriminatory since it would not apply to magazines, direct mail, Yellow Pages, billboards or other "media." And since it would be a "sales" tax, it wouldn't apply to advertising reaching Floridians from out-state, whether over the air or through print.

There is a stronger argument. In 1957, the city of Baltimore imposed a "municipal" tax on advertising amounting to 6%. The questions of constitutionality and discriminatory taxation were carried to the courts. Circuit Judge L. Carter declared the imposts unconstitutional because they "violate the fundamental guarantees of freedom of the press."

LeRoy Collins, president of the National Association of Broadcasters, should move into the Florida affray. He is a former governor of the state. He knows its economy, its politics and its politicians. There's no room for compromise or equivocation. It is his kind of issue.



Drawn for BROADCASTING by Sid Hix

"All I know is when I closed up last night that last line wasn't up there!"

Only Kprc-TV?

Yes, only KPRC-TV. Because only KPRC-TV has CH-2, most effective selling agent put in television. Thousands rely on KPRC-TV and only KPRC-TV to stimulate sales. Only KPRC-TV—the station for people who like results.



Courtesy of
Dial

READY AN' RARIN' TO GO! 124 EPIC HOURS—60 IN COLOR!



LARAMIE

Hot off the network, Laramie's packed with the kind of stars, guest stars, action, excitement, production, direction and writing qualities that have made this series a consistent time period leader. Here's the proof: (Source: NTI)

Oct. 1959-Sept. 1960—Led time period with 31.5 Avg. Share
Oct. 1960-Sept. 1961—Led time period with 32.2 Avg. Share
Oct. 1961-Sept. 1962—Led time period with 32.7 Avg. Share
Oct. 1962-Mar. 1963—Tied for 1st with 32.1 Avg. Share

Starring John Smith and Robert Fuller, Laramie's vivid Wyomir setting projects an immense outdoors feeling of its ow

Combined with guest stars like Nanette Fabray, Eddie Albe Edmond O'Brien, Ernest Borgnine, Julie London and many mor Laramie has a broad appeal that can lead your market, day night, strip or weekly. Laramie's a thoroughbred—rarin' to go for you and your advertisers. For more details call now.

NBC FILM

Alone...

THE RIFLEMAN

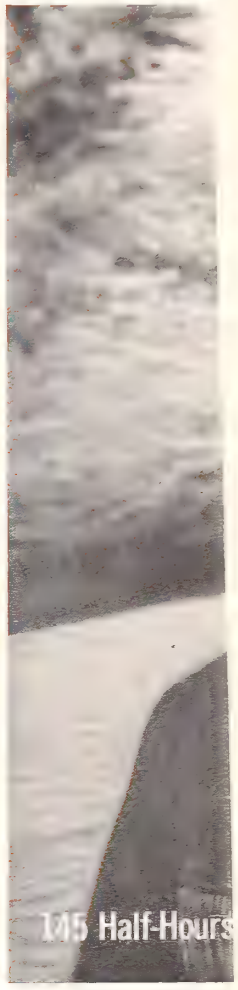
A great Western half-hour!



THE RIFLEMAN / STARRING CHUCK CONNORS
CO-STARRING / JOHNNY CRAWFORD / PAUL FIX
A FOUR STAR AND LEVY-GARDNER-LAVEN PRODUCTION

ZANI

Anothe



ZANE GRE
PLUS 15

JUST PRODUCED...**CHUCK CONNORS ON CAMERA** IN **41** NEWLY

TVI (ABC) ST. LOUIS
KA (CBS) PITTSBURCH
BACK-TO-BACK PROGRAMMING

INTROS
CHUCK CONNORS INTRODUCES "WESTERN HOUR"
ZANE GREY THEATRE AND RIFLEMAN BACK-TO-BACK

BRIDGES
CHUCK CONNORS BRIDGES ZANE GREY INTO THE RIFLEMAN
AT HALFWAY POINT

BRIDGES
CHUCK CONNORS BRIDGES THE RIFLEMAN INTO ZANE GREY
AT HALFWAY POINT

BRIDGES
CHUCK CONNORS BRIDGES TWO HALF-HOUR RIFLEMAN INTO ONE FULL HOUR

Oct. 1959 Sept. 1960—Led time period with 31.5 Avg. Share
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Laramie has a broad appeal that can lead your market, day night, strip or weekly. Laramie's a thoroughbred—rarin' to go for you and your advertisers. For more details call now.

NBC FILM

35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

MAY 20, 1963

Henry's era dawning at FCC as Minow fades into Chicago sunset 27

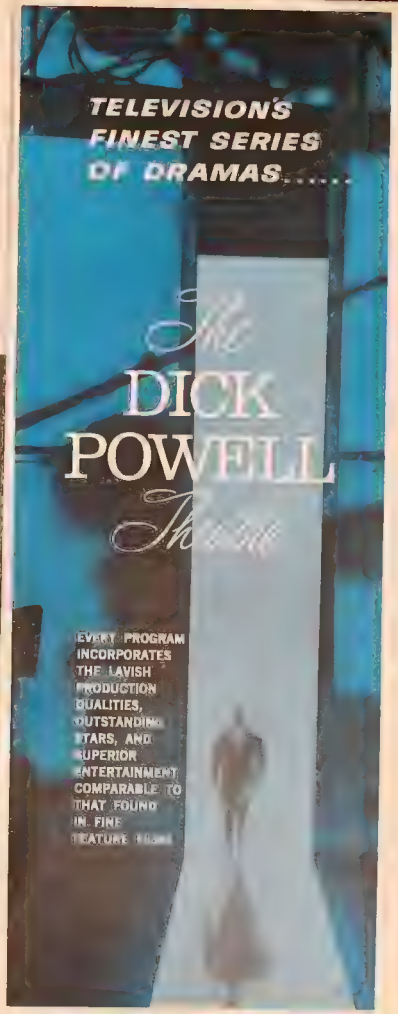
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60 HOURS OF PRESTIGE AND QUALITY PROGRAMMING FOR YOUR STATION

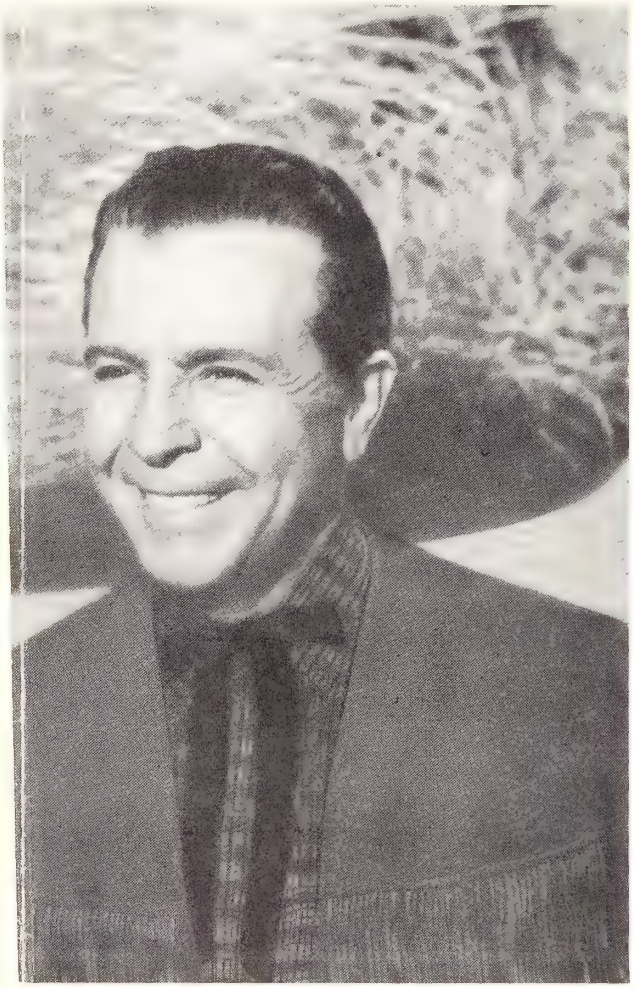


HONORED AND ACCLAIMED BY THE ENTIRE TELEVISION INDUSTRY

Alone...

E GREY THEATRE

er great Western half-hour!



' THEATRE / HOST: DICK POWELL

EXPLOITABLE STARS INCLUDING 17 OSCAR AND 6 EMMY AWARD WINNERS

Together...these two compatible series

PROGRAMMED BACK-TO-BACK

MAKE TV's GREATEST "WESTERN HOUR"*

"PROVEN PROGAMMING" FROM

FOUR STAR DISTRIBUTION CORP.

A SUBSIDIARY OF FOUR STAR TELEVISION

600 FIFTH AVENUE
NEW YORK 20
NEW YORK
LT 1-8530

FILMED INTROS AND BRIDGES

CUSTOM TAILORED GENERAL PROMO

CHUCK CONNORS ANNOUNCES YOUR CHANNEL NUMBER AND YOUR CITY

AND PROMOTES YOUR ENTIRE SCHEDULE

BRIDGES

- FOR STRIPPING "TUNE IN TOMORROW"
- FOR ONE-A-WEEK "TUNE IN NEXT WEEK"
- FOR STATION BREAKS "STAY TUNED"

INTROS

CHUCK CONNORS INTRODUCES ZANE GREY THEATRE

(WHEN PROGRAMMED ALONE)

PLUS 145 DIFFERENT

PER EPISODE "COMING ATTRACTION" TRAILERS

FOR ZANE GREY THEATRE



17 HOURS OF LOCAL AND REGIONAL NEWS EVERY WEEK!

15 HOURS OF CBS NEWS EVERY WEEK!

32 TOTAL HOURS OF NEWS EVERY WEEK ON WCBM RADIO

BALTIMORE'S BEST INFORMED ADULTS PREFER WCBM'S TOTAL NEWS COVERAGE! Baltimore adults keep current through WCBM radio! They appreciate top news reporting and they rely on WCBM. WCBM responds with the most complete news coverage in depth in Baltimore radio . . . gathered by Baltimore's largest radio news team. To reach the adults . . . the people who **buy** . . . put WCBM at the top of your radio schedules in Baltimore!

WCBM

National Sales Representative

Metro Radio Sales

A SERVICE OF METROPOLITAN BROADCASTING

A CBS RADIO AFFILIATE • 10,000 Watts on 68 KC & 106.5 FM • Baltimore 13, Maryland

Alone...

THE RIFLEMAN

A great Western half-hour!



THE RIFLEMAN , STARRING CHUCK CONNORS
CO STARRING / JOHNNY CRAWFORD / PAUL FIX
A [illegible] AND [illegible] PRODUCTION

Alone...

ZANE GREY THEATRE

Another great Western half-hour!



ZANE GREY THEATRE , HOST DICK POWELL
PLUS 156 EXPLOITABLE STARS IN [illegible] 17 OSCAR
AND 6 EMMY AWARD WINNERS

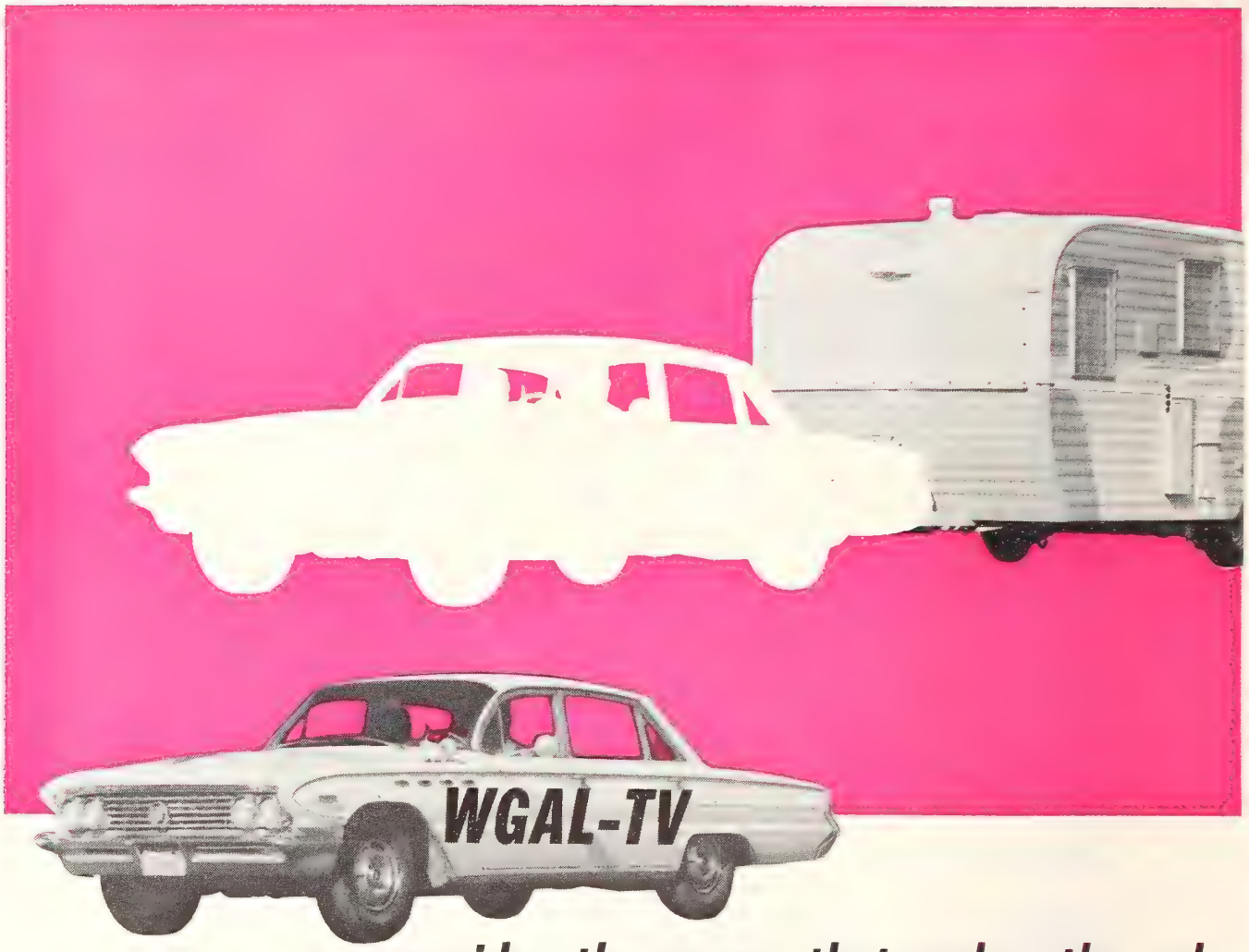
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MAKE TV's GREATEST "WESTERN HOUR"*

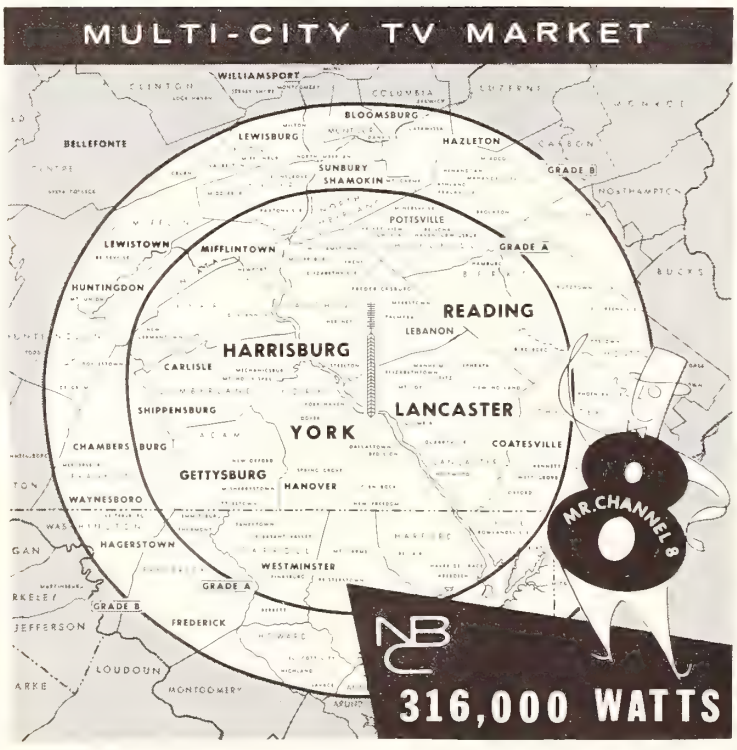
JUST PRODUCED **CHUCK CONNORS ON CAMERA** IN **41** NEWLY FILMED INTROS AND BRIDGES



A CBS RADIO AFFILIATE • 10,000 Watts on 68 KC & 106.5 FM • Baltimore 13, Maryland



provides the power that makes the sale



In this multi-city market, an advertising schedule without WGAL-TV is like a **MOBILE HOME WITHOUT A CAR.** Put the full sales power of Channel 8 back of your product. WGAL-TV is the only single medium that reaches the entire market and delivers viewers in far greater numbers than all other stations combined.

WGAL-TV

Channel 8
Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Uncle Bob wants you

Looks as though National Association of Broadcasters may loosen commercial time restrictions in its radio and television codes as bait to attract more subscribers. Robert D. Swezey, director of code authority, is expected to propose changes when he speaks tomorrow (May 21) to Pennsylvania Association of Broadcasters. Principal reason so many stations have stayed out of codes is that they think they can't survive if they reduce commercial load to NAB's present maximums.

Now that FCC has formally proposed to adopt NAB code limitations on commercial time in its own rules (story page 52), NAB has chosen to resist move by drive to recruit more code subscribers and thus prove self-regulation by NAB can achieve FCC's purpose.

In or out?

Proposed VHF drop-ins in seven markets, previously rejected by FCC by 4-3 vote, are not necessarily out—or in. And fate may depend upon what Commissioner-designate Lee Loevinger decides once he succeeds Newton N. Minow as commissioner—about June 1. FCC last week had another go at proposal, but dissenting commissioners wanted time to put views in writing. Since Mr. Minow had pivotal vote, notion is that majority might be converted into minority after Mr. Loevinger takes over, although his views aren't even remotely known.

Proposed order denying drop-ins stresses argument that approval would hamper development of UHF and that this would run counter to intent of Congress in enacting all-channel receiver bill. Cities involved are Johnstown, Pa. (ch. 8); Baton Rouge, La. (ch. 11); Dayton, Ohio (ch. 11); Jacksonville, Fla. (ch. 10); Birmingham, Ala. (ch. 3); Knoxville, Tenn. (ch. 8); and Charlotte, N. C. (ch. 6).

Threat from the south

If reports from Costa Rica materialize, world's most powerful standard broadcast station will be built in San Jose by U. S. interests, to operate on 630 kc. Unconfirmed information is that 2 million watt station will be built by Texas Trinity Foundation. Costa Rican embassy attaches in Washington said station with low pow-50 kw maximum allowed in U. S.; interests and that new owners had embarked on "expansion" program. Latin American source reported strong opposition because with 40 times the 50 kw maximum allowed in U. S.. station could blanket Latin America and raise havoc with other stations operating on channel as well as violate international regulations. Regional facility is used in U. S. by 28 stations, as well as 7 in Canada. It's also used in Cuba by Castro government but formerly was Goar Mestre's CMQ.

Still on hook

Five New England stations whose license renewals have been held up will probably get letters from FCC inquiring about local live programing in prime time. FCC at last week's meeting considered draft prepared by staff but felt there were inconsistencies with Blue Book implications which would have commanded stations to program local live in categories other than news, weather and sports. Letter is being redrafted, and FCC is expected to take another look this week.

New England action is reversal of policy that FCC previously had established against consideration of local live programing when it renewed licenses of 70 Western stations. Last week WJAR-TV *Providence won renewal of license on basis of supplemental program analysis. Others awaiting action are* WAGM-TV *Presque Isle,* WLBZ-TV *Bangor and* WCSH-TV *Portland, all Maine;* WNHC-TV *New Haven, Conn.;* WHYN-TV *Springfield, Mass.*

Ratings audit

There's possibility that at least one ratings service will commission independent audit of its own operations if National Association of Broadcasters doesn't do something soon to activate its proposed "broadcast audit service" in realistic and workable form. Company is known to have considered convening its own industry-wide group of agency, advertiser and broadcast researchers to set format and help pick completely independent auditing firm to do job. Plan was shelved when NAB announced objectives in same direction. But company officials feel prompt action is needed to counteract effects of Washington hearings, and may revive their own plan if NAB fails to move decisively in pretty short order.

NAB electioneering

Competition has developed for NAB's joint board chairmanship, from which Clair R. McCollough, Steinman stations, automatically retires next month. Willard Schroeder, WOOD Grand Rapids, Mich., retiring radio board chairman, had been regarded as shoo-in successor, but since NAB convention last month Henry B. Clay, KTHV(TV) Little Rock, Ark., has become active candidate. William B. Quarton, WMT-TV Cedar Rapids, Iowa, chairman of TV board, had bowed out as candidate for joint board chairmanship in favor of another tenure as TV board chairman but last week report was current that he would accept draft for top slot. Election takes place at board meeting in Washington, June 26-28.

Opposition to Mr. Schroeder, who made no bones about his candidacy, is based on his identity with Time-Life Broadcast Inc., which owns Grand Rapids facilities, opponents saying that broadcast operations are subordinate to Time Inc.'s publishing empire. Mr. Clay's radio stations in Shreveport (KWKH-AM-FM) *are owned by Times Publishing Co.* (Shreveport Times *and* Monroe World) *which owns part interest in* KTHV(TV). *Mr. Quarton is part owner of Cedar Rapids properties, control of which is held by LeRoy Mark family.*

Export door may open

After three-year effort by U. S. government and TV program officials, outlook appears bright for adoption of State Department proposal that would liberalize unofficial quotas in various countries that are restricting use of U. S. programs abroad. This proposal will come up in Geneva this week at meeting of European Broadcasting Council. Reports are that legal counsel to EBU has urged acceptance.

Final adoption of proposal must await meeting of working party of General Agreement on Tariffs and Trade (GATT) early this summer. It is pointed out, however, that support by EBU is tantamount to approval. British interests have been leading opposition, but U. S. exporters now are confident that liberalized clause will be adopted.

Stalled by space age

What's happened to FCC's 1964 budget request? It's hung up in space, according to House Appropriations Committee sources. Space committee wrangling over needs of National Aeronautics and Space Administration has tied up money bill for all independent offices. Appropriations subcommittee finished working on FCC's $16.5 million request (up $2 million from current level) in March closed-door sessions, but can't proceed until space unit decides what to authorize for NASA. Not least of that problem is what government should spend on satellite communications.

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HEY FOOTE, CONE & BELDING!

Want to know why WABC Radio jumped from 9th place to a solid leader?

Ask this salesman from Forest Hills.



While you're at it, ask a jeweler from Garden City.

Ask a fireman from Tarrytown.

Ask a teacher from Staten Island.

Ask almost anybody from anywhere.

You name them...we reach them. We know what they like. We offer it to them. That's why they listen.

All four of the leading research organizations document this. So does WABC's audience response and sponsor acceptance.

If it's your job to reach and sell people—all kinds of people—the right kind of people—come to WABC RADIO.

It's the station that became a leader in New York radio in just two short years.

Now tell us, Foote, Cone & Belding, isn't that worth shouting about?

AN ABC OWNED RADIO STATION
770 KC 50,000 WATTS CLEAR-CHANNEL, NON-DIRECTIONAL

NEW YORK'S FIRST STATION
WABC RADIO 77

BLAIR GROUP PLAN MEMBER

WEEK IN BRIEF

There's change of command at the FCC and it bodes no improvement for broadcasters. Henry for Minow means more of the same, if not stronger regulation. Loevinger appointment seen holding hard core New Frontier. See...

NOW HENRY ERA AT FCC . . . 27

Ed Bunker tells Congress that RAB is prepared to start $200,000 study of radio ratings Sept. 1 and hopes it will be complete and available by Jan. 1, 1964. Present research shortchanges radio, he says. See . . .

RAB PLANS BETTER RATINGS . . . 46

FCC takes the long step; issues rule making proposal to require broadcasters to live up to NAB commercial time limits. Comments due by July 1. Collins asks agencies to follow code strictures. See . . .

NAB CODE ADOPTION NEARS . . . 52

Commission issues proposal to establish standards for granting AM stations. Criteria based on population plus number of FM outlets. Side effect would be to diminish AM-FM duplication. Comments due July 17. See . . .

PLANNED PARENTHOOD FOR AM . . . 56

Most pressing problem facing western ad men is profit margin shrinkage. This is top topic at WSAAA convention this weekend where special survey is being made public for discussion. See . . .

AD AGENCY PROFIT SQUEEZE . . . 34

Networks pull out all stops on Cooper flight coverage. Cost is estimated at over $2 million for TV alone. Telecasts to Europe go via Relay and Telstar. Live transmissions from Faith 7 not so good. See . . .

SPACE COVERAGE COSTS . . . 66

Negotiations continue to bring all elements of broadcasting into one group for ratings study, but differences continue between NAB and RAB, with former seeking long-range study and latter "crash" program. See . . .

TALKS BUT NO AGREEMENT . . . 48

Commissioner-to-be comes to FCC from antitrust division of Justice Department and will continue anti-monopoly philosophy. Lee Loevinger is a midwesterner who believes strongly in competition. See . . .

FCC GETS TRUSTBUSTER . . . 28

Minow feels he has been successful FCC chairman. Major accomplishment, he feels, is in making broadcasters more conscious of their responsibilities. Has ideas on how FCC should be organized. See . . .

MINOW'S 'MIXED FEELINGS' . . . 32

Collins calls on broadcasters to rule own house. Broadcasting is "too important," he says, to be pushed around by government, rating services, advertisers or any non-industry group. See . . .

ENCROACHMENT DENOUNCED . . . 70

DEPARTMENTS

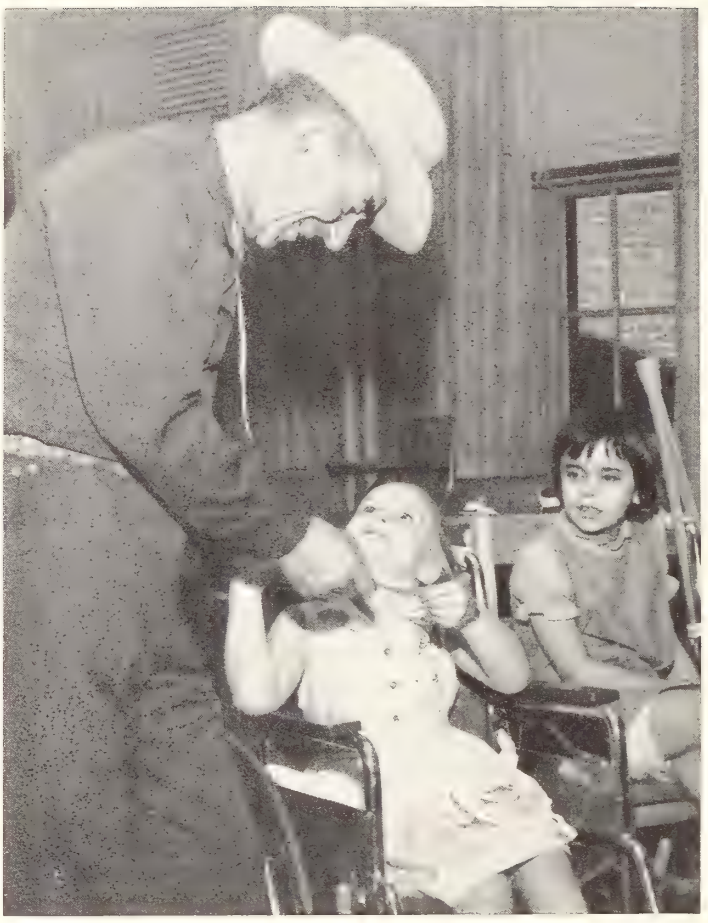
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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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WHAT IS THE MEASURE OF A BROADCASTING STATION?

Maybe it's the wonderment of a little girl when her television friend Ranger Andy came to lunch one day at the Newington Hospital for Crippled Children. But this is only a part of the story.

Recently, the Hartford Symphony asked WTIC TV-AM-FM to help promote two local appearances of Captain Kangaroo in the interest of the symphony fund. The station was ready to help with a schedule of spot announcements and also with the purchase of a block of tickets.

The net result was that the number of the good Captain's appearances was increased from two to three and he broke the attendance record for a single day at Hartford's Bushnell Memorial auditorium.

An equally happy result was the visit to the Newington Hospital for Crippled Children by WTIC-TV's Ranger Andy, his pockets bulging with tickets to a Captain Kangaroo performance. And there was double enchantment—an immediate command performance by their favorite local television personality, Ranger Andy, plus the prospect of seeing the Captain on stage.

WTIC TV3

Broadcast House, 3 Constitution Plaza, Hartford 15, Connecticut

WTIC-TV is represented by Harrington, Righter & Parsons, Inc.
WTIC AM-FM is represented by the Henry I. Christal Company

Pape asks for mercy in WALA-AM-TV case

FCC last Friday was asked not to punish "an old man" who put his faith in his nephew. This was argument of WALA-AM-TV Mobile, Ala., in requesting commission to reconsider its revocation proceeding against station.

WALA-AM-TV allegedly demanded "large sums of money" to refrain from editorial attacks and threatening candidate for sheriff (BROADCASTING, March 11).

WALA said its president and owner, William O. Pape, was not informed of commission's charges against station. Station said Mr. Pape's nephew, who was general manager, Wadsworth B. Pape, withheld commission's letter from him. Investigation, instigated by elder Mr. Pape, has shown that only Wadsworth Pape and Malcolm Eno were involved in extortions.

Station said since Mr. Pape became aware of situation, WALA management has been reorganized (BROADCASTING, May 13), and that his nephew no longer is with station. WALA said if Mr. Pape had not been ill, offenses would never have been committed and control is now in his hands.

Loevinger's name goes to Senate for approval

President Kennedy sent to the Senate Friday (May 17) name of Lee Loevinger to be FCC commissioner.

Commerce Committee, which hears FCC nominations, meets Tuesday (May 21) and will set date for hearing.

Mr. Loevinger, assistant attorney general, was named by President Tuesday (May 14) in major personnel shuffle affecting four men (see page 27).

FCC shift: Mr. Loevinger takes spot on commission to be vacated by Chairman Newton N. Minow, who resigns effective June 1. President has designated Commissioner E. William Henry to become new chairman.

Subcommittee to hear Collins, NAB Thursday

National Association of Broadcasters will be last witness before House Special Subcommittee on Investigations for awhile, it was learned Friday (May 17).

Subcommittee investigating ratings set Thursday (May 23) as date for NAB to present its proposal to solve ratings mess (see page 46). President LeRoy Collins will be accompanied on witness stand by Donald H. McGannon, Westinghouse Broadcasting Co. group president who heads NAB's special ratings task force, and Melvin Goldberg, association's research VP.

Reason for pause after NAB appearance is planned tonsil operation for Robert E. L. Richardson, staff attorney who asks most of subcommittee's questions. Mr. Richardson will enter Washington hospital May 27 and expects to be off his feet for at least 10 days.

When subcommittee resumes hearing, FCC, Federal Trade Commission and some station representatives are expected to testify.

ETV to survive N.Y.; NET boosts schedule

John F. White, president of National Educational Television (NET), told network affiliates' public relations directors Friday: "All this business about the New York affair [see page 71] damaging educational television across the country is . . . a lot of poppycock."

Speaking at group's bi-annual meeting in New York, Mr. White said "ETV is not New York and New York is not, and never will be, ETV in this U. S. . ."

He said NET refused to take part in New York controversy because "their housekeeping problems are no business of mine or yours."

Commenting on expanded NET programing schedule for next season, Mr. White called it "better than this past year . . . but not as good as the one the year after must be." He said ETV "has come a long way from a succession of gray professors standing in front of gray drapes," but said, "we need more showmanship . . . I mean style, creativity, originality . . a bit of old-fashioned 'show business.'"

Released at public relations meeting was 1963-64 NET schedule, with budget reported at $5 million, $500,000 more than was spent last year. Extra money came from Ford Foundation.

Programs include monthly one-hour report on Western alliance and European political developments, special weekly report on nation's domestic situation, six different symphonies, jazz offerings, three light operas, series on American folk music, ballet, series on circus and variety of children's programs.

GE changing campuses

General Electric's *College Bowl*, now on CBS-TV, will switch to NBC-TV next fall at 5:30-6 p.m., Sunday. Show will be seen in color. GE also is expected to purchase participations in other NBC-TV shows. Maxon Inc., New York, is GE's agency on program.

C-P sandpaper shave again halted by FTC

Federal Trade Commission, for second time, told Colgate-Palmolive Co. to stop using "sandpaper" television commercial. In order issued Friday, it directed company and advertising agency, Ted Bates Co., "to stop using spurious television demonstrations and misrepresenting the qualities shaving cream [Rapid Shave]."

Commercial, first challenged by FTC in 1960, ostensibly shows ease of Rapid Shave in shaving sandpaper. Sandpaper was found to be sand on plexiglass.

Original cease and desist order by FTC was returned by federal court on grounds it went too far in barring mock-ups required by shortcomings of TV camera.

RCA shows '64 TV line with 21 color models

RCA Sales Corp., which introduced 1964 line of TV sets last week, has increased number of color models to 21 ranging in price from $495 to $1,700.

RCA's black and white sets, now numbering 27 basic models (nine portables) are priced from $129.95 to $550. Major innovation in black-and-white group is introduction of low-priced, 16-inch portable.

N.Y. executives discuss departure of FCC's Minow

Agency and network executives gave their reactions to resigning Federal Communications Commission Chairman Newton Minow's influence on TV in New York panel discussion moderated by David Susskind at United Jewish Appeal dinner Thursday night.

Network program vice presidents Dan Melnick (ABC-TV), Mike Dann (CBS-TV) and Mort Werner (NBC-TV) discussed Chairman Minow's influence and present status of programing with Lee Rich, senior VP for radio-TV, Benton & Bowles; Walter Weir, chairman, executive committee, Donahue & Coe, and Bob Foreman, executive VP, creative services, BBDO.

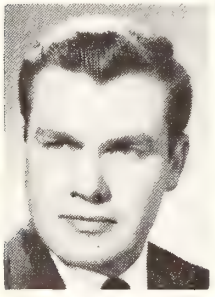
Kindest words for Chairman Minow

more AT DEADLINE page 10

WEEK'S HEADLINERS


Mr. Craig

Edwin W. Craig, chief executive of WSM-AM-TV Nashville and one of broadcasting's first generation leaders, has formally retired as president and chief executive officer of parent National Life & Accident Insurance Co. but continues as chairman of its board and executive committee. He reached mandatory retirement age of 70 on March 8. Mr. Craig, whose father preceded him as head of insurance company, continues also as chairman of Clear Channel Broadcasting Service, post he has held since organization's formation in 1934.


Mr. Dellinger

Robert L. Dellinger, 33-year-old VP of Grant Adv. and manager of Los Angeles office, promoted to executive VP of Chicago-based agency. He remains in charge of Los Angeles office, while assuming larger responsibilities. Graduate of Indiana University, Mr. Dellinger worked at Brown-Forman Distillers both before and after service in Korean campaign. In 1954 he joined General Electric Co. in Los Angeles handling aviation and defense product promotion-publicity. Two years later he moved to Grant as PR director in Los Angeles and in 1958 was elected VP and Dallas manager. Following year he returned to Los Angeles as account service group head and plans board chairman and in 1960 was appointed manager of that office.

William H. Erskine, VP and manager of J. Walter Thompson Co. Ltd., Montreal, elected president. Mr. Erskine joined JWT in Canada in 1946 and was elected to board of directors in 1956. **Wilfrid Sanders,** VP, has resigned. Mr. Sanders joined Toronto office of J. Walter Thompson Ltd. in 1955. He was manager of that office and member of agency's board of directors.


Mr. Tinker


Mr. Jackson

Grant Tinker, NBC-TV VP for program operations, West Coast, promoted to VP for NBC-TV network programs, West Coast, succeeding **Felix Jackson,** who has been named to newly created post of VP of NBC Productions. Mr. Tinker will assume supervision of West Coast programing operation, while Mr. Jackson will assume responsibility for creation and development of additional NBC-produced series. Mr. Tinker rejoined NBC-TV in 1961 after several years with Benton and Bowles, New York. Mr. Jackson has been active for many years as producer, writer, editor and executive in motion pictures, network programing and production and advertising agency operations.


Mr. Vitt

Samuel B. Vitt, VP and media director at Doherty, Clifford, Steers & Shenfield, New York, named to head newly combined functions of media and programing. Mr. Vitt joined DCSS in 1956 as time-buyer. He became media supervisor in 1958, VP and associate media director in early 1960, and media director later that year. Before joining DCSS, Mr. Vitt served with The Biow Co. and Benton and Bowles.

C. Watts Wacker, VP and director of media at D. P. Brother & Co., Detroit, since 1958, elected senior VP.

Matthew Gordon, in charge of news services at United Nations from 1946-61 when he entered private business as technological consultant, appointed director of information for Communications Satellite Corp., effective today (May 20). Before joining U.N., Mr. Gordon organized and served as chief of foreign news bureau for domestic branch of U. S. Office of War Information, and as news editor with CBS.

For other personnel changes of the week see FATES & FORTUNES

came from Mr. Weir, who said he "has sown the seeds of change and I'm happy to hear [Commissioner] Henry may be a little tougher." On programing, he suggested advertising doesn't create shows but does perpetuate or kill them.

Mr. Melnick said "Newton Minow stated what most of us professionals felt . . . he represented our consciences." However, Mr. Melnick added there is about enough business today to fill two and half networks, "so the buyer is in a position to call the shots."

Mr. Rich's reaction to programing problem was terse: "We [agencies] don't have a damn thing to say about what goes on the air." Mr. Foreman felt that local stations ought to be forced into better programing and added, "this was [Chairman] Minow's opportunity."

Mr. Foreman also noted that in TV "we've never learned how to use less than a total audience." He said "TV can be made profitable on a segmented basis" and suggested that this would be foundation for reconciling program quality with commercial reality.

Rasmussen, Keenan head FSR media departments

Fuller & Smith & Ross Inc., New York, has reorganized its media department into two operating groups under Bernard Rasmussen and Mike Keenan, associate media directors. Mr. Keenan joins FSR from Lennen & Newell.

Other new staff members are senior media buyers John Nuegel, formerly with Young & Rubicam, and Mal Gordon, from Doyle Dane Bernbach; staff assistant Howard Lelchuk, who rejoins FSR after military duty, and Gertrude Bergen, formerly of DDB, who is supervisor of estimating and contract department at FSR.

WINN Louisville to join CBS Radio

CBS Radio has announced new affiliate in Louisville, Ky. WINN will join network replacing WKYW.

WINN, owned and operated by Kentucky Central Broadcasting Inc., is on 1240 kc with 1 kw day and 250 w night. No definite date is set for change.

Colgate boosts Calif.

In connection with "I'm Proud to Be a Californian" sweepstakes in California in June, Colgate-Palmolive plans TV-radio commercial and promotional campaign throughout state, through Ted Bates agency. Plans still are being made as to frequency and range in advertising support of multi-product promotion. Company estimates $500,000 will be spent in promoting sweepstakes.



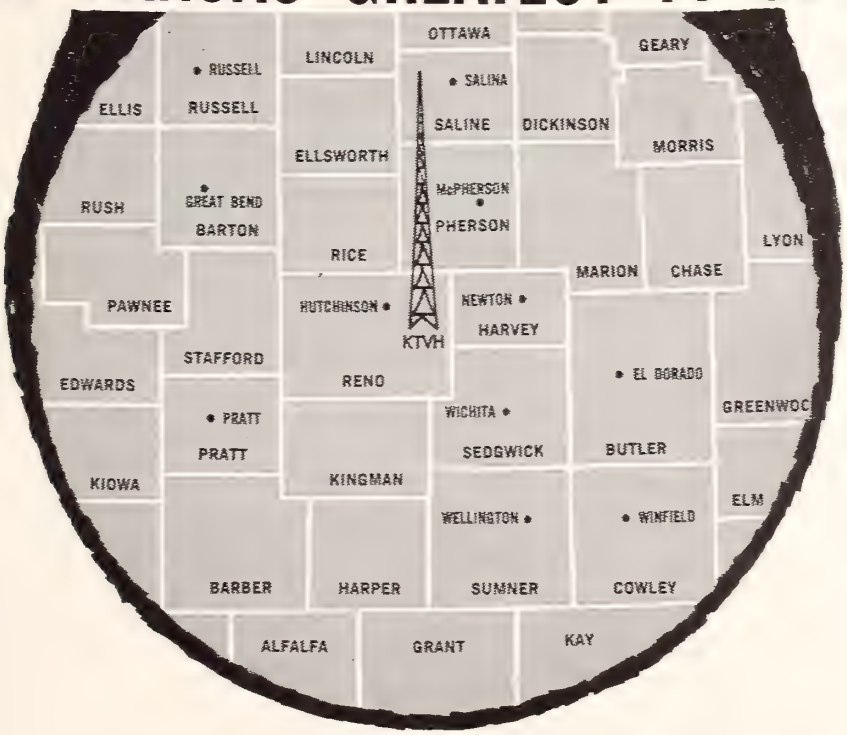
KTVH, now operating with Tall Tower Power from a new 1504-foot tower, provides the ultimate in television reception for viewers in 53 of the most prosperous counties in the rich Central Kansas area.

TALL TOWER POWER

Population	1,185,800
Households	369,260
TV Homes	327,070
CSI	$2,294,156,000.00
Per Family	$4,940.97
Total Retail Sales	$1,585,304,000.00

SOURCE: Standard Rate & Data (March, 1963)

CENTRAL KANSAS' GREATEST TV COVERAGE



TO SELL KANSAS...BUY

KTVH

WICHITA / HUTCHINSON

BLAIR TELEVISION

National Representatives

What makes a great salesman?

The *American Mercury* in 1929 described Adolphus Busch as "the greatest salesman America ever produced." Young Busch proved his resourcefulness early by more than doubling the sales of St. Louis' Bavarian Brewery five years after he took over its management. By perfecting the first successful refrigerated railway car, he was able to make his beer available in distant markets—and revolutionized the brewing industry. With the institution of a foolproof method for pasteurizing bottled beer in 1873 and the introduction of Budweiser three years later, Anheuser-Busch was set upon the path to greatness.

Budweiser was acclaimed immediately. Busch insisted on brewing his lager from premium ingredients and selling it in style—personally. Busch stipulated that every Budweiser delivery wagon be shining and immaculate, drawn by magnificent matched Percherons — predecessors of today's famous Champion Clydesdales.

Dynamic Adolphus Busch succeeded so phenomenally because he anticipated his customers' demands and *more* than fulfilled them. We believe the Storer success story stems from the same kind of perception. For 36 years we've made it our business to understand markets and their consumers. Small wonder the Storer stations can credibly promise (and deliver) programming planned to meet community tastes and preferences, management responsible to the needs of advertisers, and efficiency of operation—the extras that turn more listeners and viewers into *buyers*. In Atlanta, Storer's great salesman is WAGA-TV, an important station in an important market.

LOS ANGELES *KGBS*	**PHILADELPHIA** *WIBG*	**CLEVELAND** *WJW*	**NEW YORK** *WHN*	**TOLEDO** *WSPD*	**DETROIT** *WJBK*
MIAMI *WGBS*	**MILWAUKEE** *WITI-TV*	**CLEVELAND** *WJW-TV*	**ATLANTA** *WAGA-TV*	**TOLEDO** *WSPD-TV*	**DETROIT** *WJBK-TV*

STORER
BROADCASTING COMPANY







TiNTiN

- FIRST FULLY-ANIMATED CARTOON COMIC STRIP OF ITS KIND MADE ESPECIALLY FOR TV.
- 89 FIVE-MINUTE EPISODES IN FULL COLOR.
- ADAPTABLE FOR 10 MIN., QUARTER HOUR, HALF HOUR OR AS FULL-LENGTH FEATURE.
- THE ADVENTURES OF AN 11-YEAR-OLD BOY AND HIS DOG—ADVENTURE FOR CHILDREN WITH CONTINUING CENTRAL CHARACTERS THROUGHOUT EPISODES.
- IDEAL FOR INTEGRATION INTO EXISTING CHILDREN'S SHOWS.

"We here at WNYS-TV feel that the Adventures of Tintin are great children's programs."

Jeff Davidson
Mgr. National Sales
& Programing,
Syracuse, N. Y.

NTA

8530 WILSHIRE BOULEVARD
BEVERLY HILLS, CALIFORNIA

444 MADISON AVENUE, N. Y., 22

DATEBOOK

A calendar of important meetings and events in the field of communications

***Indicates first or revised listing**

MAY

May 19-21—**Pennsylvania Association of Broadcasters** convention, Pennsylvania State University, University Park, Pa. Speakers include: LeRoy Collins, NAB president; Eric Walker, president of Pennsylvania State University; Honorable William W. Scranton, governor of the Commonwealth of Pennsylvania; Edmund Bunker, RAB president; and William Kaland, Westinghouse Broadcasting Co.

May 19-21—**Association of National Advertisers** meeting, Waldorf-Astoria, New York.

May 20—**Georgia Radio Day,** Atlanta Advertising Club, Atlanta.

May 20—**Composers and Lyricists Guild of America,** western branch, annual dinner at Sportsman's Lodge, North Hollywood.

May 20—**Southern California Broadcasters Association** annual "whingding" at Lakeside Country Club, Burbank, Calif. Ed Lytle of KFI and Ed Loveton of KFAC (both Los Angeles) are co-chairmen of the stag event, golf followed by dinner.

May 20—Fifty-seventh annual **Boys' Clubs of America** convention, Toledo, Ohio. Keynote speaker is LeRoy Collins, president of National Association of Broadcasters.

May 20-22—**Electronics Parts Distributors Show,** Conrad Hilton, Chicago.

*May 21—**Chicago Broadcast Advertising Club** luncheon talk "Who Gets In—The Right of Access" by Richard S. Salant, president of CBS News division, Sheraton-Chicago hotel.

May 21—Annual stockholders meeting, **20th Century-Fox Film Corp.,** New York.

May 21—Annual stockholders meeting, **American Broadcasting-Paramount Theatres Inc.,** New York.

May 21—**Kiwanis Club of Hazleton** (Pa.), Altamont hotel. Robert F. Hurleigh, president of Mutual Broadcasting System, will speak. His remarks will be broadcast on WAZL, MBS affiliate in Hazleton.

May 22—Annual spring managers' meeting, **New Jersey Broadcasters Association,** Rutgers University, New Brunswick, N. J. Harry J. Daly of the Washington, D. C., law firm of Daly and Ehrig, will discuss "The Broadcasting Climate in Washington."

*May 22—**Advertising Club of Greater Miami** meeting, DuPont Plaza hotel, Miami, Fla. Theme is "Radio Reaches For The Moon." Guest speaker will be Lionel F. Baxter, vice president and manager of radio operations for the Storer Broadcasting Co.

May 22—**Advertising Club of Wilkes-Barre** (Pa.), Sterling hotel. Robert F. Hurleigh, president of Mutual Broadcasting System, will speak.

*May 23—**American Marketing Association's** "meeting-of-the-month," 12:15 p.m., Waldorf-Astoria hotel, New York City. Speaker will be Reverend Father T. M. Garrett of Scranton University.

*May 23—Annual membership meeting of the **Directors Guild of America.** Hollywood meeting will take place at Directors Guild Theatre, 7950 Sunset Boulevard, with New York members convening at the Belmont Plaza hotel. George Sidney, DGA president, will preside over the Eastern meeting.

*May 23—**Merchandising Executives Club of Los Angeles** dinner meeting, Viennese Room, Chancellor hotel. Subject is "Merchandising Incentives and Their Use."

May 24—Annual dinner for President Kennedy, **White House Correspondents Association** and **White House News Photographers Association,** Sheraton-Park, Washington.

May 24—Spring meeting of **UPI Broadcasters of Michigan,** Detroit Press Club.

May 24—Deadline for comments on **FCC** proposal to bar applications under multiple ownership rules unless applicant first disposes of one interest.

May 25—Meeting of **UPI Broadcasters of Wisconsin,** County Stadium, Milwaukee. Cartoonist Al Capp will be guest speaker.

May 26—**Academy of Television Arts & Sciences,** "Emmy" awards telecast. NBC-TV, 10-11:30 p.m. EDT.

*May 27—Annual stockholders meeting, **Capital Cities Broadcasting Corp.,** Sheraton-Ten Eyck hotel, Albany, N. Y.

May 27—**Hollywood Ad Club** luncheon 12 noon at Hollywood Roosevelt. Jack Samuels, director of marketing, Lucky Lager Brewing Co., San Francisco, will speak. Jack O'Mara, western manager for Television Bureau of Advertising, is chairman.

May 27-29—15th annual conference of **International Advertising Association,** Stockholm, Sweden. Theme is "How to Sell in World Markets." Among the speakers are: Sherwood Dodge, vice president of Colgate-Palmolive Co., "Advertising's Role in the Engineering of Preference"; William Belson, director of survey research unit at London School of Economics and Political Science, "Recent Progress in Audience Measurement"; Alfred W. de Jonge, vice president for international operations of Benton and Bowles, "American Advertising Agencies Abroad—the Leaders or the Led," and Leonard H. Lavin, president of Alberto-Culver Co., Melrose Park, Ill.

*May 28—**Connecticut Broadcasters Association** meeting, Riverboat Room, Yankee Silversmith Inn, Wallingford. LeRoy Collins, president of the National Association of Broadcasters, will be principal speaker.

May 30-June 1—**Texas AP Broadcasters,** Jack Tar hotel, Galveston.

JUNE

June 1—**UPI Broadcasters of Illinois,** Hotel Jefferson, Peoria.

June 3—**Hollywood Ad Club** luncheon at the Hollywood Roosevelt, 12 noon. Max Factor, founder of the cosmetic firm bearing his name, will receive the club's Founder's award. Marvin L. Mann, director of advertising for Max Factor & Co., will be program chairman.

*June 4—Annual stockholders meeting, **MCA Inc.** (parent company of Revue Studios), Sheraton-Blackstone, Chicago.

June 4—**Board of Broadcast Governors** hearing, Ottawa.

June 4-6—**National Visual Presentation Association,** Hotel Commodore, New York.

*June 4-6—Annual convention and exhibit

TVB SALES CLINICS

May 20—Providence, R. I.; South Bend, Ind.; Milwaukee; Terre Haute, Ind.; Wichita. May 21—St. Louis. May 22—Portland, Me.; Topeka, Kan.; La Crosse, Wis. May 23—Cincinnati; Bangor, Me. May 24—Detroit; Rockford, Ill.; Wheeling, W. Va.; Presque Isle, Me.

May 27—Burlington, Vt. May 29—Albany. May 31—Springfield, Mass.; Amarillo, Tex.

June 3—Boise, Idaho; Abilene, Tex.; Minneapolis. June 4—Duluth, Minn. June 5—Seattle; Odessa, Tex. June 6—Fargo, N. D.; Baltimore. June 7—Portland, Ore.; El Paso, Tex.; Bismarck, N. D.

June 10—Sacramento, Calif.; Albuquerque, N. M. June 12—San Diego; Salt Lake City. June 14—Phoenix, Ariz.; Denver.

June 18—Chicago; Los Angeles. June 19—Fresno, Calif. June 21—San Francisco; Monroe, La.

June 24—New Orleans. June 25—Baton Rouge, La.; Winston-Salem, N. C. June 27—Hattiesburg, Miss. June 28—Meridian, Miss.

Two advanced physics students are producing a solar-powered, transistor audio-oscillator—the "From Sun to Sound" experiment—provided by the Bell System. The experiment requires students to calculate and design as well as construct some of the basic electronic components.

"Just give 'em the facts and get out of the way!"

How the Bell System is helping to develop gifted young scientists and engineers

Tomorrow's top scientists and engineers are hidden in high school classrooms today. The problem is to find them, inspire them. And the Bell System is helping this national effort with a unique series of teaching aids.

A high school physics teacher demonstrates the "Wave Motion Machine," which illustrates wave behavior common to sound, light, electricity. The Bell System teaching aid also includes a film, books and a lecture.



Two of the units are illustrated here and four more described at the right. They are already being used in thousands of high schools.

Now in its third year, this science program has aided busy teachers and spurred eager students. As one Bell Laboratories man remarked, "Just give 'em the facts and get out of the way!"

The program will continue, with the cooperation of leading educators, as long as it serves a useful purpose.

And the Bell System will benefit only as the nation benefits—from better teachers and abler young scientists and engineers.

Two other aids offered to America's schools, besides those illustrated:

Ferromagnetic Domains, a basic approach to the study of magnetism, including books, a motion picture and four demonstration units.

Solar Energy Experiment for advanced students, containing all the materials necessary to turn silicon slabs into working solar cells.

Aids to be offered in Fall, 1963:

The Speech Chain, various classroom materials for physics and biology teachers on the inter-disciplinary study of speech and hearing.

Speech Synthesis, for advanced students, involves circuitry, electronic components, biology. Completed unit simulates speech sounds.

BELL TELEPHONE SYSTEM

Owned by more than two million Americans

NEGROES

respond more aggressively to Negro voices. It's good business to include the Negro station in your general market buy. (They're usually low CPM in general market surveys.)

Our salesmen visit our stations.

Station Reps

BOB DORE

ASSOCIATES

11 WEST 42nd STREET, NEW YORK 36, N. Y.
CHICAGO LOS ANGELES SAN FRANCISCO

NORMAN & NORMAN Inc.

MID-WEST SPECIAL

. . . . Daytimer located in Wisconsin-Minnesota area, single station market, grossing $53,000, priced at $75,000 with good terms. Rich area, station not near its maximum.

DES MOINES
1800 WATROUS AVE.
34-B — 288-1186
DES MOINES 15, IOWA

of **Armed Forces Communications & Electronics Association.** Speakers are: H. I. Romnes, president of Western Electric Co., June 4 luncheon; Najeeb E. Halaby, administrator of Federal Aviation Agency, June 5 banquet; Lieutenant General Alfred D. Starbird, U.S.A., director of Defense Communications Agency, June 6 luncheon. Sheraton-Park Hotel, Washington.

*June 5—**Canadian TV Commercial Film Festival and Workshop,** Royal York hotel, Toronto.

June 5—Annual meeting and premium round table of **Premium Advertising Association of America,** Hotel Roosevelt, New York City.

*June 6—Award luncheon of the **Broadcast Pioneers'** Washington chapter to honor Representative Oren Harris (D-Ark.), chairman of the House Interstate and Foreign Commerce Committee, 12:30, International Inn, Washington.

June 6-8—**Los Angeles Advertising & Marketing Materials Show,** Shrine Exposition Hall, Los Angeles.

June 7-14—Annual convention of **National Community Television Association,** Olympic hotel, Seattle.

June 8—**UPI Broadcasters of Upper Michigan,** Dee Park Lodge, Manitowish Waters, Wis.

June 8-9—Annual meeting of **Tri-State TV Translator Association,** Rainbow hotel, Great Falls, Mont.

*June 8-11—**Georgia Association of Broadcasters'** convention, Holiday Inn motel, Callaway Gardens, Pine Mountain, Ga. Speakers will include FCC Commissioner Rosel H. Hyde; Representative William E. Miller (R-N.Y.), chairman of the Republican National Committee; Wrede Petersmeyer of Corinthian Broadcasting Co.; Miles David, administrative vice president of Radio Advertising Bureau; Lionel Baxter, Storer Broadcasting Co.; Bruce Merrill, Ameco Inc. (CATV); Robert Mason, All-Industry Music Licensing Committee; Larry Cervone, Gates Radio Co.; and Lee Mehlig, Broadcast Clearing House.

*June 10—Reply comments due on **FCC** proposal to bar applications under multiple ownership rules unless applicant first disposes of one interest.

*June 10-11—Representatives of the legal profession, the social sciences, and the mass media will discuss **"The Right of Privacy and the Mass Media"** at Pennsylvania State University. Conference is co-sponsored by Pennsylvania Bar Association and Pennsylvania State University's School of Journalism and Center for Continuing Liberal Education. Speakers and participants include Alan U. Schwartz, member of New York law firm of Greenbaum, Wolff and Ernest; Creed C. Black, vice president and executive editor of *Wilmington News and Evening Journal;* Morton J. Simon, Philadelphia communications attorney; and Robert V. Cahill, legal counsel for National Association of Broadcasters.

*June 10—Sixty-sixth annual convention of **American Federation of Musicians,** Fontainebleau, Miami Beach, Fla.

*June 10-11—**NAB** TV Code Review Board meeting, University Club, New York.

June 10-21—**Radio Workshop,** co-sponsored by Abilene Christian College and Texas Association of Broadcasters, Abilene Christian campus. Additional information about the workshop is available from Dr. Lowell G. Perry, Radio Workshop, Abilene Christian College, Abilene, Tex.

*June 11—Debate between W. Theodore Pierson and Harry M. Plotkin on "The Need for Modification of Section 326," luncheon, **Federal Communication Bar Association,** Willard Hotel, Washington.

*June 11—Annual stockholders meeting, **United Artists Corp.,** Astor Theatre, New York City.

June 11-13—**Western Association of Broadcasters** meeting, Jasper Park Lodge, Alberta, Canada.

*June 12-14—Thirty-third **Institute for Education by Radio-Television,** sponsored by Ohio State University Telecommunications Center, Nationwide Inn. Columbus. Theme is "The Program: The Heart of Broadcasting." The American Council for Better Broadcasts meets June 12 in conjunction with the institute. Keynote speaker will be Dr. Edward W. Rosenheim Jr., professor of English at University of Chicago.

*June 12-14—Annual meeting of the **Electronic Industries Association of Canada,** Chantecler hotel, Ste. Adele-en-haut, Que.

*June 13-14—**Television Affiliates Corp.** programing conference, Sheraton, Chicago. Speakers include Sylvester L. (Pat) Weaver Jr., board chairman of McCann-Erickson, and Jules Power, executive producer of ABC-TV's *Discovery* series.

*June 13-15—**Mutual Advertising Agency Network** meeting. Palmer House, Chicago.

*June 14—**Wyoming AP Broadcasters Association** meeting, Torrington.

*June 15-19—Annual convention of **Advertising Federation of America,** Atlanta Biltmore hotel, Atlanta, Ga. Speakers include: Emerson Foote, McCann-Erickson, New York; Ralph McGill, *Atlanta Constitution;* Arthur E. Tatham, Tatham-Laird, Chicago; Dr. Lyndon Brown, Dancer-Fitzgerald-Sample, New York; Edward R. Murrow, director of U. S. Information Agency; Fletcher Knebel, Washington correspondent for Cowles Publications; Sir Douglas Fairbanks Jr., former motion picture star and currently director of Scripto Inc.; and Paul Austin, president of The Coca-Cola Co.

*June 15-Aug. 6—Summer workshop in **closed circuit television teaching** by the Department of Radio & Television, Indiana University, Bloomington. James D. Perry, instructor in radio-TV and supervisor of the I.U. closed circuit teaching program, will be director of the workshop.

*June 17—Effective date for new **FCC** rule allowing automatic logging and requiring daily, five-times-a-week inspection of transmitting facilities of AM-FM stations.

*June 17—**Hollywood Ad Club** luncheon at the Hollywood Roosevelt. AAW day, ushering in the convention of the Advertising Association of the West, to be held June 22-27 with Hollywood as host club.

June 17-19—Forty-sixth national conference of **American Marketing Association,** Statler hotel, Washington, D. C. Conference theme is "Innovation: Key to Marketing Progress."

June 18-20—Annual convention of **Electronic Industries Association,** Pick-Congress hotel, Chicago.

*June 19-21—Annual meeting of **Virginia Association of Broadcasters,** Williamsburg Inn, Williamsburg, Va. Miles David, vice president of Radio Advertising Bureau, will head a team that will provide successful and interesting ideas for local selling, programing and sales-audience promotion. Speakers will be FCC Commissioner Frederick W. Ford.

*June 20-22—**Florida Association of Broadcasters** convention, Robert Meyer hotel, Jacksonville, Fla.

June 21—**Colorado AP Broadcasters Association** meeting, Durango, Colo.

*June 21-22—**Colorado Broadcasters Association** convention, Strater hotel, Durango. Speakers will include Donald McGannon, president of the Westinghouse Broadcasting Co., and FCC General Counsel Max Paglin. Don Dailey and Tom Bostic, presidents of the Missouri and Washington State broadcasters associations, respectively, will also address the CBA meeting.

*June 21-Aug. 17—**Twenty-First Stanford Radio-Television Film Institute,** sponsored jointly by Department of Communication of Stanford University and San Francisco stations: KPIX (TV), Westinghouse Broadcasting Co.; KQED (TV), Bay Area Educational Television Association; and KNBR-AM-FM, NBC. Courses meet alternately on the campus of Stanford University and in the San Francisco studios of the cooperating stations.

June 22-27—**Advertising Association of the West** annual convention at Ambassador hotel, Los Angeles. Junior conclave, June 22; business sessions, June 24-26; president's dinner, June 26; golf tournament, June 27.



puzzle:

Clockwork

Herb Victor, WMAL-TV Program Director; Dick Stratton, Film Editor; and Neal Edwards, Station Manager, were in our projection room, stopwatches in hand, auditioning a new feature film. Three times during the showing they were interrupted for urgent business—"Excuse me, Mr. Victor, do you take it black or with cream?"; "Turn on the lights a minute, Dick, I've dropped my matches."; "Tell Mrs. Stratton I'm in conference. I'll call her back."—so that they actually viewed the film in four segments.

"Good show," said Victor when it was over. "How long does it run?" With some consternation the three discovered that while some of the men had timed some of the film some of the time, no one had timed the whole thing. However, their pooled information resulted in the following data:

The first three parts ran 60 minutes and 45 seconds. The second interruption came exactly at the midpoint. The third section was just as long as the last.

How long does the film run?*

**Just long enough to allow for several one-minute spots that will bring your product to the country's buying-est audience. Lively programing plus attractive Straw Hat Discount Plan put WMAL-TV in the "Best Buy" class for summer '63. Harrington, Righter & Parsons, Inc. will give you details.*

Address answers to: Puzzle #81, WMAL-TV, Washington 8, D. C.
Puzzle adaption courtesy Dover Publications, New York 14, New York.

wmal-tv abc

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Do You Make These Mistakes In English?

Credible as it may seem to the average reader, all the faces above belong to the same man.

The man is José Jiménez, who's parlayed an unlimitedly expressive visage and a highly limited knowledge of English into one of the most hilarious characters in all show-business.

He's also become the star of the spanking-new "Bill Dana Show," one of many lustrous attractions on NBC-TV's multi-faceted Fall roster.

If José has no objection to the show's title, it's because he and Bill Dana are really closerthanthis. One might say they grew up together.

Most of the growing-up took place in the form of television guest appearances, night-club engagements and record albums, with writer Dana creating the material and performer Jiménez enriching it with his stranger-than-diction delivery.

On the Fall series, Dana's *alter-amigo* will be



playing the role of a crisis-prone bellhop. Who but José could wangle a free hotel suite for a destitute, forlorn-looking old lady, only to find out she's using the premises for a floating poker-game? Who but José could unintentionally upset a reception for an "imported" Caribbean starlet through a casual observation that her accent was phoney? No, life isn't very tranquil for José. But we know this Fall's audiences will find him the warmest, funniest bellhop this side of a hotel register.

"The Bill Dana Show" is, of course, just one temptation in a batch of goodies being whipped up for NBC-TV's 1963-64 schedule. The other delights range from tested favorites like "The Virginian" and "Sing Along with Mitch" to such newcomers as Imogene Coca's "Grindl" and the "Mr. Novak" dramas. It shapes up as a great year.

NBC

Look to NBC for the best combination of news, information and entertainment.

RADIO WILS LANSING 1320

3 TIMES THE AUDIENCE*!
3 TIMES THE ADULTS**!

(*JAN.—MAR. '62 HOOPER)

Anyway you slice that whooping big HOOPER it comes out three times the audience... and, three times the adults of the 2nd station ... Like this:

Local Time	WILS	2nd STATION
7 to 9 a.m. Heavy traffic period with adult and teen audience	66.6%	21.1%
9 to 4 p.m.** Housewife time. Teenagers not home.	59.7%	18.4%
4 to 6 p.m. Drive time period with adult and teen audience	61.1%	14.2%
7 'til Noon total	63.6%	21.0%
Noon 'til 6 total	59.5%	15.4%

(Hourly average and total % from Jan.-Mar.'62 Hooper)

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RADIO WILS LANSING

1320 (5000 WATTS)

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Thanks to broadcasters

EDITOR: The participation of all broadcasters in the Radio Free Europe campaign could not have been more enthusiastic and effective.

While I know full well of the dedication of broadcasters in serving public causes, at the same time I also know of the enormous demands on them. Managers, program directors, special events directors and news directors seem to have accepted an interest and association with another broadcasting facility which is engaged in serving the purposes of the U. S. in communicating with the 80 million people in the satellite countries back of the Iron Curtain. For this we are most grateful.

I take this means of expressing our thanks to the industry for publicizing so widely the operations of Radio Free Europe and for enlisting the public support which permits it to perform its vital functions.—*Theodore C. Streibert, president, Radio Free Europe Fund Inc., 2 Park Avenue, New York 16.*

The 23 dwindle to 21

EDITOR: With regard to the article in May 6 BROADCASTING ("23 congressmen in broadcasting"), Representative John W. Davis, of the Seventh District of Georgia, resigned as a director of this corporation on Feb. 10, 1960. . . . —*William B. Ferrar, president,* WGTA *Summerville, Ga.*

(The resignation of Representative Davis was reported to the FCC which failed to correct all its records, including the ownership file used in BROADCASTING's compilation)

EDITOR: I would very much appreciate a retraction of your story including me among members of Congress having a direct or family-related interest in radio or television stations.

The Mrs. Helen Laird listed as the president of the Laird Broadcasting Company, of Waupaca and Green Bay, Wis., is the wife of Ben Laird of Green Bay. My mother, Mrs. Helen C. Laird, a former member of the University of Wisconsin Board of Regents, lives in Marshfield, Wis., and has no interest in any radio or television station. . . .— *Representative Melvin R. Laird (R-Wis.), Washington.*

(A member of Representative Laird's Washington staff had mistakenly advised that the congressman was a cousin of Ben Laird.)

LeRoy's no St. George

EDITOR: Congratulations on your May 6 editorial, "Florida tax monster." This was LeRoy Collins's chance to do something positive. He has proven he is, in fact, a politician, not a broadcaster.— *Raymond E. Carow, general manager,* WJHG-TV *Panama City, Fla.*

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MONDAY MEMO

from THOMAS A. WRIGHT JR., Leo Burnett Co., Chicago

A central audit bureau could handle more than ratings

Broadcasting is an exciting business, as is evident from its dynamic history. The pages are filled with volatile times.

The present uproar caused by close scrutiny of the ratings services is only the current chapter. And proposals for corrective action are coming from all sides.

One of the most sensible propositions which has been suggested numerous times in the past is now being proposed again by my friend Blair Vedder of Needham, Louis & Brorby. This is the establishment of an audit bureau of broadcast measurement. Its function would be to set up broadly accepted standards for TV and radio audience measurement.

Wider Scope ▪ We endorse this proposal. But we believe the scope and responsibility of such a body could be broadened to tackle a wider range of broadcast industry problems. Why limit an industry bureau to governing standards for broadcast measurement?

There are a number of large problems which various segments of the broadcast industry have been ducking for years. These could be solved successfully by a central industry bureau.

For example: Proof of performance always has been the responsibility of a supplier or contractor. However, radio and TV station operators have been allowed to neglect their responsibilities in this area for the last 40 years.

As a consequence the outline for the next stormy chapter in broadcasting history is being written today. TV stations in major markets will be monitored 24 hours a day for 365 days a year in preparation for another useless witch hunt for alleged skullduggery that many believe simply does not exist.

Honor System ▪ Station owners and operators could have prevented this. But no standards ever were set up. The business has run on the honor system, backed up by station affidavit of performance but not proof of performance.

A central industry bureau like the one suggested could establish standards and procedures, under which stations could supply proof of performance.

Another problem centers on how to obtain complete and correct competitive information. The advertiser and agency upon whom the station operator depends to a large degree for his living need data about the broadcast activity of competitors. This intelligence is vital in meeting challenges to a brand's business.

But many stations prefer to shut their ears to the advertisers' plea for such data. They say they don't want the other stations to know whom they are selling.

Revenue Source ▪ They should be willing to supply complete details of their commercial schedules from sign-on to sign-off each day to a central industry bureau so that it can offer the data in confidence to those advertisers that want it. Advertisers would pay a small fee for the information and thus help support the bureau.

We see no reason why the industry ought to pay large sums to derive competitive advertising expenditures by means of 100% monitoring when the information is readily available through stations themselves. As it now stands advertisers and agencies are forced to employ time-consuming, devious and expensive methods to obtain information that most times is neither complete nor correct. The job could easily be organized and governed by a central industry bureau.

TV and radio ratings are of utmost importance to all involved in these media—networks, stations, advertisers and agencies. Since ratings are important, it is essential that estimates of audience size and type be obtained through proper methodology and processing. The establishment of an independent bureau to formulate better measurement procedures and to audit the work of the research services that would supply the field data makes eminent sense.

We believe that broadcasting as a whole should join a central industry bureau. Thus the dollar contributions from thousands of members would supply the money necessary to operate it.

Splinter Audience ▪ Looking to the future, it is possible that TV audiences will suffer the consequences of splinterization similar to what occurred among radio audiences. If the FCC is allowed to continue to enforce its current notions of government regulation and allows UHF stations to pop up across the country like mushrooms the big magic of today's large TV audiences will disintegrate. All-channel sets will flow from factories soon and the small portable TV set is here now.

The same difficulty experienced by radio station operators may befall the TV station owners. Current radio measuring systems are inadequate since no accurate way to sample the ubiquitous radio listener has been found. The industry should plan now to meet this problem.

Another compelling reason for providing adequate broadcast measurement is found in the simple, arithmetic disciplined needs of the computer. There is no doubt that the advertising fields will attempt to use electronic data processing in the evaluation of market-by-market broadcast media opportunities, comparing them with print and outdoor.

Audience data by individual station and individual market is absolutely essential to manufacturers in planning marketing and media strategies. In the computer world of the future, stations failing to supply this information will be subject to evaluation "by guess and by gosh."

The broadcasting industry should not again find itself standing outside the gate of commerce wondering why it lost the business through failure to meet the demands of the time. A central broadcasting bureau supported by all elements of the industry should be founded in order to establish and govern standards in the vital areas that will determine whether or not broadcasting's future will indeed be bright.



Thomas A. Wright Jr. is vice president in charge of the media department of Leo Burnett Co., Chicago. He has been with that agency since 1955 and has been a vice president since 1958. Mr. Wright formerly had been a network account executive with NBC for five years and before that was with BBDO for six years. He is a past president of the Broadcast Advertising Club of Chicago. Mr. Wright presently is vice president of the Media Directors Council which meets in New York.



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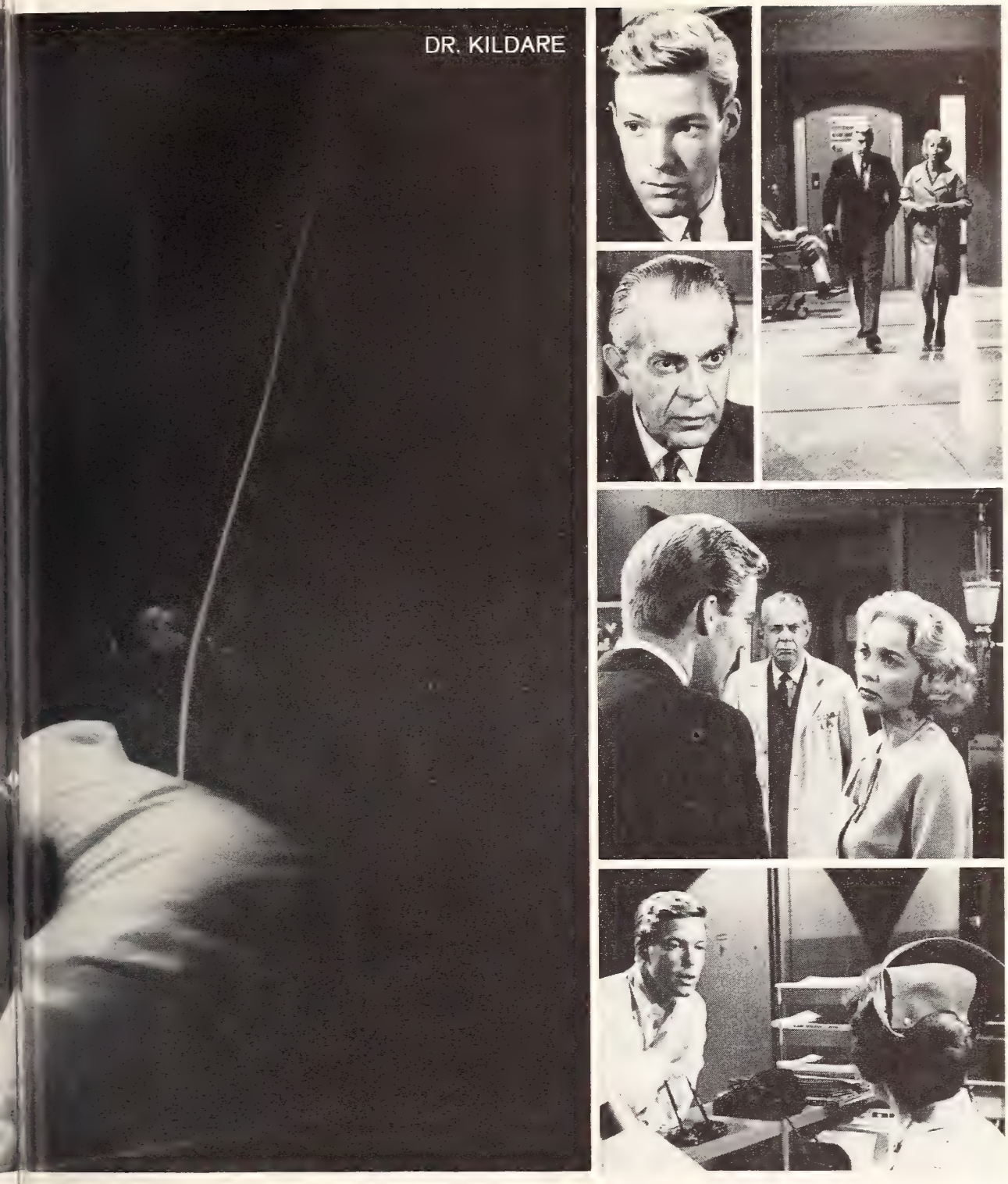
Hospital-Tested

The firmness to be detected in Jim Kildare's step next season has a simple explanation.

When "Dr. Kildare" begins its third year—as one of the many distinguished attractions in NBC's diversified new schedule—America's most famous interne (at America's most famous hospital) will have graduated to the status of resident.

Even crusty Dr. Gillespie would concede that his protege has *earned* the promotion. Without cutting any hospital corners, the novice MD has handled such challenging patients as a young girl on the edge of drug addiction; a poet who detested doctors; and a teen-ager who hated the world.

That Kildare's fresh-from-school innocence has been singed under such fire is all too understandable. It's in the very nature of his work. That he retains his idealism is also understandable. That's in the nature of the man.



It's also a product of his relationship with the veteran Gillespie, a doctor who can practically remove an appendix with a sharp glance, yet gently guide a young interne toward the right diagnosis of a troublesome case.

The able Raymond Massey's portrayal of Gillespie needs no accolade from this corner. Nor is there much we can add to the praise already won by Richard Chamberlain in the title role. In this year's TV Guide Awards, American viewers (who always have the last word) voted him television's favorite male personality.

Kildare's promotion at Blair General, by the way, is far from the only new development taking shape on NBC-TV. The Fall schedule glitters with television's most promising new programs and personalities. Blended with the many proven favorites like "Dr. Kildare", they augur the most exciting—and most varied—season in our history.

Look to NBC for the best combination of news, information and entertainment.



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John F. Dille, Jr., *President*

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
May 20, 1963, Vol. 64, No. 20

NOW THE HENRY ERA AT THE FCC

■ A second-generation New Frontiersman is ticketed for top job
■ A specialist in trust-busting is moved into the commission
■ Minow resignation is at last confirmed—effective June 1

A White House Mimeograph machine went into operation last week, and one of the best-known secrets in Washington was officially made public:

FCC Chairman Newton N. Minow was resigning June 1 after 27 months in office, and President Kennedy was to name Commissioner E. William Henry, 34-year-old Memphis attorney who shares Mr. Minow's tough-minded ideas on regulation, to succeed him.

BROADCASTING Magazine had reported last February 11 that Chairman Minow would leave the commission at the end of May and that he had recommended Commissioner Henry as his successor.

Following the White House announcement last Tuesday afternoon, a statement out of Chicago confirmed the same story's prediction of Chairman Minow's future: He would return to that city, his home town, as executive vice president and general counsel of Encyclopaedia Britannica Inc. His salary, reportedly, will be $75,000 annually, plus additional benefits based on company operations.

One Surprise ▪ The White House announcement contained one surprise: Assistant Attorney General Lee Loevinger, who has headed the Justice Department's antitrust division since 1961, would be named to the commission to serve the remaining five years of Chairman Minow's term.

Mr. Loevinger will be succeeded at Justice by William H. Orrick Jr., deputy undersecretary of state for administration. Before being assigned to the State Department, Mr. Orrick headed the Justice Department's Civil Division.

All of the positions filled by the President last week pay the same, $20,000, except that of the FCC chairman. He gets $20,500.

Commissioner Henry, who joined the commission in October, left no doubt he would follow in the hard-line regulatory philosophy of the controversial chairman.

Tough Commissioner ▪ Asked to comment on speculation that, as chairman, he would be "as tough, if not tougher" than Mr. Minow, he said: "That's probably correct."

"Our philosophies of regulation have many areas where they coincide—that is, where the public interest requires our close concern," he said. "We must be alert at all times to see that exclusively private interests" don't override the public interest.

"Where we find apparent violations of the rules," he said, "we wouldn't be reluctant to apply the sanctions available to us." He mentioned specially such violations as trafficking, promise-vs-performance failures, abuse of commission processes, failure to supply required information, and unauthorized transfer of licenses.

"We must make certain our rules are followed," he added.

Expects Broadcasters' Support ▪ Commissioner Henry feels "responsible broadcasters" will support strict enforcement. "It's to their benefit," he said. "If we upgrade the performance of less responsible broadcasters in obeying the rules, everyone benefits."

This view, he said, has been expressed to him by broadcasters.

And this view, apparently, is shared by the President. For in addition to replacing Mr. Minow with Commissioner Henry, he will nominate, in Mr. Loevinger, a liberal Democrat who says the only thing he fears more than a concentration of power in government is a concentration of power in private hands.

Commissioner Henry, consequently, will probably have a three-vote nucleus on which he can count in advancing his proposals—his own, Mr. Loevinger's, and that of Commissioner Kenneth A. Cox. As Chairman Minow did, he will have to attract the fourth vote from among the remaining four commissioners—Frederick W. Ford, Robert E. Lee, Robert T. Bartley or Rosel Hyde. And only Commissioner Hyde, whose



Newton N. Minow (l), who's resigning from the FCC chairmanship at the age of 37, talks with his 34-year-old successor, E. William Henry. The two were caught by a photographer at a reception at the Broadcasters Club in Washington last Thursday, two days after the White House had announced the change in FCC command which becomes effective June 1.

An antitrust expert on the FCC

'I CAME HERE TO WORK FOR THE NEW FRONTIER,' SAYS LOEVINGER

Lee Loevinger, a two-year veteran of the New Frontier, is moving from the antitrust division of the Department of Justice to the seven-man group that controls broadcasting in the United States.

Named by President Kennedy last Tuesday (May 14) to fill the unexpired term of Newton N. Minow on the FCC (to June 30, 1968), Mr. Loevinger said last week that he has not spoken with the President about his job switch before or since the announcement.

Presidential News Secretary Pierre Salinger said Mr. Loevinger was moving over to "one of the most important agencies in Washington." And Attorney General Robert Kennedy, Mr. Loevinger's current boss, said the move was made because it would be helpful to have someone at the FCC with antitrust background, especially since the commission will have a major role in international space communications affairs.

The 50-year-old Loevinger doesn't discuss all the comments about him. He says simply, "I came here to work for the New Frontier. If the President thinks I can be of more service at the FCC, that's fine with me."

Considered Before ▪ Actually, Mr. Loevinger was considered for the FCC appointment two years ago when Mr. Minow was tapped. In the President's announcement it was stated that Mr. Loevinger would continue to represent the United States on the Organization of Economic Cooperation Development. This is an international body dealing with antitrust policies, and indicates that Mr. Loevinger will undoubtedly continue to maintain his interest in the Sherman and Clayton Acts and the whole philosophy of the monopoly laws (BROADCASTING, April 24, 1961).

Absolute Power ▪ He quoted Lord Acton's famous dictum, when he was asked to relate his antitrust attitudes to broadcasting:

"Power corrupts and absolute power corrupts absolutely."

He says he still agrees with the Justice Department's opinion several years ago that option time is in itself a violation of the antitrust laws.

As chief of the antitrust division he approved the government antitrust suit against CBS, charging that the network's affiliates compensation plan is a violation. During his tenure, also, the government forced MCA to divest itself of its talent representation business.

During the congressional battle over the establishment of the Communications Satellite Corp., it was Mr. Loevinger and Deputy Attorney General Nicholas deB. Katzenbach who drafted the bill that was accepted by the President and finally adopted by Congress.

Ironically, although Mr. Minow is being given credit for the Comsat legislation, he initially favored the Kerr Bill which proposed to establish a space firm owned only by the international communications carriers.

"Pluralism" Best ▪ Mr. Loevinger says he is "deeply convinced" that the best means of avoiding the abuse of power is through a "plural organization of private power."

In the field of broadcasting, Mr. Loevinger said he is a strong believer in the theory of "multiplicity of voices" in a field so vital in the dissemination of opinion and information.

His knowledge of broadcasting, he

position is becoming increasingly isolated, has steadfastly refused to go along with all of Chairman Minow's more controversial proposals.

Youngest Chairman ▪ Commissioner Henry, who turned 34 on March 4, will have the distinction of being the youngest man ever to assume the FCC chairmanship. Charles R. Denny, now vice president of RCA, was made acting chairman in 1946 at age 33, but wasn't named chairman until eight months after his 34th birthday. Chairman Minow was 35 when he joined the commission.

President Kennedy accepted Chairman Minow's resignation, tendered May 1, in a "Dear Newt" letter. The letter was thus personalized in the President's own handwriting after it had been prepared for his signature with a "Dear Mr. Minow" salutation.

The President said he was accepting the resignation "with reluctance" and praised Chairman Minow's accomplishments at the FCC as being "indeed impressive."

Despite the warmth of these sentiments, however, there was a hint of curtness in the President's letter. Chairman Minow specified no effective date for his resignation. He said he would leave at the President's convenience, but that he would be happy to serve until his replacement on the commission was confirmed by the Senate. The President, however, said he was accepting the resignation as of June 1.

Commissioner Henry, who was besieged by reporters after the White House announcement, was asked repeatedly whether he agreed with Chairman Minow's celebrated "vast wasteland" description of television.

To all such queries, he replied that there were some "green shoots" developing. But he also made it clear he wasn't happy with the TV programing. There's too much "conformity" . . . there is "a lack of diversity" in it, he told a news conference Wednesday.

Concern With Programing ▪ He feels the commission can concern itself with programing without engaging in censorship. And he does not believe broadcasters "have an absolute freedom . . . to conform to majority tastes alone. The public interest isn't served that way," he said.

He is disturbed by what he regards as a lack of programing for minority segments of the public. And, as he did in his Nashville speech three weeks ago (AT DEADLINE, May 6), he offered two controversial proposals for dealing with this situation. One provides for a reevaluation of sustaining time to determine whether the percentage of such programs should be considered in judging a station's performance at renewal time. This proposal has caused considerable worry among broadcasters. The other suggests adoption of a rule to require broadcasters to carry at regular intervals both a description of their legal responsibilities and an invitation to the public to express its views on programing. He intends to offer both proposals for consideration by the commission.

Commissioner Henry wants the agency to take a new look at its sustaining time policy because of what he regards as a dearth of public affairs programs

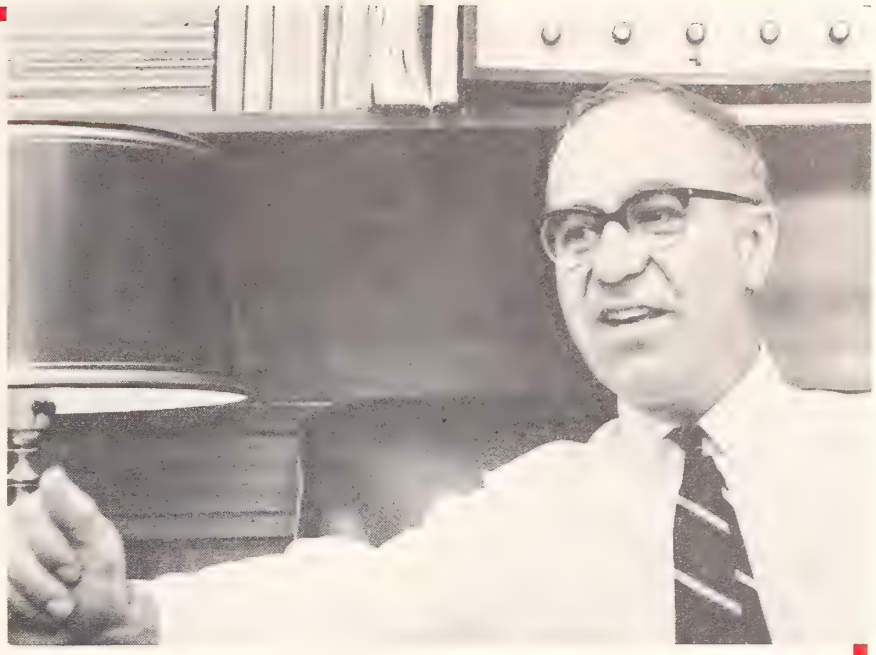
stated, was solely that of a member of the public. He recalled that when he was in private practice he had one client who applied for a radio license. "That was my only contact with the FCC," he said.

He strongly intimated that his attitude is that the FCC should represent the public, although he begged off being specific so he could not be accused of prejudging issues.

Earthy Bantam ▪ Lee Loevinger is a slight, amiable midwesterner whose comments are frank, direct and sometimes salty.

He was born April 24, 1913, in St. Paul and was graduated summa cum laude from the University of Minnesota in 1933. Three years later he received his law degree from the university's law school.

His early law practice was as a government lawyer—with the National Labor Relations Board and the antitrust division of the Department of Justice. After time out for World War II (he served in the Navy, reaching the rank of lieutenant commander), he returned to Minneapolis and was a partner in the law firm of Larson, Loevinger, Lindquist and Fraser. Orville Freeman, now secretary of agriculture, was a member of this firm. Mr. Freeman, as governor of the state, appointed Mr. Loevinger to the Minnesota Supreme Court. He resigned from this post in 1961 to accept appointment as antitrust chief in the Kennedy administration. He is a close personal friend of Minnesota's Democratic Senator Hubert Humphrey.



A trustbuster for the FCC

Among other things he served as special counsel to the Senate Committee on Small Business, as a lecturer and later as a visiting professor of jurisprudence at the University of Minnesota, and as chairman of the Minnesota Atomic Energy Development Problems Committee. He is the author of "The Law of Free Enterprise," and "Introduction to Legal Logic."

He's a member of Sigma Xi, Delta Sigma Rho and Sigma Delta Chi. He is married to the former Ruth Howe and has three children (Barbara L., Eric H. and Peter H.). The Loevingers live in the Tulip Hill section of Washington.

in next fall's TV schedules. He said a program doesn't have to be unsponsored to be "good." But he feels that the decrease in regularly scheduled network public affairs programs next season might be the result of an inability on the part of the chains to sell such programs to sponsors.

"Perhaps," he said—adding "underline 'perhaps'—there is a misunderstanding on the part of the industry" regarding the commission's 1960 policy statement on sustaining time. Some in the industry, he said, apparently believe that the statement says the commission sees no distinction between sustaining or sponsored programs. But in view of the programing outlook for next season, he said, "the question of whether a program is sustaining or sponsored might be important."

Consequently, he said, the commission's sustaining time policy should be re-evaluated and, if found satisfactory, "clarified."

Commissioner Henry also indicated that his concern over what he regards as a lack of diversity in programing is going to lead him into a thorough study of the relationship, if any, between this question and network option time. The commission has been reconsidering its position on option time for two years, and Commissioner Henry said he has reached no conclusions on it himself.

But, he added, "there is a substantial body of opinion within the industry which believes that networks exercise an unhealthy domination over programing sources." He noted that question is being considered by the commission staff in its study of network practices and will be taken up by the commission when the option time matter finally comes before it.

Opposes Magazine Concept ▪ Although Commissioner Henry agrees generally with most of Mr. Minow's views, one important policy difference between them was revealed last week. Unlike Chairman Minow, he doesn't favor adoption of the magazine concept for broadcast advertisers.

"I don't think we're ready for it," he told a news conference questioner. In magazines, he said, advertisers identify with the publication whose image attracts a certain public. In broadcasting, he added, this identification is with the program in which the product is advertised.

Commissioner Henry, who is perfectly aware that many of his pronouncements on programing have been controversial, says that he has taken his lead in this area from what he regards as the "best opinions of broadcasters themselves."

An example, he said, is the NAB code position which says that broadcasters should develop programs "specifically directed" to the advancement of a community's education and culture.

In light of this statement, he said, "if community leaders were to suggest to a local TV station a program they felt would advance the cultural life of their community, and the station rejected the idea out of hand, I would consider this a black mark against the station, provided the witnesses were responsible individuals."

Important Problems ▪ Despite his lively concern with programing, Com-

New chairman typical New Frontiersman

Commissioner E. William Henry, President Kennedy's choice to succeed Newton N. Minow as chairman of the FCC, has most of the characteristics generally called to mind by the phrase, "New Frontiersman."

He is young (34), attractive, able, tough-minded, energetic, and athletic (tennis is his game).

He also has important friends in high places, including Attorney General Robert Kennedy. And it was these friends who lifted him from a prosperous law practice in Memphis to the chairmanship of the FCC.

But, like all authentic New Frontiersmen, he earned these friends by performance. In the 1960 presidential campaign, he was a fulltime worker in Washington in behalf of the candidacy of then Senator John F. Kennedy.

Bobby Kennedy and other Kennedy workers who eventually became White House aides approved of his performance, remembered him and, when a vacancy developed on the commission, recommended him to the President.

It is presumed Commissioner Henry had the backing of these same friends—plus Chairman Minow—for the chairmanship of the agency when that job opened up.

Since his appearance on the Washington scene eight months ago, Commissioner Henry's ties with the "ins" have become stronger. His 6-year-old daughter Lizbeth is a pupil in Caroline Kennedy's kindergarten class at the White House.

Commissioner Henry last week said he didn't know of the President's intention to appoint him chairman until a few hours before the White House announcement was made last Tuesday.

He said he hadn't talked to the President about the chairmanship. But he said he had discussed the commission's work with him briefly several weeks ago.

He said he had gone to the White House to see Ralph Dungan, a presidential aide, and that Mr. Dungan, finding the President "free," ushered Commissioner Henry in for a chat.

As the commissioner recalls it, the conversation with the President wasn't particularly memorable.

"He said he regarded the commission's work as extremely important and asked my views of the manner in which the FCC is performing its work," Commissioner Henry related. "I said we were trying to do our best."

One New Frontier qualification the next FCC chairman lacks is a Harvard background. He graduated from Yale in 1951 and, after three years as a Navy officer during the Korean War, he attended Vanderbilt Law School in Nashville. He received his LL.B. degree in 1957 and later joined the law firm of Chandler, Manire & Chandler in Memphis.

Commissioner Henry is married to the former Sherrye Patton, and they have two children besides Lizbeth; Sherrye, 3½ and Emil, 2½.

One quality of Commissioner Henry's likely to add color to his term as FCC chairman is his frankness. Shortly after the White House announcement was made, he was asked how he felt. "Couldn't feel better!" he shot back, wasting not a syllable on false humility.

missioner Henry sees the commission's day-to-day, "nuts-and-bolts" problems as the most pressing.

The commission's "Number 1 problem," he said, "is the proper implementation of the Communications Satellite Act." He said the commission "must see" that the international communications system develops properly and is integrated with existing communications networks.

Other problems he cited: Implementation of the all-channel receiver legislation. He feels that Congress, in passing the act, directed the commission to promote the growth of UHF.

▪ Revision of the commission's AM and FM allocations policies so that the freezes on those two services can be lifted. The commission last week issued a proposed rulemaking on a revised AM allocations policy (see story page 56).

▪ CATV legislation. He said an "agreement must be worked out" with the National Community Antenna Association on proposed legislation to submit to Congress. He said he is not "hostile" to CATV systems. But, he added, the commission needs regulatory authority over CATV systems if it is to discharge its responsibility "where public interest considerations are involved." The FCC wants authority that would enable it to afford small TV stations protection against competition from CATV systems.

▪ Reconciling the needs of broadcasters and nonbroadcasters for spectrum space. "We're continually faced with demands for frequency space by nonbroadcasters," he said.

Commissioner Henry's appointment as chairman was generally hailed by members of the commission staff who regard him as "bright" and "able," and an extremely hard worker who does a thorough research job on the issues that come to him.

New Style ▪ Although he comes from the same philosophic mold as Chairman Minow, he will probably bring a new style to the office. Where Chairman Minow seemed at times to revel in making speeches that outraged broadcasters and attracted wide public notice, Commissioner Henry will probably take a quieter approach.

He said last week that speeches serve a purpose in alerting the public to the broadcasters' responsibility. But, he said, "there's less need for them now that Mr. Minow has made them." He indicated he'd get his views across to the industry through the trade press and in private talks with broadcasters —and, most likely, through the proposals he makes.

Although the President had just announced his intention to appoint Commissioner Henry to succeed Chairman Minow, the transfer of the only real power the chairmanship embodies was already taking place last week. That power is in the chairman's ability to get his views across to the public and the industry by commanding the attention of news media. And last week, reporters were descending on Mr. Henry in droves.

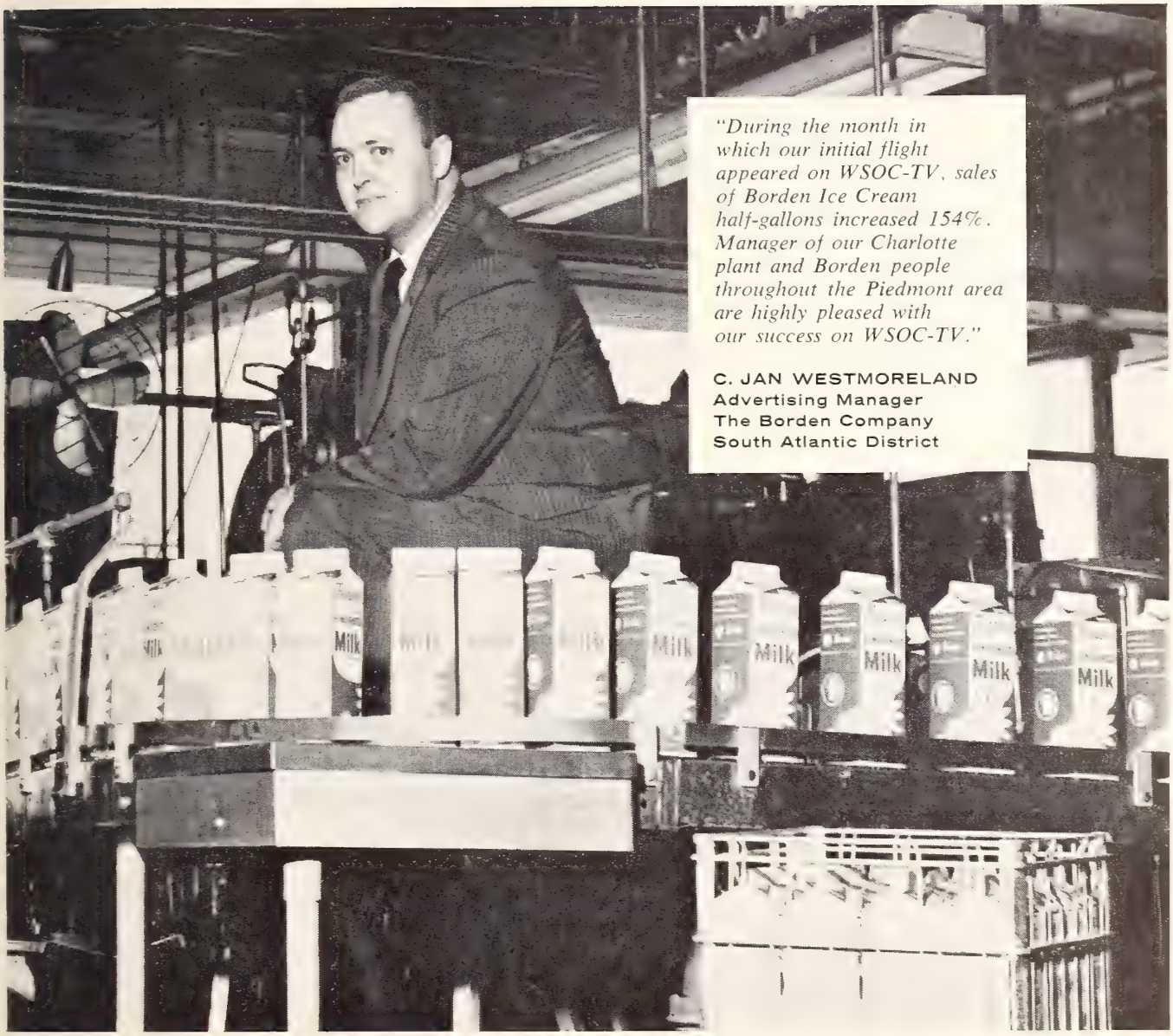
For this, Commissioner Henry can thank Chairman Minow, who made the office particularly newsworthy. Reporters were interested in interviewing Mr. Minow last week, too. But he decided against a news conference. He said he didn't want to deflect any of the attention being given "the new chairman."

FCC changes draw editorial comments

With the announcement last week of FCC Chairman Newton N. Minow's resignation (see story page 27), the nation's newspapers loosed a fleet of editorial comments. Some scolding was mixed with a large measure of praise, and the editorials run by four of the country's leading papers—The *New York Times*, the *New York Herald-Tribune*, the *Washington Evening Star* and the *Washington Post*—were representative of the various assessments accorded the Illinois lawyer.

The *Times's* piece, titled "No

"During month of our initial flight on Charlotte's WSOC-TV, ice cream sales increased 154%" – Jan Westmoreland, Borden Co.



"During the month in which our initial flight appeared on WSOC-TV, sales of Borden Ice Cream half-gallons increased 154%. Manager of our Charlotte plant and Borden people throughout the Piedmont area are highly pleased with our success on WSOC-TV."

C. JAN WESTMORELAND
Advertising Manager
The Borden Company
South Atlantic District

If you like consumers with healthy appetites, like Borden does, you will like the way WSOC-TV sells America's 23rd largest tv market for you. Good market. Charlotte's retail sales per family highest of any metro area in the Southeast. 75-mile radius population also biggest in the S.E. Call us direct or let an H-R man tell you how you can get a mighty big dollar's worth on this great area station.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton, WIOD, Miami

Minow leaves FCC with 'mixed feelings'

Newton N. Minow, one of the most controversial chairmen ever to head the FCC, will leave June 1 "with mixed feelings" but confident his term has been successful.

He is anxious to return to private life, he said last week. But he added that after 27 months with the commission, "I have come to feel this is part of my life." The thing he has enjoyed the most, he said, "has been the friendships with the other members of the commission and the staff."

"We haven't always agreed," he said in one of the understatements of the year. "But I regard them as my friends."

Asked whether he regarded his term as successful, he replied with an unqualified "yes."

In support of this view, he referred to his letter of resignation to President Kennedy, in which he listed seven objectives reached by the commission since 1961.

Among them was the fact, he said, that broadcasters and the public are more aware "of the massive responsibilities" licensees have to serve the public interest.

In this connection, he lauded "the constructive steps" taken by the NAB under "the able and dedicated leadership of Governor LeRoy Collins."

Other achievements claimed:

United States leadership in communications through satellites is continuing. The American corporation to operate the system has been formed "and our work is now well advanced" for cooperating with other nations in allocating frequencies for satellite communications.

"Extraordinary progress" in the development of educational television has been made as a result of enactment of the aid to ETV bill pushed by the FCC.

"Greater choice and diversity" for TV viewers has been made possible by passage of the all-channel-receiver bill which will provide "new opportunities" for educational and commercial TV service.

Reduction of interstate telephone rates.

The FCC, which was tainted by scandal in the late 1950s, "is an effective, viable agency."

A program of users fees has been adopted which will provide the U. S. Treasury with $3,800,00 annually.

Despite this list, Chairman Minow isn't satisfied. "I'd like to have seen more speed and efficiency" in the handling of FCC business, he said.

The commission, he said should "face up to the problems confronting it more promptly. . . The issues are hard and complicated," he added, "but a lot of them can be decided more promptly."

The chairman said he would spell out his views on this question in detail either before he leaves the commission or later. But he did restate his view that there should be a separation of the FCC's judicial and non-judicial functions.

Chairman Minow, who burst into prominence two years ago with his "vast wasteland" speech at an NAB convention and who has prodded broadcasters on programing ever since, thinks there has been "some improvement" in this area. "But not as much as I'd like."

Did he think broadcasters needed his kind of needling to be reminded of their responsibilities?

"Everybody needs to be reminded of their responsibilities," he said—"including editors, reporters, publishers and commissioners."

And he indicated his departure from the commission shouldn't be taken to mean broadcasters and the public have heard the last from him.

"I'll continue speaking out," he said. But broadcasters can take what comfort they can from the fact that vice presidents of the Encyclopaedia Britannica don't have a vote on the FCC.

Flowering of the Wasteland," and the *Post*'s "Mr. Minow's Rating" were generally favorable, though the *Times* was the more skeptical. While noting that Mr. Minow accomplished no "great flowering of television's 'vast wasteland,' the matter to which he gave spectacular priority upon taking office . . .," the *Times* contended that "his contribution to the mass media has been significant nonetheless and should ease the path for his successor. . ."

The *Post's* editorial gave him "a high rating for service" and cited his successes, such as his backing of the Communications Satellite Corp. and the all-receiver bill. The *Times* and the *Post* both noted his gifts for phrasemaking.

The *Herald-Tribune* agreed that Mr. Minow was controversial, but its editorial was peppered less with praise than pointed criticism. Titled "The Public Is the Best Umpire," the *Herald-Tribune* contended that while a government regulatory agency is obviously necessary, the "ultimate regulator should still be the viewing public, whom television is meant to serve." The FCC, it said, "should not seek to substitute the tastes of any one man, however good, for the diverse tastes of a nationwide audience."

The *Star* spoke of Mr. Minow's "legacy" of two years work with the comment that while he has not "transformed the electric box" there is "reason for hope, not only from the well-meaning intentions of many broadcasters, but from the stage set by Mr. Minow."

Minow keeps promise to Senate committee

Retiring FCC Chairman Newton N. Minow kept his promise to the Senate Commerce Committee.

Mr. Minow went up to Capitol Hill Tuesday morning to tell key members of his resignation, just a few hours before the White House announced the details (see page 27).

Senator John O. Pastore (D-R. I.), chairman of the Communications Subcommittee, had asked Mr. Minow at a hearing on FCC activities whether he was resigning as had been reported (BROADCASTING, Feb. 11). "I assure you," the commission chairman replied, "that when I've made any decision about my future, you will learn it from me and not have to get it from the trade press" (BROADCASTING, March 4).

True to his word, Mr. Minow disclosed his resignation to Senator Pastore, Senator Warren G. Magnuson (D-Wash.), chairman of the Commerce Committee, and for good measure, to Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee.

Representative Emanuel Celler (D-N. Y.), chairman of the House Judiciary Committee, commented: "Mr. Loevinger and Mr. Henry will follow in the footsteps of Minow beyond a question, and even a little beyond, and manifest clearly to broadcasters that they have a public responsibility as well as a responsibility to their stockholders," he said.

Republican senators were reserving comment while some Democrats thought the nomination faced little opposition.



Courtesy of The Detroit Institute of Arts

"A WOMAN WEEPING"

by Rembrandt measures only 8½ x 6¾ inches, yet is considered one of the Dutch master's finest works. It captures a poignant moment of life expressed with delicate yet powerful harmony of tone.

in a class by itself

Masterpiece — ***exceptional skill, far-reaching values.*** This is the quality of WWJ radio-television service—in entertainment, news, sports, information, and public affairs programming. The results are impressive—in audience loyalty and community stature, and in sales impact for the advertiser on WWJ Radio and Television.

WWJ and WWJ-TV
THE NEWS STATIONS

Owned and Operated by The Detroit News • Affiliated with NBC • National Representatives: Peters, Griffin, Woodward, Inc.

THE AD AGENCY PROFIT SQUEEZE

Western agencies discuss ways to combat it

The profit margin and how to increase it is the most pressing problem confronting Western advertising agencies today, according to a survey conducted by the Western States Advertising Agencies Association. The findings were to be discussed Saturday (May 18) during the WSAAA convention at the Riviera hotel in Palm Springs, Calif. Ira Rubel, management consultant whose clientele includes many advertising agencies, was to head a panel analysis of the survey results, with Don Jenner, president of Don Jenner Advertising, Los Angeles, as chairman of the session.

More than 300 agency, advertising and media men and women were expected to attend the four-day convention. William B. Lewis, board chairman of Kenyon & Eckhardt, New York, delivered the keynote address Friday noon. Earlier Friday, Fred Olsen, vice president and media director, Hixson & Jorgensen, Los Angeles, spoke on "Chaos in Advertising Media Rates"; Ernest Dichter, head of the Institute for Motivational Research, and William Tara, creative consultant, discussed creative intuition versus advertising research. Friday afternoon speakers were Helen Nelson, California consumer counsel, on "Advertising—Consumer Friend or Foe," and Dorothy Corey, Facts Consolidated, on "The Measurement of Advertising Results."

The Saturday agenda included talks by Woodrow Wirsig, editor of *Printers' Ink*, on "Six Revolutions That Are Shaking Our Marketing World"; William Dover, vice president of John B. Knight Co., on "Successful Patterns of Consumer Marketing," Marlin C. Nelson, vice president and marketing director, Barksdale Manufacturing Co., on "Successful Patterns of Industrial Marketing"; Stanley Mosk, attorney general of California, on "Advertising and Government Regulation" and a speaker on the ratings crisis.

Of the 120 agencies responding to the WSAAA questionnaire, only 75% of the total said that they had done anything to improve their profit picture during 1962. Reducing overhead, sometimes by staff curtailment, and increasing the number and/or amount of charges for work not covered by media commissions were the main steps taken in this direction.

Four Groups ▪ The agency respondents were divided into four groups: 39 A agencies, with billings of over $1 million; 20 B agencies, $500,000 to $1 million; 34 C agencies, $250,000 to $500,000; 27 D agencies, billings of less than $250,000. Overall, 44% of the agencies reported substantial billings increases during 1962, but the B and C groups both showed more than half of their members with substantial increases, compared to 44.4% for the D agencies and 38.4% for the A group. About a third (32.4%) reported slight increases: 41.0% of the A group, 35.0% for the B agencies, 24.3% for the C's and 25.9% for the D's.

Less than an eighth (11.8%) of the agencies reported static billings last year: A-18%, B-10%, C-15.1% and D-3.8%. The same overall percent had decreased billings: A-2.6%, B-none, C-9.1%, D-25.9%, a clear indication that the agencies with the lowest billings are having the hardest time keeping what they have.

Acquisitions of new accounts, frequently by merger with other agencies, and client growth were major reasons reported for substantial billings increases. The same, plus "working like hell," applied to slight billings increases. Static or declining billings were blamed on poor business conditions in general, the loss of important accounts in particular.

Answers to questions about billings practices show that almost all the agencies (92.6%) charge service fees in addition to the 15% commission. 23.0% making these charges on all accounts and 65.0% on some accounts, with 4.6% levying extra fees only on accounts with billings under stipulated amounts, ranging from $18,000 to $300,000. Roughly one-third of the agencies (32.9%) credit commissions against service fees; the others do not. More than half of the agencies (56.9%) said they operate on flat monthly retainers instead of service charges for some accounts.

Client Reaction ▪ Questions regarding client attitude toward charges in addition to the media commissions elicited the information that the vast majority of advertisers take these charges with a fair or excellent attitude, but that old clients are more apt to accept them grudgingly than new clients (14.2% to 9.1%). Client attitudes toward monthly retainers follow the same

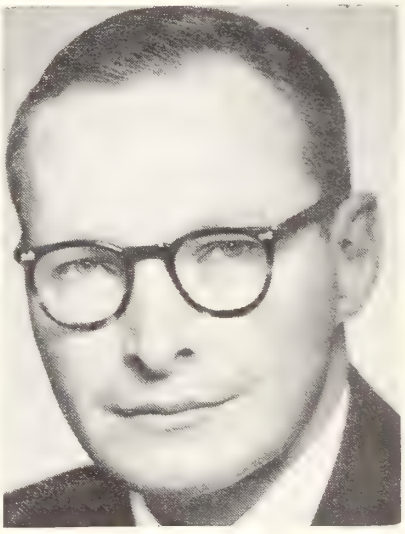
At agencies, life begins long before 40

The advertising agency business is one of the few that a young man can hope to own, head or become a major stockholder of within a relatively short time. But it's also one of the most difficult to get into.

This advice was offered last week by John Crichton, president of the American Association of Advertising Agencies, in accepting an award as "marketing man of the year" by the Student Marketing Society of the Drexel Institute of Technology, Philadelphia.

Mr. Crichton said the present heads of more than 20% of AAAA member agencies were under 40 years of age when they first became principal owner or head, and that in about 10% of AAAA agencies they are still under 40. A study a few years ago, he said, found that the median age of 1,300 major executives in AAAA agencies was 44. Yet, he noted, agencies hire only about 1,000 people a year directly from college—fewer than some individual companies, such as General Electric or IBM.

Stressing the need for its practitioners to believe in advertising, he



4-A's Crichton
A new twist to the Alger story

cautioned the students not to go into it "if you don't believe that it performs a valuable function in our economy, that it benefits the consumer and manufacturer alike, that it is useful and beneficial to the society in which we not only work but live."



This here Valley is Heaven on Earth!

HAVE you ever been to Fargo, on business or to hunt them squawk-voiced pheasants?

If you haven't, you've no idea about how rich we live. The Encyclopaedia Britannica says that the Red River Valley, with its deep, alluvial soil, is one of the richest areas *anywhere*. Look up "Red River Valley" and see for yourself.

That's doubtless why WDAY Radio is one of the nation's most fabulous producers for radio advertisers — often outranking big clear-channel stations. If you've never heard the full story from PGW, you ain't hardly never heard nothing yet. Get it!

WDAY

5000 WATTS • 970 KILOCYCLES • NBC

FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC., *Exclusive National Representatives*

pattern, with more established clients (16.7%) taking them grudgingly than new clients (13.3%).

Expenditures for new business by respondent agencies during 1962 ranged from nothing to more than $75,000, with 88.8% reporting less than $10,000 spent to get new accounts (58.8% spent less than $5,000). Three-fourths (77.8%) said they plan to spend more on new business activities this year.

Among a number of questions dealing with agency management and personnel relations was this one: "How do you prevent (or try to prevent) an account executive from walking out with an account under his arm?" High salary, salary plus percentage and stock interest were the most frequent answers, with employment contracts, bonuses, having each account serviced by a group and building an agency "team" spirit also reported. High salary is the major method used by A, B and C agencies; stock interest or salary-plus-percentage by the D group. More than two-thirds of the agencies (69.3%) reported having incentive plans to hold employes, but a sixth of these (16.1%) said they do not feel that their plans are serving their purpose. Profit sharing (50.2%) and salary increases (78.8%) were the most mentioned form of incentive plan. Increased vacations and stock options are used by a smaller number (25.2% and 14.3% respectively), with only 7.2% reporting trust funds and only 4.1% pensions.

N.Y. gets new warning of possible admen move

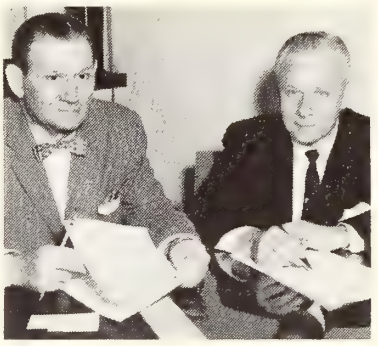
New York advertising agencies Friday (May 17) amplified their threat to consider leaving the city if a proposed 5% occupancy on commercial property rentals is enacted by the New York City Council (AT DEADLINE, May 13).

In a report presented to the city council by John Mason, staff executive of the American Association of Advertising Agencies, on behalf of the AAAA's New York council, it was stated that addition of the 5% occupancy tax to a rental fee already described as "premium," would make "the price of remaining in New York . . . prohibitive.

"Agencies will have no other choice than to move their operations, or as many of them as possible, outside the city," said Mr. Mason.

Stating that New York agencies' rental fees were on an average 12% higher than non-New York agencies, Mr. Mason said that the 102 New York agencies paid "well over $20 million a year" in rental fees. Rent, he said, was the second largest expense of the agencies (payroll was first), and according to 1961 figures—the last year complete figures were available—rent "was more than twice the total of these agencies' net profits."

Reiterating a statement more publicly a week ago by AAAA New York Council Chairman William Holden that agencies "are located here for convenience only, and not of necessity," Mr. Mason said most agencies have plants and offices located elsewhere, and that "as far as most of the advertisers are concerned, their agencies can be satisfactorily located in areas outside New York City limits."



WQAD-TV picks its rep

WQAD-TV Moline, Ill., not yet on the air, will be sold as a "quad city" station when it signs on next August (Davenport, Iowa, Rock Island-Moline-East Moline, Ill.). Named as national representative is H-R Television, New York. Signing the representation agreement above are Frank P. Schreiber (l), president of Moline Television Corp. (permittee of WQAD-TV) and Dwight S. Reed, executive vice president of H-R Television. WQAD-TV will be an ABC-TV affiliate.

Alberto-Culver shuffles agency assignments

Alberto-Culver Co., Melrose Park, Ill., is introducing three new products which will receive heavy TV advertising support similar to the firm's already established brands, it was learned last week. Alberto-Culver's annual TV budget now exceeds $30 million.

A new aerosol bandage product, Safe Guard, has been assigned to BBDO, Chicago. Another, a new Derma Fresh skin lotion, will be handled by Compton Advertising, Chicago, while a new VO5 shampoo concentrate will be handled by BBDO until July 1 when J. Walter Thompson Co., Chicago, will take it over.

Alberto-Culver also has reassigned two of its established products to the Thompson agency effective July 1. Alberto VO5 shampoo will move to JWT from BBDO and Command concentrated hair dressing will move to JWT from Compton. Both BBDO and Compton continue with other Alberto-Culver products as does JWT.

VO5 shampoo will represent about $6 million in TV billings this year and the Command product over $2 million. Alberto-Culver has spent virtually all of its consumer advertising money in TV but it has a test of radio under consideration (CLOSED CIRCUIT, March 18). The radio details are still being worked out and await the proper product and copy situation.

Clients can benefit from firm convictions

"The time has come for agency and commercial producers to show stories and characters that they like and not what they collectively think the client will OK," Bill Melendez, producer-director at Playhouse Pictures, said Thursday (May 16) in a talk to the Affiliated Advertising Agencies Network convention at the Ambassador Hotel, Los Angeles. "If we are firmer in our convictions, more confident that our taste is correct as to what makes a good commercial, our clients will get more for their money and we a greater satisfaction out of our job."

The animation production executive, winner of many awards for commercials for Ford (the "Shaggy Dog" and "Only the Commercial") and other clients, told the agency executives that in dealing with agency producers nothing frustrates him more than to be told "Oh boy, that is a funny spot, but we couldn't possibly show that to our client." This continual "seeking to second-guess this awesome spector we refer to as 'the client' leads only to bad picture-making and bad advertising," he said.

"Every good commercial that has ever been made was the result of 100% cooperation between agency and producer, cooperation that started at the inception of the commercial," Mr. Melendez asserted. "In the interest of recapturing old enthusiasm and achieving a better film product, it behooves me to encourage you, our agency client, to pick our brains and our creative ability more than you have in the past. It costs no more and in the long run you will get a better animated commercial. We must again get involved in your selling problem and you must once more accept some of our solutions."

UA TV sells Wolper specials

A substantial regional buy of a syndicated program was announced last week by United Artists Television. The buy calls for one-half sponsorship in 25 markets of six one-hour specials to be pro-


volume 7...from Seven Arts...coming June 7

TV is big with candy manufacturers

More than 90% of total media expenditures by the 10 leading confections advertisers went into television in 1962.

The candy and chewing gum makers upped their TV share to 91.6% from 85.6% in 1961, according to the Television Bureau of Advertising.

Gross time billings for the ten firms last year rose to $39,965,669 from $29,853,966 in the previous year. While the TV total for the companies increased, outdoor, magazine and newspaper advertising each showed a drop from the previous year.

Wm. Wrigley Jr. Co. again ranked as top spender in television among the 10 firms. New to the leading confectioner advertisers last year were Frito-Lay Inc., American Chicle Division of Warner-Lambert Pharmaceutical and Cracker Jack Co.

1962
CANDY AND CHEWING GUM
TOP TEN ADVERTISERS
GROSS TIME AND SPACE BILLINGS

	Total Television	Outdoor	Magazines	Newspapers	Total	% TV
Wm. Wrigley Jr.	$15,289,928	.....	$931,688	.....	$16,221,616	94.3
Beech-Nut Life Savers	5,195,411	.....	291,620	$31,792	5,518,823	94.1
Warner-Lambert (American Chicle)	4,388,081	.....	64,421	.....	4,452,502	98.6
Food Manufacturers	3,797,021	.....	.....	62,360	3,859,381	98.4
Frito-Lay	3,588,702	$137,165	27,381	231,641	3,984,889	90.1
Peter Paul	2,438,350	.....	.....	.....	2,438,350	100.0
National Dairy Products	2,254,702	.....	37,240	634,567	2,926,509	77.0
Sweets Co. of America	1,422,380	.....	.....	.....	1,422,380	100.0
Cracker Jack	940,522	.....	.....	28,902	969,424	97.0
Mars	650,572	1,042,081	95,000	59,402	1,847,055	35.2
Total top ten	39,965,669	1,179,246	1,447,350	1,048,664	43,640,929	91.6

Sources: Television: TvB-Rorabaugh and LNA-BAR
Newspapers: Bureau of Advertising
Magazines: Leading National Advertisers
Outdoor: Outdoor Advertising, Inc.

1961

	Television	Newspapers	Magazines	Outdoor	Total	% TV
Wm. Wrigley Jr.	$11,117,550	.....	$750,315	.....	$11,867,865	93.7
Beech-Nut Life Savers	4,682,493	$215,262	540,995	.....	5,438,750	86.1
American Chicle Co.*	4,637,123	.....	.....	.....	4,637,123	100.0
Food Manufacturers	3,348,461	.....	.....	.....	3,348,461	100.0
Sweets Co. of America	2,058,553	.....	.....	.....	2,058,553	100.0
Peter Paul	1,991,230	.....	.....	.....	1,991,230	100.0
Mars	861,470	.....	7,975	$1,198,629	2,068,074	41.7
New England Confectionery	599,480	.....	171,481	.....	770,961	77.8
National Dairy Products	557,606	1,159,506	220,500	.....	1,937,612	28.8
E. J. Brach & Sons	.....	411,095	347,306	....	758,401	0.0
Total top ten	29,853,966	1,785,863	2,038,572	1,198,629	34,877,030	85.6

Sources: Television: TvB-Rorabaugh and LNA-BAR Magazines: Leading National Advertisers
Newspapers: Bureau of Advertising Outdoor: Outdoor Advertising, Inc.
*Acquired by Warner-Lambert Pharmaceutical, 1962.

duced for UA TV by David Wolper.

The specials are documentary programs, depicting various events in recent history (BROADCASTING, May 13). Liberty Mutual through BBDO, Boston, has bought 23 of the top 50 markets, according to M. J. (Bud) Rifkin, executive vice president of UA TV. Stations scheduled to carry the specials include WPIX(TV) New York; WSB-TV Atlanta; WBAL-TV Baltimore; WFAA-TV Dallas; WITI(TV) Milwaukee; WCCO-TV Minneapolis; WNHC-TV New Haven, Conn.; WTVT(TV) Tampa, Fla.; KTRK-TV Houston, and WOKR-TV Rochester, N. Y.

Agency appointments...

▪ Caron Corp., New York, has named Young & Rubicam, that city, as advertising agency for its Parfums Caron of Paris. Albert Frank-Guenther Law formerly handled account.

▪ Brown & Williamson Tobacco Corp., Louisville, Ky., has named Zimmer-McClaskey-Lewis there to handle its expanded "tobacco harvest" institutional-educational program aimed at tobacco farmers in the flue-cured and burley tobacco belts. The firm is using radio spots on special *Tobacco Talk* five-minute programs on more than 25 stations for 13-week cycles.

▪ Party-Tyme Products Inc., 220 Fifth Avenue, New York, has appointed Frank B. Sawdon Inc., that city, for its food and beverage line. Party-Tyme, a new firm, has an initial advertising budget of $250,000.

▪ Warner Brothers Records Inc. has appointed Gordon, Weiss & Arbusto Inc., New York. Former agency was Fletcher Richards, Calkins & Holden.

▪ Combe Chemical Co., White Plains, N. Y., has appointed Street & Finney Inc., New York, as agency for Lanacane, effective July 1.

▪ Virgin Islands has named Richard K. Manoff Inc., New York, as advertising agency for tourism, industrial development and rums, effective July 1.

Rep appointments...

▪ WKMI Kalamazoo, Mich.: Venard, Torbet & McConnell Inc., New York, as national representative. Appointment effective June 1.

▪ KBLA Burbank, Calif.: H-R Representatives Inc., New York, as national representative.

▪ WDDY Gloucester, Va.: Gene Bolles Co., New York, as national representative.

Webster gives recipe for good radio spots

The formula for a good radio commercial is "an idea, plus words and music, plus sound," Maurie Webster, vice president of CBS Radio Spot Sales, told the Hollywood Ad Club at its luncheon meeting last Monday (May 13). "The only trouble," he added, "is that too often the first item, an idea, is overlooked. The advertiser, or the agency, says: 'We're going to use radio; let's get a jingle,' without stopping to consider what it is they want to say. The words and music may be adequate; usually they are, but they don't convey any idea that would motivate a customer."

Mr. Webster, with the assistance of a tape recorder, demonstrated some of the radio commercials that he feels are "truly creative." One was an American Airlines spot using the sounds of a Hollywood sound stage, kids at Disneyland and the surf breaking on the Southern California coast, combined with a few well-chosen words to encourage listeners to fly to Los Angeles via an American Airlines jet.

Another was a new Volkswagen spot, employing the voices of people telling how they can use this small car to

RKO NOW PRESENTS IN DETROIT

The Symbol of TV Excellence

THEATRE NINE



A proven TV film concept that set rating records in New York and Los Angeles

THE FINEST PICTURES ON TELEVISION TODAY!

EVERY TUESDAY 7:30-9:30 p.m.

1 MINUTE AVAILS IN PRIME TIME

CKLW-TV 9

Write or contact
RKO GENERAL BROADCASTING
NATIONAL SALES

RKO GENERAL

ESSEX BROADCASTERS INC., GUARDIAN BLDG., DETROIT 26

WINDSOR, SERVING THE WINDSOR AND DETROIT AREA

transport a large load of washing, a bass fiddle and other large loads, believably and effectively. "People will talk freely and sincerely into a microphone," Mr. Webster commented, "which for some reason they won't before a camera."

He also reproduced segments of five seconds or less from a number of radio commercials to demonstrate how, even in this brief time, a message can be delivered, an image implanted. The segments included: "Hey, Culligan Man," "Where there's life, there's Bud," "Avon calling," "Winston tastes good like a cigarette should" and "Wow! It sure doesn't taste like tomato juice!"

In contrast, Mr. Webster reproduced a singing jingle aired in 1934 and a testimonial used in 1936. "The golden days are a little better in our memories than they really were," he said.

Mr. Webster also spoke at the San Francisco Ad Club on Wednesday (May 15) and is scheduled to address the Denver Ad Club next Thursday (May 23). And he gave a series of seminars, two of one hour and two of two hours, for small groups of Los Angeles advertising executives on radio today and the best way to buy it and to use it, alone or as part of a general media mix. These seminars, which he had previously given in the East and Midwest, will be repeated this week in San Francisco.

Culligan commercials take top AAAN prize

HARRAH'S CLUB WINS 2D PLACES AND 3 OTHER AWARDS

The "Hey, Culligan Man," commercials won for Culligan Inc. (water softener) and its agency, Alex T. Franz, Chicago, two gold awards from the Affiliated Advertising Agencies Network as the best radio and TV commercials of any length among the 806 entries in the AAAN competition. Awards were presented Friday (May 17) at the banquet of the group's convention, held May 12-18 at the Ambassador in Los Angeles, with Hixon & Jorgensen, Los Angeles, as host agency.

Harrah's Club of Reno and its agency, Hoefer, Dieterich & Brown, San Francisco, won five AAAN awards, two gold ones for the best radio and TV spots of 60 seconds or longer; two silver awards as runner-up to Culligan in the "any length" categories for both broadcast media, and a merit award in the radio 20-second to 30-second spot class. The Yellow Cab Co. of Los Angeles and its agency, Barnes, Chase Advertising, San Diego, won the gold award in that category. The silver award went to Tuttle Cheese Co., another Hoefer, Dieterich & Brown client.

Green Springs Dairy and Emery Advertising, Baltimore, won a gold award for the best TV 20-second spot and a merit award for the minute-or-longer radio class. Kenner Products (toys) and Leonard M. Sive & Associates, Cincinnati, were given the gold award for the best 60-second TV spot and the silver award in the over 60-second class. Frito-Lay (potato chips) and Arthur Towell Agency, Madison, Wis., received the silver award in the 20-second TV class; Spring Air (mattresses) and Alex T. Franz, the silver award in the 60-second TV category.

Jenings & Thompson Advertising, Phoenix, Ariz., collected three merit awards for Arizona Public Service commercials (TV any length, TV 20-second, radio any length) and one for the Phoenix Chamber of Commerce radio spot of one minute or more. Other merit awards went to China Doll (rice), through Howard Barney & Co., Mobile, Ala. (TV 20-second); Sam McDaniel & Sons (Bunker Hill canned meats), through Cargill, Wilson & Acree, Charlotte, N. C. (TV 60-second); New Mill Noodle Co., through Alex T. Franz (radio any length).

Also in advertising . . .

Efficiency move ▪ U. S. Tele-Service Corp., New York, kinescope and photo script producer, with a library of over 82,000 commercials, has announced formation of sales service department to facilitate the firm's operation. Heading the new department is Robert J. Melisano.

Y&R awards ▪ The Young & Rubicam Foundation has named 11 high school seniors to receive awards for 1963, it was announced last week by George Gribbin, chairman of Y&R. Six students will receive four-year college scholarships and five others $500 each to defray expenses for this coming school year. The foundation was formed in 1955 and has conferred a total of 46 full scholarships and 18 special awards.

New office ▪ Andrew Corp., Chicago, has opened a new sales engineering office in Dallas with H. L. Woodbury as manager to serve the South and Southwestern states. Address: P. O. Box 30506, Dallas 30.

Improvements added ▪ Photo-Cine-Optics Inc., New York, has added a new device to its Transist-O-Sound amplifier to reduce volume control adjustments. The "volume limiter" allows an operator to open his mike controls all the way and still obtain normal level on the track. The amplifier is used by stations in daily newsfilm work.

Another needle for the newspapers

A Television Bureau of Advertising executive last week discounted the effect of the newspaper strikes in Cleveland and New York on local retail business.

TvB Executive Vice President George Huntington said, "if all you knew were the Federal Reserve retail sales figures, you couldn't tell when the newspaper strike started or when it ended."

In releasing the Federal Reserve charts, the bureau added: "the ups and downs of retail sales continued just as though nothing had happened and the end of the strike saw no real increase in what could have been pent-up retail buying."

TvB said, "Perhaps the most significant retail result was the proof that retailers must be professionally skilled in more than one medium," referring to an address by Edward Engle of the National Retail Merchants Association (BROADCASTING, April 29) that "those stores which developed techniques for using [radio and TV] prior to the strike were able to continue using them effectively during the strike."

TvB also referred to a statement by Macy's senior vice president, John Blum, who told the Sales Promotion Executives Association that it is a basic responsibility of sales promotion forces "to test out and develop effective ways of using desirable new media."

Macy's, a regular user of TV since 1959, was quoted by TvB as saying of one of its TV fashion shows, "the day after the show, the following week and for a full four weeks thereafter, our unit sales (of dresses) were up three times over the previous year's level, and dollar sales were up four times with a better product mix."

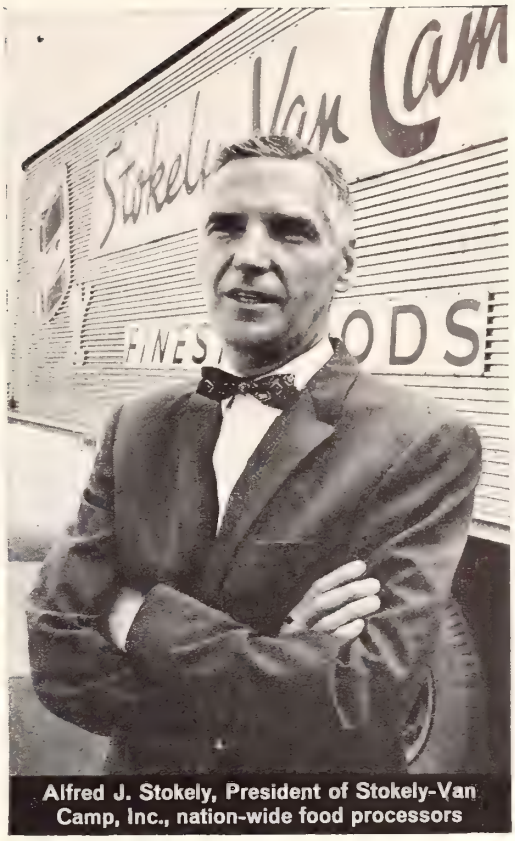
Business briefly . . .

Standard Brands Inc., through J. Walter Thompson, joins four previously-announced sponsors for this fall's extended *Huntley-Brinkley Report,* starting Sept. 9 (7-7:30 p.m. EDT). Standard Brands has purchased an alternate week sponsorship. Other sponsors of the news program are R. J. Reynolds Tobacco (through William Esty), American Home Products Corp. and American Chicle Co. (both through Ted Bates), and Aluminum Company of America (through Fuller & Smith & Ross).

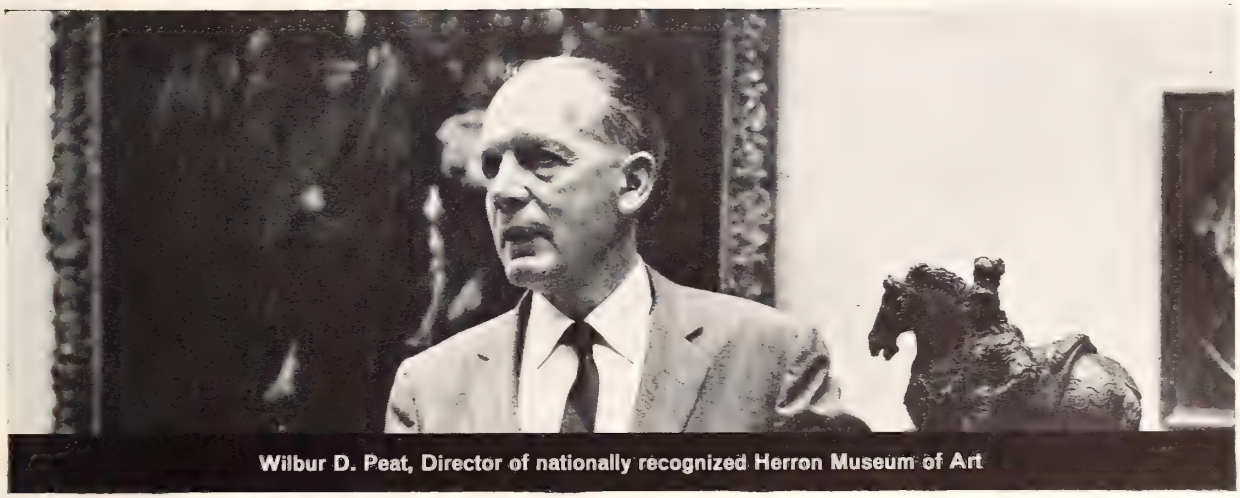
Lever Brothers, for its Pepsodent toothpaste and toothbrush products, has bought half-sponsorship for four Bing Crosby one-hour specials next fall on CBS-TV, and Pontiac Division of General Motors has been mentioned as a prime prospect to share the tab for at least the first show.



Anton "Tony" Hulman, Jr., President of the Indianapolis Motor Speedway, home of the 500 Mile Race



Alfred J. Stokely, President of Stokely-Van Camp, Inc., nation-wide food processors



Wilbur D. Peat, Director of nationally recognized Herron Museum of Art

The voices that influence Indiana's most dynamic market

In Mid-Indiana the living is good, and so is business. The vitality of this rich market is kept alive and healthy by the industrial, financial and cultural leaders of Indianapolis and its 55 surrounding counties.

To help these civic planners influence people, inform them, and excite them to productive action—The WFBM Stations lend their powerful voices to each crusade. When you want to sell an idea, a product, or service to prosperous Mid-Indiana Hoosiers use the voices of The WFBM Stations to broadcast *your* selling messages.

THE WFBM STATIONS
INDIANAPOLIS, INDIANA
TV AM FM
TIME-LIFE BROADCAST INC.
Represented Nationally by The KATZ Agency

KELLY, LUND GET TOP SRA AWARDS

Special award of honor presented to Linnea Nelson

The annual advertising awards of the Station Representatives Association were presented at a luncheon in New York last week.

The winners in the 1963 awards:

Robert Kelly, senior radio and television buyer at Lennen & Newell (on P. Lorillard and other accounts), received the Silver Nail timebuyer of the year award.

Arthur H. Lund, vice president in charge of radio and television and a member of the board of directors at Campbell-Mithun, was presented with the Gold Key award for outstanding leadership in advertising.



Mr. Lund

Lawrence C. Claypool, Kenyon & Eckhardt's media director, received the Chicago timebuyer of the year award, (BROADCASTING, May 13).

Linnea Nelson, who retired as head timebuyer at J. Walter Thompson in 1951, was presented with a special award of honor for her contributions to the "science, art and status" of the timebuyer.

Harris Speaks ▪ At the awards luncheon, Representative Oren Harris (D-Ark.), chairman of the House Special Investigations Subcommittee probing broadcast ratings, was the featured speaker (see story page 50). The awards, plaques and citations were presented by Clifford J. Barborka, chairman of the SRA's awards committee. Edward Codel of the Katz Agency and SRA's president, presided.

Mr. Kelly joined L&N in 1957 as a broadcast buyer on P. Lorillard. He had served with Cohen & Aleshire and J. D. Tarcher Inc. before that time.

Mr. Lund, who joined Campbell-Mithun as a timebuyer in 1944, is credited with supervising more than $30 million of broadcast investment by the agency and had been instrumental in bringing Arthur Godfrey, Perry Como, Bob Hope and Garry Moore to TV for his clients. He had also been associated at one time with Knox Reeves in Minneapolis and with WCCO Minneapolis.

Mr. Claypool entered advertising at Tatham-Laird in print production, then headed up account service for Procter & Gamble products and became a media manager on several key accounts. In 1960, he joined J. Walter Thompson as broadcast supervisor on Kraft Foods, Oscar Mayer and Helene Curtis accounts. Earlier this year he joined Kenyon & Eckhardt in Chicago as its media director.



Mr. Kelly

Miss Nelson joined JWT in 1927 as a typist and placed her first order for radio time (for Royal desserts) on 22 stations in 1929. She became head timebuyer for the agency in 1951. During her career, it's estimated that she placed more than $50 million worth of time for the agency's clients.

ABC Radio reports increased time sales

More than $2.5 million in new and renewed sales has already assured ABC Radio of business increases for the second and third quarters of 1963 over the corresponding periods of 1962, according to a report released by the network.

James E. Duffy, ABC executive vice president and national sales director, reported that second quarter sales—with seven selling weeks remaining—were already 21% of completed second quarter sales for 1962. Third quarter sales for 1963 were 20% ahead of completed 1962 third quarter sales. Mr. Duffy forecast that the third quarter would "be the best third quarter in recent ABC Radio history."

Booklet clarifies California sales tax

The Western States Advertising Agencies Association, in cooperation with the California Board of Equalization, has published and distributed to its members an "Analysis of the Application of the California Sales and Use Tax Laws to Advertising Agencies."

Leonard Shane, president of the Leonard Shane Agency and chairman of the WSAAA Government Relations Committee, said the analysis clarifies many points of confusion on the California sales tax regulations' application to advertising.

The man in the raincoat strikes again

Three more companies last week reported a visit of a man who claims station ownership in Los Angeles but whose "references" do not stand up under checking (BROADCASTING, May 13). Early last week, complaints were conveyed by two station representatives and a broadcast equipment firm.

The unidentified person first showed up in New York last November, preying on station reps. He reappeared several days ago. His approach centers on the "purchase" of a station in Los Angeles and his search for a new rep. His procedure is to tie up an executive for an unusual length of time (four hours at a crack), but his "loot" is light —a lunch, a cup of tea and cookies (at one rep last week) and at another company, a raincoat.

Suspicion usually grows as one of his "leads" left behind fails to materialize. The broadcast equipment firm was given a phone number to contact in Washington. When the company (which was supposed to "supply" the Los Angeles station with equipment) called the number in Washington, it obtained a White House operator. The man is described as heavily built, with curly dark brown hair, of medium height (about 5-foot 9-10 inches) and about 35-years-old.

SALES SERVICE

Sales Service is one of the reasons why a Blair representative is the best equipped salesman on the street today.

Blair Sales Service is a new concept in the representative field — a concept designed to keep our sales staff up-to-date in every respect on all Blair-represented stations.

Blair Television Sales Service is the information hub of every Blair office. It is the clearing house for all up-to-the-minute station availabilities, traffic control and programming information for each Blair-represented station.

In essence Sales Service is a connecting link between Blair stations and salesmen and agencies. Today, from coast to coast, there are 21 people on the ever-growing staff of the Blair Sales Service Department. They work side by side with each and every Blair salesman, enabling you, the Media Buyer, to note in minute detail each bit of information concerning a Blair-represented station.

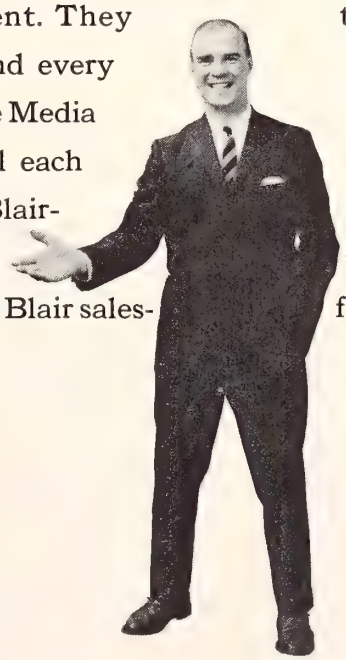
Blair's Sales Service enables a Blair salesman to put you, the Media Buyer, in the middle of a Blair-represented station. It is the next thing to being there in person when you are represented by a Blairman who is backed up by the Blair Sales Service Department.

Sales Service does the detail work, leaving the salesman free to concentrate on understanding your client's marketing objectives, and to make certain that every availability and recommendation offered by Blair in behalf of each of its stations is pin pointed to your objectives.

At Blair, Sales Service replaces "automation" with creative thinking.

Media Buyer after Media Buyer looks forward more and more to the detailed information presented by a Blairman today. Up-to-the-minute availabilities mean greater confirmation of purchase schedules, less back-tracking and re-buying.

Factually, "Blair Television Sales Service helps agencies buy better." You would expect that from Blair — for Blair sets the pace.



BLAIR TELEVISION



B

LARAMIE is the biggest noise in film syndication!!! Already in Chicago WNBQ has scheduled Laramie in the 4:30-5:30 P.M. Monday-Friday strip. KABC-TV, in Los Angeles has bought Laramie for its 5:00-6:00 P.M. Monday-Friday strip. Stations WUSN-TV, Charleston, S.C.... WEAR-TV, Mobile-Pensacola...WIO-TV, Ames, Iowa...WTVM-TV, Columbus, Ga. WTVC-TV, Chattanooga...have also signed up Laramie for the new fall season.

Laramie's 124 epic hours (60 in Color) are packed with the kind of stars, guest stars, action, excitement, production, direction and writing qualities that make it a thoroughbred audience builder—ready and rarin' to go, day or night, strip or weekly. But that's not all. Laramie's led its time period for three straight years and this year is tied for first place with a 32.1 average share (NTI Oct. '62-Mar. '63).

Look at the outstanding individual market performance! Just examine these time period leading ARB Shares for November 1962 where

ANG

Laramie was first in 74 of the 155 rated markets:

Atlanta	43.0	Grand Rapids-Kalamazoo	40.0
San Francisco	27.5	Johnstown-Altoona	61.5
Augusta	63.0	Louisville	71.0
Baton-Rouge	64.0	Kansas City	53.5
Charleston-Huntington, W. Va.	59.5	New Orleans	59.0
Greensboro-Winston Salem	68.0	Omaha	49.0
Des Moines	37.5	Dayton	44.0
Knoxville	58.5	Decatur-Springfield-Champaign	48.5
Spokane	43.5	Rochester	39.0

Laramie's realism, smooth direction, polished acting, combined with its vivid Wyoming setting, put the feel of the great outdoors across in a big outdoors way. Starring John Smith and Robert Fuller and with guest stars such as Dan Duryea, Nanette Fabray, Eddie Albert, Edmond O'Brien, Ernest Borgnine, Julie London, Clu Gulager, Thomas Mitchell, Laramie's a big gun to add to your local line-up. Stake your claim to a sure-fire market leader! Call **NBC FILMS**

RAB'S PLAN FOR BETTER RATINGS

Bunker tells hearing of $200,000 study to start in September, Harris asks Census Bureau if it can do audience measurements

The Radio Advertising Bureau last week took advantage of an opportunity to show Congress that radio's audience measurement problems are special and apart from television's.

Given first crack at offering a broadcasting group proposal for solving the ratings mess uncovered by the House Special Subcommittee on Investigations, RAB President Edmund C. Bunker told the subcommittee that the bureau intends to start a $200,000 study in September to develop an accurate and reliable system of audience measurement especially suited for radio.

Ratings services have shortchanged radio by failing to report the true size of its listening audience, Mr. Bunker testified Wednesday (May 15). The meter measurement method employed by the A. C. Nielsen Co., biggest of the ratings firms, "had served to damage radio," he said. As a result, radio "is in desperate shape for overall audience measurement."

Mr. Bunker told the subcommittee it "has done tremendously effective work in putting the inadequacies of these measurements on the record. . ."

RAB Determination ▪ Representative Oren Harris (D-Ark.), chairman, in turn commended the RAB for its determination to do something about the problems revealed by the subcommittee's 18-month investigation (BROADCASTING, Feb. 28, et seq.). But the chairman made it clear that the subcommittee is prepared to seek federal remedies if voluntary proposals are inadequate or too slow in coming.

Chairman Harris asked Census Bureau witnesses who appeared before the subcommittee on Tuesday whether their agency could provide an audience measurement service. The task was "not impossible," answered Dr. Conrad F. Taeuber, assistant director, although the bureau presently has no experience in that specialized field.

The next witness the subcommittee planned to summon was LeRoy Collins, president of the National Association of Broadcasters, who had requested an opportunity to present a proposal approved by the NAB. The subcommittee wanted to hear from the NAB first, but called on the RAB when the NAB was unprepared last week. Both broadcast groups consulted before the RAB testified (see page 48). Paul B. Comstock, NAB vice president for government relations, who observed last week's hearing, said the NAB would be ready to present its proposal this week. The association was tentatively scheduled for Thursday (May 23).

Mr. Bunker emphasized that radio's problems differ markedly from television's and should be approached separately. The "line of demarcation [between radio and TV] . . . is a chasm 20 miles wide as far as we're concerned," the RAB president said.

This is what Mr. Bunker proposed:

▪ A radio audience measurement methodology study, financed by radio broadcasters, would begin about Sept. 1 and be conducted by "a research firm which has no connection whatever with the syndicated ratings firms, and one of outstanding reputation."

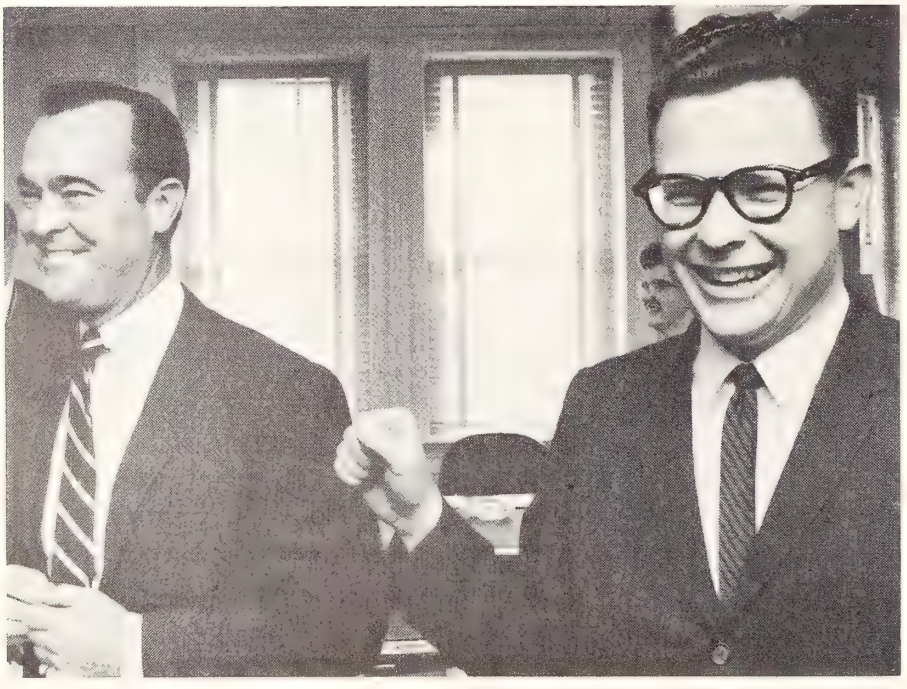
(RAB has interviewed two such firms, Mr. Bunker revealed. They are Universal Marketing Research, a division of Alfred Politz Media Research, and Audits and Surveys, Inc., both New York market research companies which have made numerous media studies, notably in the magazine field. Audits and Surveys, as its name implies, has an auditing service for national advertisers.)

▪ Determined there should be an "umpire" involved, the RAB proposes to submit the research firm's plan to the technical committee of the Advertising Research Foundation for "consultation," Mr. Bunker said. This would be a voluntary action, he noted. Outside consultants also would "check and cross-check" what the bureau does to demonstrate that "an exhaustive and soundly conceived effort is under way," Mr. Bunker said.

(Mr. Bunker revealed that the RAB had arranged for the services of Dr. Herbert Arkin, a statistical consultant who heads the business statistics department at the City College of New York who also has been the subcommittee's technical consultant.)

▪ Sample size for the study will be "far larger in a single city than some measurers have used to cover the entire nation." There will be complete disclosure and "interviewers will be under rigorous supervision," Mr. Bunker said.

"It would be conducted in at least



Two men apparently pleased with the Radio Advertising Bureau's testimony last week on Capitol Hill on its proposal for solving the ratings mess were (l-r), Edmund C. Bunker, president of the RAB, and Robert E. L. Richardson, subcommittee staff attorney who guided the questioning.

four cities if we can afford it," he said. One will be a major metropolitan area, probably one of the top three, and there would be a study in a medium-sized area, one in a very small city, and a fourth—"if possible"—in a rural area to measure rural listening.

▪ Shooting for a target date of Jan. 1, 1964, Mr. Bunker said the RAB hopes to publish its methodology study by then to make it available "as a guide to other research firms on reliable procedure."

▪ The RAB suggested—but did not endorse—"a continuing audit to see to it that rigorous standards are maintained by the measurers."

Mr. Bunker said the RAB hopes that with the completion of its study radio's audience will be established "on a valid and believable basis"; that existing firms may adopt improvements and new companies may be encouraged to enter the field and use the RAB methods, and that radio broadcasters may form a measurement service if they wish.

Subcommittee Reaction ▪ Mr. Bunker's remarks were "a very interesting statement, at least to me," Chairman Harris said, "and in many ways very encouraging." Other members of the subcommittee joined in and praised the bureau's intention to proceed immediately.

Representative Donald G. Rotzman (R-Colo.) questioned Mr. Bunker about broadcasters' motivation "to do something" and said, "I suppose the real test is how fast $200,000 can be raised."

"I can raise that money. I have $100,000 right now," Mr. Bunker replied immediately. The RAB (seeking NAB backing on the study) represents about 1,200 radio broadcasters and the four networks, he said. MBS and NBC had rejoined the bureau March 1, he added.

Noting his own pleasure that broadcasters, unlike some advertising agency executives whose comments he had read, were eager to begin ratings reforms, Chairman Harris related a story of a farmer who sold his mule to another husbandman who came back to complain that the animal failed to heed his instructions. Clubbing the beast on the head with a heavy length of timber, the first farmer showed his friend that the animal obeyed him and advised: "It's all a matter of getting his attention."

The chairman spoke in a similiar vein in a New York speech Thursday (see story page 50).

Prodded by the subcommittee, Mr. Bunker revealed his lack of faith in audience research of the Nielsen company.

It was his personal opinion, Mr. Bunker said, that the firm is the best sales company in the world and "has sold less for more than anybody I know." Nielsen research has been extremely influential in advertising agencies, he said, although he doubted it had as much acceptance today as before the subcommittee hearing began in March.

Charles P. Howze Jr., subcommittee staff director, noted that the ARF had passed on Nielsen research in a 1954 publication. Could a group which approved inadequate methods then reliably pass on methodology today? Mr. Howze asked.

Miles David, RAB administrative vice president, answered that the ARF had taken on faith that Nielsen did what its theories purported. The foundation did not check the company's data, something no one had done until the subcommittee's investigation, he pointed out.

Chairman Harris, in his first public reply to criticism by the Nielsen firm, said he thought the company's "weakness" was in its sample execution. He said he "questioned looseness of the operation down where they get their information."

Commenting on Nielsen criticism of the way the subcommittee has handled its investigation and hearing (prejudged, A. C. Nielsen, president, had said), Chairman Harris said "they would be making more headway" if the company gave more attention to developing better procedures than "going around the country making speeches."

Asked when he and the RAB had taken an interest in improved radio research, Mr. Bunker pointed out that it had been his goal for the bureau since he became acting president last fall. Just prior to assuming the RAB presidency, he told BROADCASTING that this was the bureau's primary aim (PERSPECTIVE '63, Feb. 18).

Census Sidelight ▪ The Census Bureau impressed the subcommittee with its training program for its enumerators, rigid control of its sample execution and qualification of its professional staff.

Special attention was paid to the bureau's continuing survey for the government's monthly labor statistics. To obtain its information the bureau's 560 enumerators, all part-time employes who earn between $1.84 and $2.20 an hour, attempt 40,000 interviews each month. They obtain 95% responses. The rest are vacant homes, and about 1% are refusals.

Ratings services claimed about 70% responses, but in radio the average was about 50% for some, subcommittee members noted. Unlike some ratings services, the bureau does not permit its people to use alternative households when enumerators find "not-at homes."

Assuming that neighbors are like neighbors "is a very dangerous thing," Dr. Taeuber said.

Also of interest to the subcommittee was the bureau's lack of confidence in permanent samples, which are inherent in meter measurement systems. Permanent samples place a burden on respondents, Dr. Taeuber said. They may be



Census Bureau witnesses said the agency would provide audience measurement if Congress would authorize and pay for it. Joseph Waksberg (l), mathematical statistician, and Dr. Conrad F. Taeuber, assistant director of the bureau, appeared at the subcommittee's request.

helpful for specialized purposes he added.

New problems which audience measurement might impose on the bureau, Dr. Taeuber pointed out, would be memory factors, a wide variety of responses (perhaps "more than we normally work with"), and lack of experience in the field. The idea "now sounds rather formidable," he said. But he thought the bureau could do the job if authorized by Congress.

FACTS ONLY, PLEASE

Roslow says Pulse changing cutoff point in surveys

Broadcasters were urged last week by Dr. Sydney Roslow, director of The Pulse, to stick to the facts—and to the ratings services' requirements—in publicizing their own or their competitors' ratings.

"One of the surest ways to undermine confidence in audience research is for an individual for the sake of competitive gain or advantage to claim for any piece of data one whit more significance than is inherent in it," he said in a speech prepared for delivery Friday at the Arizona State Broadcasters Association meeting.

Dr. Roslow said broadcasters for the most part abide by the conditions laid down by Pulse and by other services regarding disclosure of their data, but warned that any violations weaken audience research by undermining confidence in it.

These conditions include prohibitions against the publication of "misleading or unwarranted conclusions" based on the ratings figures, and against publication of competitors' ratings without masking the competitors' identity.

Dr. Roslow also reported that Pulse is lowering the cutoff point for reporting individual station ratings. In the past, stations with audience shares below 5% have generally been put into a "miscellaneous" group. The new cutoff, he said, is 4%. Stations that are Pulse subscribers will continue to be reported individually no matter what their share levels, as in the past.

He told the Arizona stations that experiments conducted in a Northwestern market in February showed that out-of-home listening added 17% to the in-home radio audience for the 6 a.m. to 6 p.m. period, and that a test in a Mid-Atlantic market showed out-of-home adding 37% to the in-home total during the 4-7 p.m. peak traffic period. More than one-fourth (27% of the out-of-home listening) in the latter test was not in cars, he said.

Dr. Roslow spoke on "What Is Right" about his audience-measurement service and outlined steps taken to correct what the Washington ratings hearing found or alleged to be "wrong" with it.

He went into detail on Pulse's procedures, quality controls, and continuing efforts to make improvements, at the same time re-emphasizing the need for an industry-wide "standards and auditing committee" to work with Pulse and the other services (BROADCASTING, April 22; also see page 46).

Talks continue without agreement

RAB, NAB STILL APART ON COURSE OF ACTION IN RATINGS PROBLEM

Meetings, speeches and private discussions again were the order of business last week as the broadcasting industry continued to seek a solution to the radio and TV audience measurement problems.

And again last week, the two leading entities determined to investigate ratings research failed to come to an agreement. Radio Advertising Bureau went into a Tuesday (May 14) session with the National Association of Broadcasters' research committee hoping to come out with an agreement for a joint "crash" study of radio.

RAB left the meeting with no assurance that NAB will participate financially or otherwise in the radio-only "crash" study. However, the next day RAB President Edmund C. Bunker went before the House Special Subcommittee on Investigations to reiterate the sales bureau's plans to go it alone if necessary (see page 46) in its crusade to measure radio's substantial out-of-home audience.

In addition to RAB, the NAB committee met in New York last Tuesday with representatives of three major ratings firms—A. C. Nielsen Co., The Pulse Inc. and American Research Bureau. NAB asked for commitments from the three to support and subscribe to the association's plan for a long range study of radio-TV ratings methodology, a voluntary system of unannounced audits and "standards" for the ratings firms to follow.

Pulse and ARB both agreed to write letters to the NAB promising coperation but Nielsen reportedly balked on the grounds that only a sketchy NAB plan was presented for approval with no standards or criteria that it would have to meet specified. Nielsen also refused to agree in advance to an audit, the nature of which was unknown. The firm, however, was said to have assured the NAB that it would cooperate with any reasonable audit but insisted it could not in effect sign a "blank check" in advance.

RAB Shut Out ▪ RAB presented an 11-page plan to the NAB committee and asked for immediate announcement of a joint "All-Radio Methodology Study." NAB did not say no but it did not say yes, and a spokesman said an answer to RAB probably will not be forthcoming before the NAB board meetings beginning June 24 in Washington.

The radio bureau has estimated that its study, limited strictly to radio and not concerned wth comparative ratings of competing stations, will cost $200,000 and will have men in the field by Sept. 1, with or without the NAB. RAB, in turn, has asked the NAB for $75,000 toward the study and plans to put up a like amount, with the rest to come from outside sources. Token financial support be asked from advertising agencies, primarily as an indication that they will endorse the results.

The NAB, in effect, has turned its back on the RAB for the time being. "We now are concentrating on the appearance before the House investigators" by President LeRoy Collins, an NAB official said last week. "The RAB has been left for later consideration and discussion," he said.

NAB has agreed informally with RAB on the advisability of separate radio and TV ratings methodology studies but some NAB negotiators have reservations about the advisability of a "crash" program as envisaged by RAB (which hopes to publish its findings by the first of the year). Ben Strouse, WWDC-AM-FM Washington and chairman of the NAB radio board, said he believes the two organizations can coordinate their activities and thereby save their common station members money.

NAB, he said, is sympathetic to the need for speed in researching radio measurement techniques. "It is important to find out if there is a way to measure radio's full audience," Mr. Strouse said.

The disagreement among the NAB negotiators comes forth over whether the desired results can be accomplished with a crash study such as the RAB advocates. The NAB is being much more cautious and talks in terms of a two or three-year study, it was re-



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The Most Trusted Name in Radio

Some gizmos for instantaneous ratings

The current re-evaluation of audience ratings methods has brought to the fore a dream of broadcasters: a simple, push-button method of instantaneous measurement.

One such system, an 11-year-old invention by a Swiss inventor, uses a telemetering circuit to report the number of sets tuned to a station. It can also be adapted to permit listeners to "vote" whether they like or dislike the program or the commercial, or to answer questions.

The inventor is Dr. Herbert S. Polin. His telemetering invention (U. S. Patent No. 2,587,213) is based on a simple concept:

Each receiver is built with a relay-type device which closes upon receiving a special tone signal from a broadcast transmitter. This imposes a buildup in the load on the electrical power lines. The added load is registered on meters at power substations, indicating the number of receivers tuned to the station transmitting the interrogation signal. The same principal can be used with telephone lines, it is pointed out.

CBS's IAMS ▪ A somewhat similar idea, using entirely over-the-air circuits, was proposed about 10 years ago by CBS's Dr. Peter Goldmark. Called Instantaneous Audience Measuring System (IAMS), the system would register viewers' tuning minute-by-minute and permit the monitor to plot a curve of the entire viewing pattern of a program.

CBS never did anything with the idea, feeling that it was something the entire industry should endorse and cooperatively use. This never occurred.

The nearest thing to it is American Research Bureau's Arbitron, which uses telephone lines to continuously register a sample viewing pattern.

ported. What, the RAB was asked, would happen if a speed radio study is approved and methodology adopted as a result is later shown to be inaccurate? "Then we are back where we started," an NAB negotiator said.

Radio Plan ▪ The RAB's "Plan for a Cooperative Effort to Improve Measurement of Radio" pointed out that in only one area did the three primary RAB objectives duplicate the three principal NAB objectives. Both want to improve radio research methodology —NAB long-range and RAB immediately. NAB's other objectives are (1) to establish minimum criteria for audience measurement services and (2) an independent, NAB supervised audit of these services. RAB feels that criteria will result from its study only as an unintended byproduct of its field research and it has "no plans for an audit" although it subscribed to this NAB objective.

RAB pointed out that both organizations have worked long and hard to develop solutions, "each traveling its own separate path. RAB now suggests that we join forces." Logically, RAB said, a study of radio methodology should come under RAB's direction because it is the industry's liason with agencies and advertisers. "But this job is so big and so important to radio's future, it justifies a combined effort," the bureau told the NAB research committee, President Collins and key NAB staff executives.

The Bunker organization then presented this three-part proposal to NAB: "(1) NAB would set up and lead the way in creation of an audit of existing TV and radio measurement services. RAB would participate as a member of the audit body's committee. (2) NAB would lead the way in establishing minimum criteria for the TV and radio audience measurement services. (3) RAB and NAB will combine forces to conduct a radio methodology study. The study would be co-directed and co-financed by NAB and RAB under a heading such as: All-Radio Methodology Study (ARMS)."

The work RAB has done to date will help speed ARMS, the bureau pointed out, with NAB having every opportunity to add additional concepts. NAB also was given the option to participate administratively immediately and to decide later on a financial contribution. NAB was invited to negotiate with RAB on all of its plans except one—the need for speed.

NAB Encouraged ▪ The NAB conferences with the rating services were described as "encouraging." Committee sources said they were confident that plans could be developed with the raters that would "have some teeth" and be acceptable to the services and users of ratings.

The NAB still plans to seek the use of a "seal of good practice" to which the measurement firms will be asked to subscribe voluntarily.

Dr. Sydney Roslow, director of The Pulse, said Thursday that he already has sent a letter to Governor Collins promising cooperation with the NAB. RAB Director James Seiler said that he planned a similar letter before the end of the week.

"I am in accord with the NAB objectives, which are in line with what I called for in my Oregon talk," Dr. Roslow said. (Last month before the Portland, Ore., Advertising Club, Dr. Roslow called for the formation of an industry-wide "standards and auditing committee" to work with audience measurement services [BROADCASTING, April 22]. He again stressed the need for such a group in a speech last Friday before the Arizona Broadcasters Association [see page 48].)

Mr. Seiler said that NAB's plans as presented are "incomplete but a start in the right direction. We would go along with the proposal completely." He expressed a hope to the association, however, that advertisers and agencies be asked to participate in the study. (NAB said that they have not been contacted in this regard and that there are no plans to seek their active participation.)

NAB proposed to the rating services immediate auditing of their entire operations; extensive research of their methodology for suggested improvements and a code of ethics, with seal, to which the services would subscribe.

Representing Nielsen in the meeting with NAB were President A. C. Nielsen Jr. and Henry A. Rahmel, executive vice president and general manager.

DON'T IGNORE FACTS, HARRIS WARNS

Tells SRA that 'golden chains' have to be broken

The congressman heading the investigation of broadcast ratings said last week that broadcasters cannot afford "to brush lightly aside" the disclosures made by the House Special Subcommittee on Investigations.

Broadcast licensees who have allowed themselves to become slaves to ratings are obligated by their responsibility to the public to break the shackles which enslave them, said Representative Oren Harris (D-Ark.), subcommittee chairman. The reason broadcasters have not done this so far, Representative Harris said he suspected, "lies in the fact that the chains that bind . . . are chains of gold, and that all too many broadcasters think that the link is more comfortable than freedom would be.

"The regulatory hold on broadcasters of the Federal Communications Commission pales by comparison . . .," he said.

Speaking to the Station Representatives Association annual awards luncheon in New York Thursday (May 16), the congressman told the reps he would address them with frankness and candor "because of your association with broadcasting and the possible influence

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New FCC chairman's view on ratings

Commissioner E. William Henry says broadcasters have followed ratings "like lambs to the slaughter." But he adds the commission doesn't think the solution is regulation of the rating services by the FCC.

The commission, he said, believes the industry should have a chance to solve the problems revealed by the congressional ratings investigation.

Commissioner Henry disclosed those commission views at a news conference called after the White House announced President Kennedy's intention to designate him as successor to FCC Chairman Newton N. Minow (see story page 27).

Commissioner Henry said the commission is considering the position it will take when it appears before the House Special Subcommittee on Investigations. No date for the appearance has been set. But the commission is expected to be called after the National Association of Broadcasters, which will probably be heard this week.

The subcommittee, under the chairmanship of Representative Oren Harris (D-Ark.), has already heard the views of the Federal Trade Commission.

Although the FCC hasn't completed work on the statement it will make—several policy questions, reportedly, remain to be settled—Commissioner Henry said the commission has reached "some agreement" on what to include.

"Basically," he said, "we're concerned about the reliance broadcasters have placed on what proved to be inaccurate ratings.

"Because of the emphasis placed on ratings, broadcasters have followed them like lambs to the slaughter."

He said that broadcasters should be concerned with determining the needs of their communities. And ratings services, he said, are not able to provide that information.

you may have with individual stations," he said.

"The life and death of programs, the economic fortune of producers and performers, and even the existence of *your* clients, [emphasis Harris's] the licensees, have often depended on the capricious use [of ratings]," he said.

"I do not believe that the subcommittee can be justly accused of carping or 'nit-picking,'" the chairman continued. "Nor is the subcommittee impressed by the repeated statements of cornered witnesses that 'we make mistakes like everybody else does.' This is so, particularly in view of an admission by one rating service of 'vital weaknesses' [BROADCASTING, April 1] and by the comment by another that the results of his surveys amounted to nothing better than a 'calculated guess.'"

Shows Concern ▪ Thus Representative Harris again showed his deep concern that influential elements of the broadcasting business appear to believe the ratings furor will blow over. A day before his New York speech he criticized the A. C. Nielsen Co. by name for the first time in public (see page 46). Other members of his subcommittee are on record in favor of inviting some of the nonbelievers, notably advertising agency executives, to testify in Washington (BROADCASTING, May 6).

Representative Harris said the refusal of some services to mention the call letters of all stations in a market is a "serious problem" which "can have disastrous competitive consequences for a station not listed." The FCC and the Federal Trade Commission "might well take a close look at this situation," he said.

On misuse of ratings, Representative Harris said, "For the broadcaster as a businessman, ratings appear to answer the question of how much the traffic will bear.

"The listeners and viewers, finally, were treated by the ratings as just so many sheep. The ratings were not used to establish how many different needs broadcasters should be called upon to meet in the public interest. They were used to justify the dropping of as many

GOVERNMENT

FCC acts to impose commercial limits

WITH THREE DISSENTS, IT PROPOSES TO ADOPT NAB CODES

The FCC last week officially proposed to include the NAB radio and television code time standards in its own rules. A proposed rule-making proceeding absorbing the code time limits, with certain changes, was announced May 17 (BROADCASTING, May 13).

The commission's action invites comments by July 1 on the proposals.

And last week NAB President LeRoy Collins took an important step on behalf of the association, which has consistently opposed FCC adoption of its own voluntary code provisions. Governor Collins asked the 50 top advertising agencies to cooperate with broadcasters in supporting the NAB radio and TV codes' time standards (see story page 54).

In its announcement the FCC said bluntly it is "greatly concerned" with the problem of excessive commercialization and it asked those interested to supply analytic material and counter proposals, hoping to draw as broad a cross-section of comments and proposals as possible. Industry organizations and members of the public are mentioned in the invitation with the explanation such comments have been most helpful in the past and should do a similar service in this proceeding.

Commissioners Hyde, Bartley and Ford dissented, the first two issuing strong statements. Mr. Hyde called the plan to regulate commercial time inconsistent with Commission policies. He cited the Sanders decision of the U. S. Supreme Court which held the law does not give the FCC supervision of programs or the licensee's business.

Mr. Bartley called it "an irritating act of futility." He said some stations are more listenable than others because of production expertise; the action would be an improper delegation of FCC power; it could lower commercial time standards and preclude improvement.

Always Concerned ▪ The commission's notice recalled that the FCC and the predecessor Federal Radio Commission "have consistently been concerned with the practices of licensees with respect to the broadcast of commercial continuity or announcements."

Conceding that advertising is the only source of revenue for most broadcast stations, the FCC cautioned they must be operated in the public interest rather than mainly for advertisers.

Then it said, "Therefore, while without advertising broadcasting would not exist, with excessive advertising broadcasting is not in the public interest."

The FCC said its own case-by-case

programs as possible which failed to secure a maximum audience."

Returning to his worry that the ratings problem may be sloughed over, the congressman concluded with this thought: "I have great misgivings, however, that some seem to feel that nothing more is needed than to get back to the same old business routine only with more accurate and reliable ratings. The proper discharge of obligations requires a sense of responsibility to the listening and viewing public."

'Sample-Matic' to start in Oklahoma City

A method of checking answers in telephone surveys of radio audiences has been developed by Earle Fletcher, vice president and general manager of KXOL-AM-FM Fort Worth.

Mr. Fletcher's method, dubbed the "Sample-Matic," calls for the telephone questioner, after determination if the respondent is listening to the radio, to ask for a description of the program to which the listener is tuned. The caller then turns on a radio receiver to the station mentioned by the listener, who hears over the phone whether the program is the same as the one on his set. Each station is tried until one matches the program on the listener's receiver.

Mr. Fletcher, who said that he was working on the "Sample-Matic" long before the recent congressional investigation of ratings, plans to test his method in the Oklahoma City area.

SINDLINGER TO RATE LOCAL RADIO

Will have minimum sample of 2,000 per market

The Albert E. Sindlinger Co., a marketing research firm which has been providing national radio audience measurement for ABC Radio since September 1962, announced today (Monday) it is preparing to offer local radio measurements for 89 markets.

At the same time Albert E. Sindlinger, president, welcomed the Radio Advertising Bureau "or any other group" to use all its basic data plus information relating to the design of the company's questionnaire.

Mr. Sindlinger promised full support of the methodology study which the RAB said last week it would begin by Sept. 1 (see page 46).

The expansion into local radio research (CLOSED CIRCUIT, May 6), will be limited "to those markets in which we have already been collecting radio data over a long period of time in order that any figure we publish will be based upon minimum standard sample size of 2,000 complete interviews per report for radio," Mr. Sindlinger said.

Two thousand is the minimum sample Mr. Sindlinger recommended to a House subcommittee investigating ratings when he testified in March (AT DEADLINE, March 18). That minimum also was supported by the subcommittee's statistical consultant, Dr. Herbert Arkin.

Mr. Sindlinger said the first five markets in which his company would begin local reports are New York, Los Angeles, Chicago, Philadelphia and Detroit, as requested by the Campbell-Ewald Co., Detroit advertising agency, the research company's first client for its national radio reports.

"Next week we will list the status of the sample size for each individual market report where immediate reports can be published with over 2,000 completed interviews for each report, and for those markets when the sample size will reach over 2,000," he said.

The Sindlinger reports will break down the radio audience in these terms: people, by sex, for each individual 15-minute time period by station within the market and by where the person listened (at home, automobile or away from home). Reports will be issued on a Monday-Friday basis with separate reports for Saturday and Sunday, Mr. Sindlinger said.

His firm favors research which is open to inspection and which can be checked, Mr. Sindlinger said. Not expecting broadcasters "to accept our internal research as the critieria for judging the accuracy of our sampling methods," pending completion of the RAB study, all local radio market reports will include all automobile and intermedia data to provide a "checkable relationship," Mr. Sindlinger said.

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treatment of the advertising time limits problem has not been satisfactory, citing a large number of applications for broadcast authorization which presented serious problems of over-commercialization. It coupled with this the comment that commission files "are replete with substantial complaints from the public regarding the number of commercial announcements broadcast by some stations, the frequency and manner of program interruptions for the broadcast of commercial announcements, and the length of some commercial announcements."

Then it noted that NAB's self-regulation efforts "which, obviously, would be preferable to any action by this commission—have not met with success." It reminded that only 38% of all radio and 70% of TV stations subscribe to the codes, also explaining that NAB, by itself, "lacks effective sanctions to prevent abuses."

Advantages ▪ Adoption of FCC's own time limits, it was stated, may have several advantages: "For, in addition to permitting an overall treatment of the problem, not available in case-by-case consideration, the rules adopted would have the added advantages of being definite, of providing guidance to licensees and of applying equally to all competitors in a given market."

The notice recognized there is a wide range of reasonableness in commercial practices but it felt "the advantages of a definite rule outweigh this consideration and adoption of specific rules would not, necessarily foreclose the flexibility inherent in case-by-case treatment nor preclude us from amending our standards to accommodate changes in the broadcast field (as NAB has done)."

NAB's time limits, FCC stressed, "are the culmination of many years of extensive consideration and experience." They represent the broadcast industry's own conclusion as to minimum broadcast standards, it added, and are particularly suited for serious commission study.

However, the FCC emphasized it is by no means inflexible as to the most desirable answer to this problem.

The need for separate provisions govering different classes of stations was pointed out, with comments invited on problems of AM, FM and TV and the possible need of waiver treatment.

As to specific provisions, the commission said the proposed radio provisions conform to the NAB radio code (see text page 54).

No Distinction ▪ But in the case of television, it noted, "no distinction is drawn between sponsored programs and

Limitation opposed

Any federal regulation of the amount of commercial material carried on broadcast stations was opposed May 11 by the Kansas Association of Radio Broadcasters. KARB contended stations following a policy of over-commercialization will suffer because of the listener's right of free choice and pointed to the voluntary standards adopted by the NAB.

Collins asks agency help on codes

An appeal was made last week by the chief executive of the National Association of Broadcasters to the 50 top advertising agencies for cooperation "at every opportunity" with the NAB radio and TV codes of good practice.

President LeRoy Collins told the presidents of the agencies that it is to the mutual self-interest of advertising and broadcasting "to prove to the skeptics and cynics that self-regulation actually *does* work." His appeal was made in letters to all 50 agencies.

Governor Collins pointed to the FCC's move to incorporate into its rules the NAB commercial time standards (see page 52) as the "latest example" of the gradual erosion of broadcasting freedoms. "I don't think either broadcasters or advertisers have yet grasped the full significance of this development," he said. "It may, indeed, be later than we think."

Both advertisers and broadcasters stand to lose if the FCC adopts this proposal, he said. He pointed out that NAB monitors will check the programing of all 406 TV code subscribers during 1963 and 60% of the radio station subscribers. Therefore, he said, "those who claim that we will not or do not enforce the code simply do not have the facts."

Moreover, Governor Collins stressed, the NAB is making "steady progress in reshaping the codes to reflect the broadcaster's integrity more realistically. Through these means, we seek to decrease the pressure of government's concern with the conduct and quality of broadcast advertising."

He urged the nation's top agencies to "encourage cooperation with the codes and code stations at every opportunity. More than ever before, your people and our people must stand together to protect our mutual progress."

Also last week, the NAB announced that it has signed a contract with a Chicago-based firm for outside monitoring of radio and TV code subscribers. The agreement was made with Air Check Services, which is reported to have tape monitoring facilities in more than 400 cities in all 50 states. Richard Drost is president of Air Check Services and approximately 50% of the firm's employes are physically handicapped.

programs with participating announcements; instead separate standards are applied to "prime time" programs (usually between 6-11 p.m.) and programs during all other hours. During prime time, the maximum amount of time that may be devoted to commercial continuity or announcements is 8 minutes per hour. In addition, 2 minutes and 20 seconds are allowed for station breaks, which may include commercial announcements. During all other hours, 12 minutes an hour, plus station break time, may be devoted to commercial continuity or announcements."

FCC said the TV code distinction between prime time and other hours also applies to nonprogram material and it added the TV code provides no more than three announcements may be broadcast consecutively during hours outside prime time.

The commission added:

"Finally, it is to be noted that neither the radio nor the television code treats with (a) length of individual commercial announcements; (b) the number of times programs may be interrupted for the broadcast of commercial continuity or announcements (either in terms of the length or nature of the program interrupted); (c) the amount of program time that must elapse between interruptions for the broadcast of commercial continuity or announcements (again, either in terms of the length or nature of the program interrupted); and (d) the maximum amount of broadcast time that may be consumed by an interruption of a program for the broadcast of commercial continuity or announcements."

The commission proposes to amend Part 3 of the rules as follows:

"New §§ 3.123, 3.298, and 3.669 are added, as follows:

"§ 3.123 Advertising (AM) and 3.298 (FM):

"(a) No station shall broadcast advertising material by any single sponsor, regardless of the type of program, in excess of the time in the following table: *Provided, however,* that the time standards allowable to a single advertiser do not affect the established practice of allowance of station breaks between programs.

Program time	*Commercial time*
For 5-min. programs	1 min. 30 sec.
For 10-min. programs	2 min. 10 sec.
For 15-min. programs	3 min.
For 25-min. programs	4 min.
For 30-min. programs	4 min. 15 sec.
For 45-min. programs	5 min. 45 sec.
For 60-min. programs	7 min.

"(b) The time to be used for adver-



tising in announcement or participating type programs is not to exceed a maximum of an average of 14 minutes an hour computed on a weekly basis, 18 minutes in any single hour, or 5 minutes in any 15-minute segment. For the purpose of determining advertising limitations, such program types as "classified," "swap shop," "shopping guides," and "farm auction" shall be regarded as containing 1½ minutes of advertising for each 5-minute segment.

"§ 3.669 Advertising (TV):

"(a) Within prime time, which is defined as a continuous period of not less than 3 hours of each broadcast day within the station's highest rate-time periods, commercial material for both individually sponsored and participation programs within any 30-minute period may not exceed 4 minutes, plus total station break time, in the aggregate of 70 seconds. Commercial material in prime time includes billboards, public service announcements, promotional announcements for other programs, as well as commercial copy. Station breaks in prime time shall consist of not more than two announcements plus noncommercial copy such as station identification or public service announcements. Total station break time in a 30-minute period may not exceed 1 minute 10 seconds.

"(b) Within all hours other than prime time, commercial material for both individually sponsored and participation programs within any 30-minute time period may not exceed 6 minutes plus station break time. Commercial material for all other than prime time shall not exceed this ratio, except that individual programs of 5 minutes duration may include commercial material not in excess of 1 minute 15 seconds, and individual programs of 10 minutes duration may include commercial material not in excess of 2 minutes 10 seconds. Not more than three announcements shall be scheduled consecutively. Commercial material within nonprime time does not include public service announcements, promotional announcements for other programs, and opening and closing "billboards" which give program or sponsor identification. Station breaks in nonprime time shall consist of not more than two announcements plus the conventionally sponsored 10-second station identification.

"(c)For the purpose of computing commercial time, reasonable and limited identification of prizes and statements of donor's name (within formats wherein the presentation of contest awards or prizes is a necessary and integral part of program content) shall not be included as commercial time. However, any aural or visual presentation concerning the product or its donor, over and beyond such identification and statement, shall be included."

"They've been talking about us."



"Big talk!"

GallenKamp depends on big talk. It has more than fifty shoe stores in the Bay Area, a market that stretches 75 miles, north to south. For this long reach, GallenKamp puts more than half of its advertising dollars into radio. And in radio, KSFO carries the chain's only 52-week effort in the market. In fact, three out of every four radio dollars go to KSFO. Why? Because in GallenKamp's opinion, KSFO adds up to a "cash register rating service that can't be beat." Let KSFO talk big about your product. It's the best way to make yourself heard in the big Bay Area.

THE WORLD'S GREATEST RADIO STATION
—particularly in San Francisco **KSFO**

Golden West Broadcasters CWB KMPC Los Angeles / KEX Portland / KVI Seattle-Tacoma
REPRESENTED BY AM RADIO SALES

PLANNED PARENTHOOD FOR RADIO

FCC's proposed rulemaking would end AM freeze, break some AM-FM duopolies, limit FM duplication of AM programs to 50%

The FCC came up May 15 with its birth-control plan for aural broadcasting despite some serious doubts by three commissioners.

A series of proposals covering future development of AM and FM radio was announced May 16. The details follow an advance description published in the May 13 issue of BROADCASTING.

In essence the proposed changes would revise the rules governing AM station assignments and look toward eventual integration of AM and FM.

Comments on the plan are invited by July 17. Final action would end the AM freeze imposed a year ago (BROADCASTING, May 14, 1962).

Voicing concern over the proposed rulemaking for AM and FM were Commissioners Robert T. Bartley, Frederick W. Ford and Rosel H. Hyde. Mr. Bartley and Mr. Hyde dissented; Mr. Ford issued a concurring statement expressing misgivings over important phases of the proposal. Separate Bartley-Ford comments opposed inclusion of FM in the aural proposals. Approving the notice were Chairman Newton N. Minow and Commissioners Robert E. Lee, Kenneth A. Cox and E. William Henry.

Adoption of the FM table of assignments now before the commission would break up some AM-FM duopolies and ban duplication of more than 50% of AM service in cities over 100,000 in which there are no more FM assignments available.

FCC's Goals ▪ The commission announced these goals: to bring service to places now lacking adequate AM programing; to provide for later new communities and to protect service areas of existing AM stations from encroachments of new substandard assignments.

These goals would be attained by applying a ban on signal overlap in future assignments of daytime AM stations; refusing to accept an application unless it met certain defined contour criteria; providing a first or second primary, daytime aural service to at least 25% of the area within the proposed normally protected service contour, and not permitting the total number of AM stations in a particular city, town or other community to exceed a maximum permissible number of AM assignments. This maximum number of AM assignments would vary in communities over 10,000 depending on the number of FM assignments.

The FCC made clear it would not accept applications proposing new nighttime operation (except class II-A) unless it is shown the station would not raise the service limitation of any other station and would provide a first primary AM service to at least 25% of the area within the proposed interference-free service contour and would, in addition, meet the city service requirements of the FCC's rules.

Hyde's Dissent ▪ Commissioner Hyde's dissent said the current freeze is one "in which the commission in effect abandons its discretion to consider applications on a public interest basis and at the same time presumes to apply rigid rules on a national basis regardless of particular situations.

"The commission ignores the contributions and recommendations submitted at its Jan. 7 conference with industry representatives and professional groups. For example, the NAB made clear its opposition to any proposals which arbitrarily limit the number of stations in any given market and opposed any action tending to remove broadcasting from the field of competition. In addition NAB recommended more careful examination of applicants."

An FM booster for more than two decades, Commissioner Bartley explained his partial dissent this way: "I want an FM-only receiver to be able to get anything that's on AM—plus. People should not have to switch to AM to get program material they desire. FM should be all-inclusive and better than AM.

"I feel that if the FM portion of the proposal were dropped, it would practically eliminate numerical listing of stations by communities. And I'm opposed to 50% maximum duplication because some FM operators may cut back operating hours, especially in daytime. I would not want stations to take off FM some of the news and nationwide network services, thus forcing the listener to switch back to AM."

Ford's Comments ▪ Commissioner Ford, in stressing the need for fast action to end the AM freeze, felt any further delay in opening the proceeding to public comment would be unfortunate. He concurred with the issuance of the notice of proposed rulemaking but voiced "grave doubts as to whether some of the proposals advanced will accomplish their intended purpose."

The go-no-go system and table of maximum assignments deprive the commission of flexibility, he said, reducing the element of judgment in individual cases. It may make the job of improving distribution of stations "more difficult rather than less," he said.

Like Commissioner Bartley he felt consideration of FM problems is an

The proposed quotas for AM-FM

A list of quotas governing the FCC's grants of new stations in markets, by size of population, is provided in the FCC's notice of proposed rulemaking issued May 16. (Details were in the May 13 BROADCASTING.)

The quotas would constitute basic changes in rules governing AM station assignments and anticipate eventual integration of AM-FM service. In most markets the AM quotas would be reduced if FM assignments are provided in the FM allocations expected later in the year.

Here is the list of quotas:

10,000 population or under, 2 AM's.

10,001 to 25,000: 3 AM's (maximum reduced by one if one or more FM's are assigned.)

25,001 to 50,000: 4 AM's (maximum reduced by 1 if 1 FM assignment is provided; reduced by 2 if 2 or more FM's are assigned).

50,001-75,000: 5 AM's (maximum reduced by 1 if 1 FM assignment is provided; reduced by 2 if 2 or more FM's are assigned).

75,001-100,000: 6 AM's (maximum reduced by 1 if 1 FM assignment is provided; reduced by 2 if 2 FM's are assigned; reduced by 3 if 3 or more FM's are assigned).

Over 100,000: 7 AM's (maximum reduced by 1 if 1 FM assignment is provided; reduced by 2 if 2 FM's are assigned; reduced by 3 if 3 or more FM's are assigned). The commission noted this limit wouldn't apply to all cities of over 100,000. Where engineering considerations would permit new station. A waiver of rules would be considered on case-by-case basis, it said. The applicant would have to show the market was underserved compared with average similar city.

Magnuson acts as TV tutor for incumbent Democrats

Television will figure more prominently than ever in the Democratic party's Senate election campaign plans for next year, according to Senator Warren G. Magnuson (D-Wash.), chairman of the party's Senatorial Campaign Committee.

TV accounted for 30-40% of the spending in these campaigns last year. The outlook is for an even larger TV share in 1964, committee sources say.

Meeting privately last week with some of his party colleagues who will be up for re-election next year, Senator Magnuson showed them some TV techniques which may freshen and enliven campaign programing. The use of television in a campaign is "pretty much a personal thing," he said, but the campaign committee is prepared to provide professional advice for candidates who seek it.

The committee is seeking $350,000 to allocate among next year's Senate candidates. But in addition to the money it distributes, the committee can utilize the Senate recording studios, which give incumbents an opportunity to use conveniently-located facilities at very low cost. (Republicans also use them.)

Incumbent senators of whom the Democrats will have 25 eligible for re-election next year, face special equal-time problems. If they declare their candidacy too early, those who record TV and radio programs for use by stations in their states may lose free exposure because of equal-time provisions of the Communications Act.

On that point, Senator Magnuson assured his colleagues that "the rules are going to be the same" in 1964. The Senate Commerce Committee, of which he is chairman, has before it legislation requested by the Kennedy administration which would set up in 1964 the same political broadcasting ground rules that prevailed in 1960 when equal time requirements were waived in the presidential and vice presidential races.



Senator Magnuson

(Hopes by some broadcasters that the equal time provisions would be amended or replaced [BROADCASTING, March 11] apparently have failed to obtain the senator's sympathy. Nor has his committee yet held a hearing on the subject. The House Commerce Committee is considering similar administration-backed legislation, but had not approved it as of last week.)

At last week's private breakfast, about a third of the 25 Democratic incumbents who'll be up for re-election in 1964 were shown a front-view projection device similar to those employed on many TV news programs. This permits candidates to talk directly to their audience while simultaneously illustrating what they're discussing with visual aids.

Also demonstrated was an example of a campaign documentary film, one featured in Senator Frank Church's (D-Idaho) successful re-election campaign last November.

Senator Magnuson plans to meet with other incumbent Democrats at private breakfast sessions later this week.

The campaign committee "is not going Madison Avenue," explained Alwyn F. Matthews, director of the campaign committee and former promotion director of WTVJ(TV) Miami. "We're more interested in updating our techniques." To do this the committee will employ experienced media people, especially those with television backgrounds, Mr. Matthews said. Hopefully, some of the expertise may be offered on a volunteer basis, he added.

unnecessary complication. "The matters raised do not bear directly on AM allocations," he said, "and should be considered separately after our contemplated en banc hearing on the non-technical aspects of aural broadcasting, if that proceeding discloses such consideration is warranted."

Commissioner Ford hoped those filing comments opposing the present proposal "will submit alternatives which substantially meet the commission's objectives without rejecting the underlying principles which have governed standard broadcast assignments for more than 20 years."

The Big Goal ▪ "Our ultimate goal, of course," the FCC stated in its public notice, "is to achieve a system in which all, or nearly all, of the programing broadcast by AM and FM stations in the same community is separate."

Having stated this objective, the commission said that at the present time it wants "to make a start toward this ultimate goal in the larger cities where vacant FM channels are no longer available and in which there are the most FM receivers."

Here the size of cities is discussed in some detail. Taking cities over 100,000 population which have no unassigned FM channels, each FM station must devote "no more than 50% of its average broadcast week to programs duplicated from any AM station in the same local area."

In other words, duplication by FM of more than 50% of an AM station's programs (in the same city) would be banned.

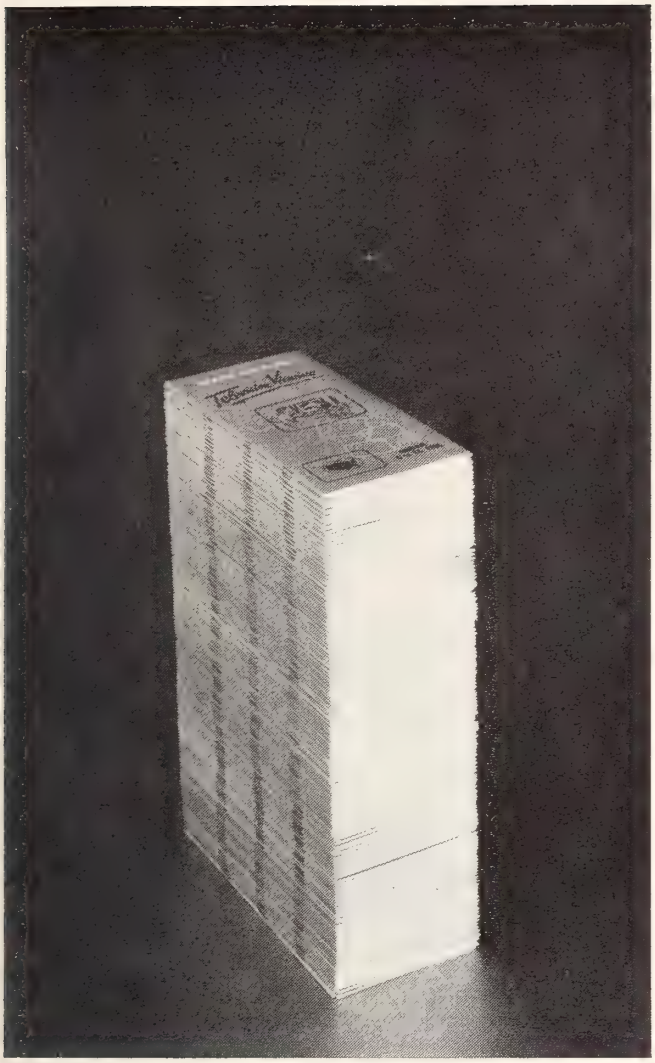
This proposal involves the commission in a basic question—should the basis be cities or standard metropolitan statistical areas? It asks comments on the matter (should the 50% duplication limit apply to cities or metropolitan areas as defined in the census?). The FCC explained, "To apply the rule (FM duplication) in this manner (by markets) would recognize the large number of AM-FM operations in communities adjacent to large cities or straddling a large city and a nearby suburb." Stations would be given a year to meet the 50% limitation.

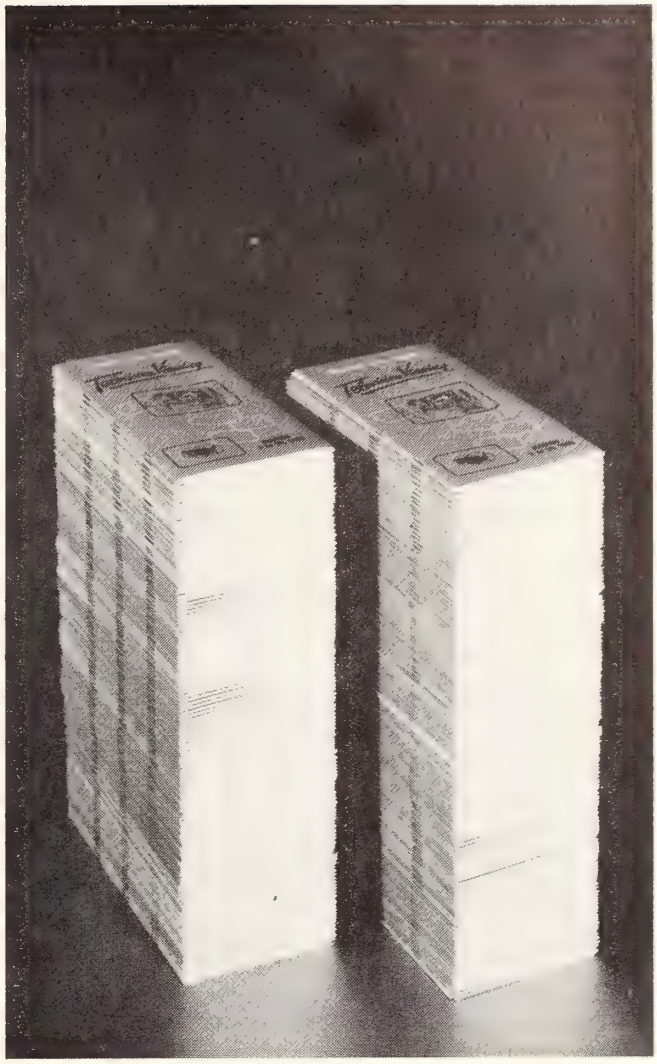
No Effect Here ▪ FM stations located in cities under 100,000 would not be affected by the proposed rules nor would stations in cities over 100,000 that still have vacant FM channels.

As to effectiveness of the 50% rule, the commission said it would go into operation in cities over 100,000 "one year from the time a grant was made for the last vacant FM channel assigned to that city. An exact definition of what will be regarded as program duplication would be spelled out in the final rule . . ."

Noting the growing demand for FM

What can one company do to improve audience measurement?





DOUBLE THE SAMPLE!

Recognizing the needs of the industry we serve has been a long and well-established policy of the American Research Bureau. Never in recent television history has there been such a concerted desire from both inside and outside the industry for additional and substantial improvements to television audience measurement techniques.

In response to this demand, ARB will increase its sample placement to effect a doubling of returned and tabulated diaries for every ARB local market and TV National Report effective September 1963. This is an area in which we can act now in an effort to provide a genuine increase in accuracy and stability. Plans are now underway to increase and train the required staff to handle these additional 160,000 diaries each year . . . and handle them with the same high professional standards that have exemplified ARB research.

This is by no means a climax. Rather, it is another item for the long list of other crucial improvements in audience measurement which ARB has made over the years. There will be more.

AMERICAN RESEARCH BUREAU

DIVISION OF C-E-I-R INC.

frequencies, the commission voiced its belief that AM-FM duplication policies should be changed gradually. Most independent FM stations don't make a profit, it said, but voiced the belief "the prospects of profitable independent FM operation may be improved if these stations are not forced to compete for advertising revenues with AM-FM duplicators giving away FM advertising free with AM time sales."

The commission majority doubted if duplicating AM-FM stations really lead to the sale of many FM sets for home or auto, with certain local exceptions. It added, "These factors, combined with our great concern over the frequency wastage represented by program duplication in areas where no more vacant FM channels remain, have caused us to reach the tentative conclusion that total AM-FM duplication is no longer a force acting to promote FM but is, to the contrary, a practice which, in many areas, will retard the growth of an efficient and viable service."

Duopoly ▪ Recognizing the ties between common ownership (duopoly) and AM-FM duplication, the FCC said that when FM becomes independently programed and economically stable, "the same policy that bars ownership of two AM stations or two FM stations in the same community should apply to AM-FM common ownership.

"The commission believes that separating ownership of AM and FM stations in the same community is a necessary long-range goal." But the commission said it does not feel FM's present development permits a general AM-FM separation process at this time. It noted there are still many small markets in which establishment of an FM station can be undertaken successfully only by an existing AM operator.

Another point made by the FCC is that competing FM applications filed at renewal time against dual AM-FM operators in the largest markets can be anticipated, working toward the long-range goal of independent FM operation.

"In these situations," the commission said, "some dual AM-FM operators may well be vulnerable as against competing renewal applications, particularly if the existing licensee has been presenting the bare minimum of nonduplicated programing and has otherwise indicated that he regards his FM obligations as secondary to those in the AM field."

These new proposals are only part of the FCC's ultimate radio package, it was stated. In addition to these basic proposals, the FCC said it plans further rulemaking notices dealing with financial qualifications of applicants; rules dealing with city signal requirements, dual-city identification and studio locaton; and, finally, proposals to require additional engineering data when renewal applications are filed.

The separation of basic and more routine proposals is designed to end the current AM freeze as quickly as possible, with new rules determining the basic allocation policy for the future.

More comments on pre-sunrise proposal

The Association on Broadcasting Standards Inc. last week opposed a request by the Daytime Broadcasters Association that the FCC dismiss, or withhold action, on requests that pre-sunrise operations be stopped.

The petition by DBA was made along with its comments opposing the commission's proposed rules governing pre-sunrise operations by daytime only stations (BROADCASTING, May 6). At that time DBA said that the pre-sunrise proposal, which was designed for daytime only operations, would cause severe damage to daytimers, both economically and operationally.

ABS said last week that "In essence, DBA asks for unwarranted, extraordinary pre-sunrise rights for daytime stations and the total abridgement of the rights of fulltime stations" under the existing rules. ABS argued that fulltime stations would lose their right to appeal interference from the early hour

Lee 'urges' regents to get channels on air

Permittees of UHF channels who are "squatting" on their assignments received an admonition from Federal Communications Commissioner Robert E. Lee last week to get their stations on the air or get out of the way for others. Commissioner Lee aimed the warning specifically at the New York board of regents which was granted a 10-station UHF educational network 10 years ago and has only two stations now operating. He said "commercial interests could get these if they (the regents) don't get moving."

Commissioner Lee, who is chairman of the government-industry Committee for the Full Development of All Channel Broadcasting, made the remarks at a news conference preceding an open clinic held by the committee to promote UHF TV.

The commissioner also disagreed with a proposed blanket allocation of channel 37 to radio astronomers who are currently asking for exclusive use of that channel (BROADCASTING, April 29). He noted that the military and other groups also have legitimate needs for channels previously allocated to commercial use and that compliance with one such request could be a dangerous precedent.

A gathering of 300 TV sales and service men who attended the first clinic of the full-development committee heard favorable comments on the technical proficiency of UHF broadcasting based on the FCC test conducted last year in New York City on channel 31 (BROADCASTING, Nov. 5, 1962). The Association of Maximum Service Telecasters, a group representing the interests of VHF stations, has used the same test results to show the superiority of VHF signals (BROADCASTING, Nov. 26, 1962).

Robert G. (Bud) Weston, engineering aide to Commissioner Lee, speaking at the clinic last week, said that the New York test on WUHF-TV had not been intended to simulate actual station operation, but rather had been conducted as a limited experiment. He noted that the antenna used in the test had been "designed to deliver a strong signal



FCC's Lee
Get on or get out

operation of daytimers, if the DBA petition were granted.

DBA failed to note the "chaotic" effect that its proposal would have on fulltime stations, ABS said. "The private interests of daytime stations cannot take precedence over the public interest," ABS argued. ABS urged that the FCC adopt the proposals that it set forth in its original comment. ABS then urged that a government-industry investigatory committee be organized to study pre-sunrise operation by daytimers.

Archdiocese gains ch. 38 in Boston

Boston Catholic Television Center Inc., owned by the Archdiocese of Boston, was granted a television station on channel 38 in Boston by the FCC last week.

The corporation, one of whose directors is Richard Cardinal Cushing, plans to broadcast educational programs aimed at area Catholic schools, which will acquire TV receivers for that purpose. The station will be commercial, however, and the center plans to line up local businesses for sponsorship. The FCC asked, however, that the center observe a rule for noncommercial educational stations that requires sponsorship to consist of nothing more than "a simple announcement."

into the heart of the city," and added that "we could have delivered a better signal to outlying areas with a different antenna pattern."

An introductory talk at the clinic by Commissioner Lee titled "Don't Be Half Set, Be All Set," stressed the importance of educating TV servicemen and the public in antenna orientation and dial tuning which are critical in UHF reception.

He reported that a survey of TV set sales in Washington, where WETA-TV (ch. 26, educational) went on the air last year, indicated that 50% of sets sold since that station signed on have been UHF equipped.

He also noted that the FCC currently has about 70 applications for 40 UHF facilities. The commissioner estimates that of 3,500 possible TV assignments in the U and V bands, about 2,500 represent potentially viable operations considering the country's present population pattern.

A second clinic on UHF development is planned by the all-channel committee in Chicago July 22 with possibly a third to follow in Los Angeles.

A PREDICTION THAT PROVED FALSE

It kept Philco in fight for NBC's Philadelphia channel

A Philco Corp. executive conceded last week that Ford Motor Co.'s decision allowing its new subsidiary to remain in the channel 3 Philadelphia contest was based in part on a prediction that went awry.

The executive, David B. Smith, said that he had advised Ford officials, shortly after that company acquired Philco in December 1961, that NBC would most likely give up its fight for the channel by the end of 1962.

Mr. Smith, who is a vice president of Philco Corp. as well as of Philco Broadcasting Co., testified as the Philco-NBC hearing for channel 3 was finally grinding to a close—seven months and 5,000 pages of testimony after it began. All that remains is for the presentation of rebuttal evidence.

But the end is not in sight. After Chief Hearing Examiner James Cunningham, who presided, submits his initial decision, the commission will have to rule. And that decision probably will be appealed to the courts.

Mr. Smith in earlier testimony emphasized the "poor" programing record of NBC's WRCV-TV, which occupies channel 3, as the reason Philco decided to apply for the facility in 1960.

Justice Dept. Pressure ▪ But last week, under redirect examination by his counsel, Quinn O'Connell, he said "the most important reason" was the Justice Department's consent decree under which NBC was to divest itself of WRCV-AM-TV by Dec. 31, 1962.

Under questioning by NBC's counsel, Irving Segal, Mr. Smith agreed that, shortly after Ford purchased Philco, he had predicted that the fight for channel 3 would be relatively painless.

"Didn't you tell Ford," Mr. Segal said, "that the best likelihood was that NBC would fold up and make the best possible deal and turn the station over to you on Jan. 1, 1962?"

"Yes," said Mr. Smith. The prediction was contained in a voluminous report Mr. Smith submitted to Ford officials on the status of the channel 3 application. The report—commonly referred to in the hearing as "the black book"—was one of the considerations which led Ford executives to proceed with the application.

Mr. Smith's prediction went wrong last fall when a federal court granted NBC an additional 18 months to get rid of its Philadelphia properties. NBC is seeking their renewal so it can trade them for RKO General Corp.'s WNAC-AM-TV and WRKO(FM) Boston.

Withdrawal Attempt ▪ Earlier, Mr. Smith said it was a result of this court action and the FCC's rejection of a Philco request to operate the station on an interim basis that the company entered into an agreement with NBC to seek withdrawal of Philco's application (BROADCASTING, Jan. 7).

He explained that the company was in the midst of a reorganization and that the time of key people couldn't be spared in prosecuting the application. The fight for channel 3, he said, no longer "had the same priority." A settlement of Philco's patent-rights suit against NBC also was reached at this time.

Mr. Smith said Philco resumed its fight for channel 3 after the FCC rejected the joint request (BROADCASTING, March 18) because the company felt the commission wanted Philco to remain in the case so that a choice could be made between two applicants.

Throughout his testimony he stressed that Philco regarded its application as a commitment to fight the case to a conclusion. But, in response to a question from Mr. Segal, he said he and the rest of the Philco Broadcasting board voted to approve the withdrawal agreement as being in the "public interest."

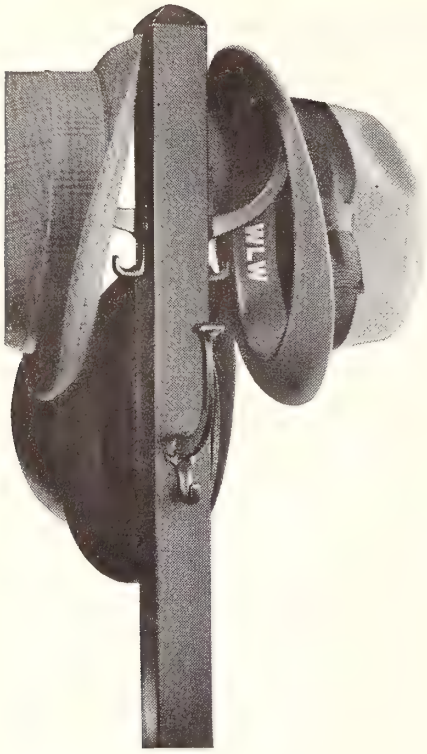
He said he had understood that the question of whether Philco should remain in the contest was being left to the FCC.

Money A Factor? ▪ But he left unresolved the question as to whether the money involved in the proposed agreement had any bearing on the decision to proceed. Under the agreement, NBC was to have reimbursed Philco up to $550,000—or any lesser amount the commission considered reasonable—for prosecuting its application.

Questioned about this part of the agreement by Broadcast Bureau attorney Ernest Nash, Mr. Smith said Philco never considered requesting its withdrawal other than on the basis of reimbursement. Asked whether Philco "is still ready" to request FCC permission to drop out of the case without payment, Mr. Smith said he wasn't authorized to speak for the company.

Besides going into the background of Philco's decisions to seek channel 3, NBC was interested in the qualifications of the men who would run the station if Philco is successful: Joseph H. Gillies, president of Philco Broadcasting Co. since 1962, and W. E. Beathard Jr., his executive assistant.

Mr. Gillies, who joined Philco in 1929, spent most of his career in production and engineering and reached the position of corporate vice president in charge of operations before that position was abolished under the Ford ownership. He is now executive assistant



can't mistake his hat...

The WLW salesman's. Because he wears only one. That of WLW Radio or Television.

The Crosley Broadcasting Corporation has its own sales force. So when you call a WLW Radio or TV salesman, you get a WLW Radio or TV salesman. A man who is a vital member of Crosley Broadcasting . . . who knows his station . . . knows his market . . . knows his facts and figures. In short, knows his stuff.

When Crosley started its own national sales organization over 20 years ago, it was a revolutionary move now widely acclaimed. Just another example of the unique leadership and spirit of the WLW Radio and TV Stations!

Crosley Color TV Network

WLW-C Television Columbus
WLW-T Television Cincinnati
WLW-D Television Dayton
WLW-I Television Indianapolis

WLW Radio—Nation's Highest Fidelity Radio Station

WLW Sales Offices—New York, Chicago, Cleveland
Tracy Moore & Assoc., Los Angeles, San Francisco
Bomar Lowrance & Assoc., Atlanta, Dallas

CROSLEY BROADCASTING CORPORATION
a subsidiary of Avco

to the president of Philco as well as head of the broadcasting company.

Under questioning by Mr. Segal, he revealed an unfamiliarity with several of Philco's proposals on programing and commercial policy, as well as with such industry terms as "triple spotting," "sponsor protection" and "back-to-back live programs."

Hired As Consultant ▪ Mr. Beathard, who was originally hired as a consultant in 1960 to help prepare Philco's application became an employe of the company in September 1961. His previous experience was with three television stations in Texas and Louisiana and as one of the organizers of Brown Telecasters Inc., a group which unsuccessfully applied for channel 12 in Beaumont, Tex.

Mr. Beathard made a survey of Philadelphia programing for Philco and assisted Mr. Smith, who at that time was in charge of the broadcasting company operation, and later assisted Mr. Gillies in preparing programing proposals.

Mr. Segal brought out that although Mr. Beathard had said earlier that the proposals were based on discussions or correspondence with community leaders, a number of them were similar to those that had been included in the application for the Beaumont channel. And Beaumont, Mr. Segal noted, is not in the top 50 markets, while Philadelphia is fourth.

Mr. Beathard said that, "fundamentally," he didn't think there was "a great deal of difference in terms of variety, in character and specifics" between the two markets.

Mr. Segal also established that the commission, in denying Brown Telecasters' application, had noted that Mr. Beathard had never had operational or executive control of a television station.

ABS offers opposing views to ceiling lift

The Association on Broadcasting Standards Inc. told the FCC last week that if the commission allows clear channel AM stations to increase power to 750 kw, "in many cases there would be severe economic impact on the class III and class II stations which must compete with class I-A [clear channel] stations." The ABS comment was supported by several comments from operators of class III and class II stations.

The Clear Channel Broadcasting Service has proposed a rulemaking to allow Class I-A stations to increase power to 750 kw, from the present 50 kw ceiling. WSM Nashville added its support several weeks ago, at which time the station made a similar request pertaining only to its own operation (BROADCASTING, May 13).

ABS said that although it's anxious to see increased radio service to the public, it doesn't believe "super power" operations will favorably meet that end. ABS said that CCBS is in fact, by its proposal, asking the commission to reconsider issues that have already been settled. ABS urged rejection of the CCBS proposal in "favor of an industry-wide, comprehensive study of all aural broadcast services."

Hearing on news guides for emergency situations

A House information subcommittee will resume its hearing next week on voluntary news guidelines for short-of-war emergency situations such as the Cuba crisis.

The Foreign Operations and Government Information Subcommittee, headed by Representative John E. Moss (D-Calif.), will go behind closed doors to hear officials of the Office of Emergency Planning, starting May 28. The office distributed a code of voluntary wartime censorship to representatives of news media earlier this month and has asked them for comments, which presumably would be considered at the information hearing (BROADCASTING, May 13).

The hearing is a continuation of an investigation begun in March (BROADCASTING, April 1).

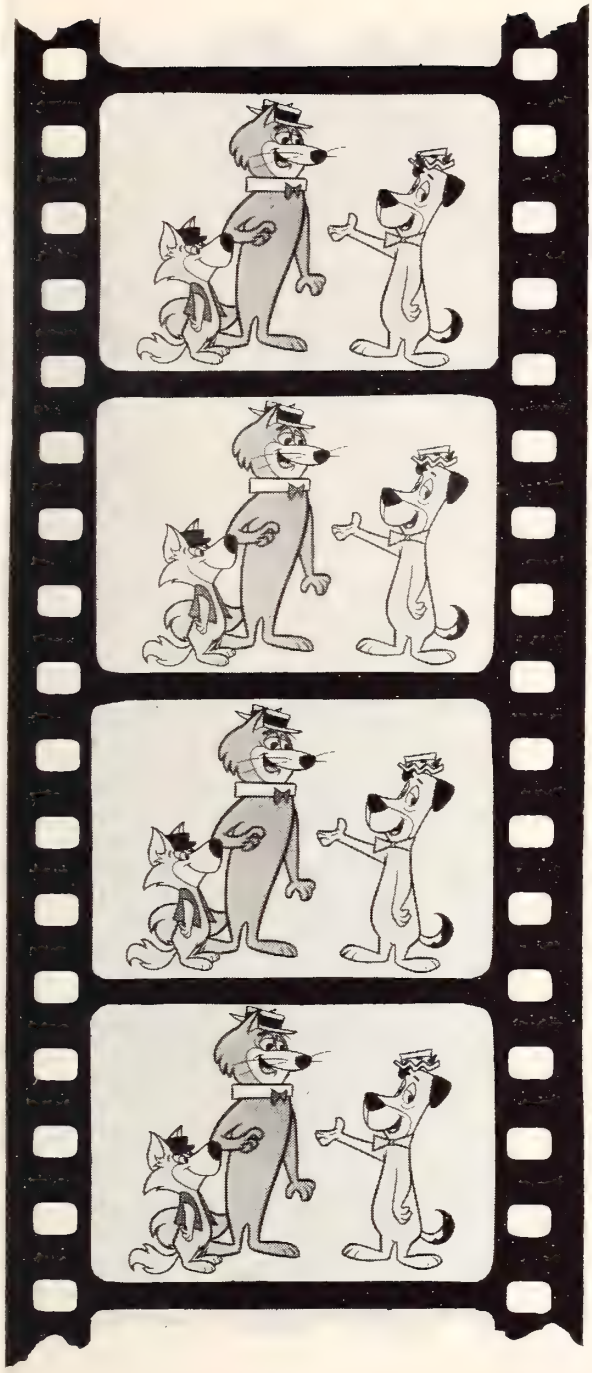
FCC hears variety of views on renewal

WMOZ Inc. and the FCC's Broadcast Bureau last week presented their differing views on an initial decision favoring nonrenewal of the license of WMOZ Mobile, Ala. The argument was held before the commission en banc.

Hearing Examiner Herbert Sharfman recommended last summer that WMOZ not have its license renewed and that the license for WPFA Pensacola, Fla., be revoked. Both stations are owned by Edward H. Estes, who was found guilty of submitting forged program logs to the FCC during the WMOZ renewal application.

WMOZ told the commissioners last week that the evidence on which Examiner Sharfman based his initial decision was circumstantial. WMOZ said that the issue is not the submission of the false logs, but rather *who* caused them to be submitted. Commissioner Frederick W. Ford asked if the logs submitted met the commission's composite week dates, to which WMOZ answered that it didn't know—but that the logs did bear the composite week dates. When asked, WMOZ admitted that five of the seven real logs for the composite week seemed to be lost.

WMOZ has based its plea to reopen the record on an affidavit by Lester Foster, which alleged a conspiracy by the OK Group (which owns WGOK Mobile) to undermine the WMOZ renewal



HUCKLEBERRY HOUND

...one of 268* syndicated TV film series which use

BMI

licensed music and were telecast locally during the past year

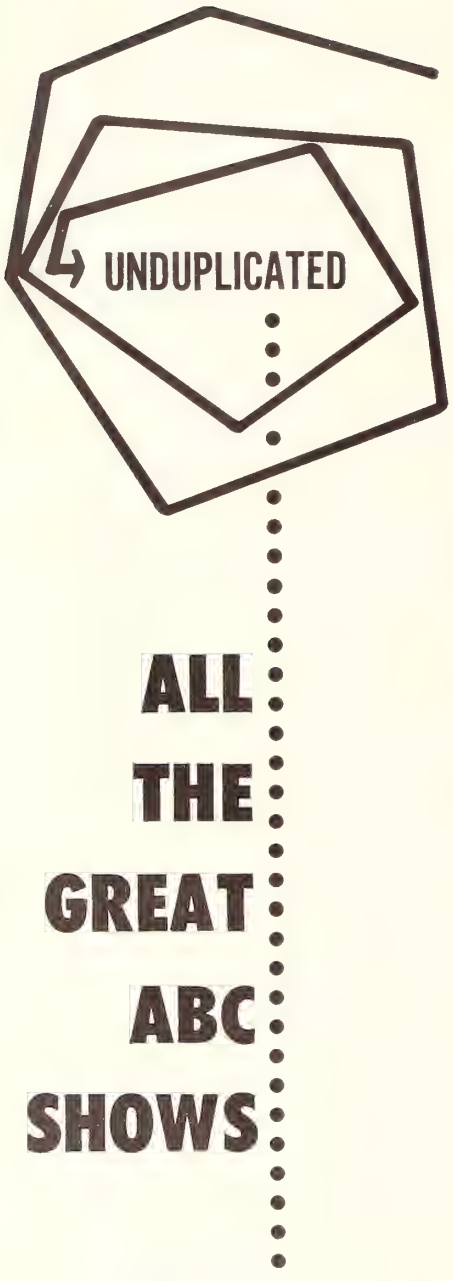
**out of a total of 390 syndicated TV film series*

BMI

BROADCAST MUSIC, INC.

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Unduplicated coverage makes WSUN your most efficient buy in the Tampa Bay market.

WSUN-TV

Tampa - St. Petersburg

application (BROADCASTING, April 29).

At last week's oral argument the Broadcast Bureau contended that the program log question is supreme. The bureau said it held to its opinion that the statement by Mr. Foster, on the alleged conspiracy, was not to be trusted (AT DEADLINE, May 6). The bureau said Mr. Estes had dictated the logs submitted to the commission, so that if Mr. Foster's affidavit is true, the bureau said, then Mr. Estes has lied during testimony. The bureau opposes reopening of the record.

Should 'Voice' shows be on U.S. stations?

MUNDT THINKS PRACTICE VIOLATES 'SPIRIT' OF THE LAW

Should American audiences in this country be allowed to hear on domestic radio stations programs produced by the U. S. Information Agency for overseas consumption?

That question has been raised by WTOP-AM-FM-TV Washington, which has editorially chided the agency for allowing educational FM stations to use news commentary and analyses, features, interviews and special programs in exchange for program material the stations provide the agency.

WTOP also has criticized the agency for permitting the Armed Forces Radio and Television Service to use USIA commentaries in broadcasts aimed at U. S. troops overseas (CLOSED CIRCUIT, April 22).

The agency has defended its role in supplying commentaries for troops and in permitting domestic stations to rebroadcast some of its programs by pointing out that:

1. All material is carefully labeled as to source.

2. It believes that the American people have a right to know what is being said for them.

3. Material which the agency receives in exchange from U. S. educational stations would have to be purchased, or might not otherwise be available.

Senator Karl E. Mundt (R-S.D.), author of the legislation which established USIA in 1948, told BROADCASTING he thought the agency had violated the spirit of the law by allowing U. S. stations to broadcast some of its programs. He did not take issue, however, with use of daily commentary programs by the armed forces.

Four educational FM stations use USIA materials in *Kaleidoscope*, a daily, 90-minute cooperative program produced jointly by WAMU-FM Washington, WUHY-FM Philadelphia, WGBH-FM Boston and WFCR(FM) Amherst, Mass. WRVR(FM) New York recently dropped *Kaleidoscope*.

George E. Geesey, WAMU-FM's general manager, said "This is the way we have of checking up on what our government is saying." Mr. Geesey commented that persons who hear the broadcasts "are really quite proud of the way they're [the Voice] doing it."

Each Voice commentary used on *Kaleidoscope* is introduced with, "This program is a public service to show what the Voice of America is saying to its overseas audience about a critical issue of the day," according to Mr. Geesey. The commentaries are tagged with similar labels.

The stations which use the Voice material provide the agency with programs they produce in exchange. These stations also are fed presidential news conferences and other special features.

WTOP commented editorially: "In our judgment, it is very undesirable to open the door even a crack to the idea that it is proper for Americans to be given an 'official' version of the news prepared by an agency whose function must include the use of propaganda. In that direction could lie news management with a vengeance."

Insofar as the materials supplied to military stations, WTOP asked, "Is not the Pentagon able to provide its own news service, utilizing all the facilities available to it, without official comment of any kind? Must the military rely on USIA to help do its job?"

The Department of Defense answered: Some of the 239 armed forces outlets, including 35 television stations, "are way out at the end of the line . . . and don't have adequate news staffs," replied John B. Broger, director of armed forces education and information, Department of Defense. Secretary Robert S. McNamara feels the "troops should get this" (commentaries from the Voice) where the individual stations can't do the professional job the department feels is needed, Mr. Broger added.

WTOP quoted Henry Loomis, Voice director, as saying, "The purpose is to try to give these troops the most correct view of our U. S. policy on any difficult issue."

Although Senator Mundt says he sees no reason why U. S. troops "shouldn't know the propaganda line," he takes issue with USIA and the educational stations. He said he probably would discuss the question with the agency when it comes before the Senate Appropriations Committee, or he might ask the Foreign Relations Committee to amend the agency's legislation to prevent the U. S. broadcast use. He is a member of both units.

Recalling the difficulties he and other

Some better than none

The FCC made a partial concession to two petitions last week and extended from May 16 to June 17 the deadline to file reply comments on a proposed amendment of the rules governing the hours of operation of AM's.

The petitions—filed by the Association on Broadcasting Standards, in conjunction with CBS and the Daytime Broadcasters Association, and by two daytimers—asked for an extension to July 15. The FCC, noting that "it appears" the deadline should be advanced, said a delay until July 15 "is both unnecessary and would unduly delay the expeditious resolution of this matter."

senators had in obtaining congressional approval of an information agency, Senator Mundt said "one of the hardest obstacles we had to overcome was fear it would be used as propaganda at home." So far, he said, "we've been able to prevent that for 15 years."

TV for Senate debates proposed by Javits, Morse

Senator Jacob K. Javits (R-N.Y.) last week introduced legislation which would open Senate floor debate to broadcast by radio and television under limitations to be set by the Senate Rules and Administration Committee. Senator Wayne Morse (D-Ore.) co-sponsored the Javits proposal.

"I believe if we try this on a limited scale at first, we will be convinced that television coverage will have a beneficial effect on the legislative function," Senator Javits said in a floor statement Tuesday (May 14).

Senate committees have had authority to permit broadcasts for several years, the senator noted (BROADCASTING, May 6). "In the past three years, legislative proceedings were opened successfully to television in at least five states," he added.

President gets ETV money bill

A $1.4 billion supplemental appropriation bill, carrying $1.5 million to begin a federal-state matching program for new educational television stations, passed both houses of Congress last week and was sent to the President for signature. This money would start the program and continue it through June 30. Other funds would be provided in the fiscal 1964 appropriation for the Department of Health, Education and Welfare, already passed by the House and now being heard in the Senate.

MA-9



Space coverage bill: over $2 million

LESS THAN GLENN COVERAGE DUE TO FEWER DELAYS

Network television and radio costs of presenting the manned space flight to U. S. viewers last week are expected to come close to $2,150,000 in combined coverage and pre-emption expenses, according to early estimates. The estimated cost, however, is subject to accounting by the networks, a process that may take several weeks.

NBC-TV and CBS-TV, which had Gulf Oil and Metropolitan Life Insurance as respective sponsors for the major portions of their space shot coverage, appeared to fare better than ABC-TV which sustained its total pre-emption cost with the exception of a "small segment" bought by Colgate-Palmolive.

The $2,150,000 figure was considerably less than the estimated $3 million expended by the networks in February 1962 to cover Lieutenant Colonel John H. Glenn's flight. Expenses at that time were compounded by the numerous and lengthy delays before the actual launching.

Specials Too ▪ The coverage last week showed a now familiar pattern with each network presenting specials on the flight as well as full coverage before and during launch and "splashdown," and numerous checks on Major Gordon Cooper's progress throughout the 22-orbit, 34-hour flight. All of the networks used flash reports superimposed over regular programing when they were not presenting actual coverage of the flight.

NBC-TV, which offered around-the-clock service, beginning with its *Today* show at 1:15 a.m., Thursday, was believed to have spent approximately $750,000 on coverage costs alone. However it was reported to be the only network which had gained rather than lost money in its pre-emptions. The estimated cost to Gulf Oil for the space package was $250,000, or about $70,000 above what the network could have expected from its regular sponsors.

The costs to CBS-TV were put at approximately $750,000. A share of this total was paid for by Metropolitan Life Insurance Co. In its space program coverage on the network. CBS-TV's pre-emption losses were expected to exceed slightly the revenue from Metropolitan's sponsorship.

ABC-TV, which was handling the combined pool feed from Cape Canaveral for all networks, was reported to be taking a loss of close to $650,000 for its presentation.

Switching Goof ▪ Communication by satellite however, missed what might have been its finest hour. A complicated plan to transmit a taped summary of Astronaut Gordon Cooper's space flight to Europe via the Relay satellite only four-and-a-half hours after his liftoff from Cape Canaveral went awry at a video tape center in New York.

Had this initial Relay attempt been successful, Europeans would have seen slow scan TV pictures transmitted from Major Cooper's capsule at about 5:30 p.m. their time. A second transmission by Relay described as "highly successful and remarkably clear" took place at 6:55 p.m. (on the satellite's next pass) which put the European viewing hour close to midnight.

The portion of the tape which originated in the "Faith 7" craft was to make the following journey: Space capsule to Cape Canaveral where it was taped; transmission over the network pool feed; taped in New York; transmission to Andover, Me.; then to Relay; Relay to Goouhilly Downs, England and then transmitted over BBC in England, ROF in France and networks in the Netherlands, Belgium, Austria, Germany, Sweden, Finland, Denmark, Norway, Switzerland, Italy, Portugal, Ireland, Hungary and Poland.

In the first attempt, the European audiences saw five minutes of the network's pool feed from Cape Canaveral (a space official describing the flight) instead of the five-minute tape which had been prepared at the New York production center. With this picture they heard an audio portion that had been carefully timed to dovetail with the five-minute tape. The mishap was attributed to "a simple switching error."

The British and French networks and reportedly a number of others, had "cleared" for immediate pick up of the Relay transmission and carried the mixed up transmission.

There were actually five trans-Atlantic transmissions to Europe. Relay was used four times, including the goof-up, Telstar was used once, in conjunction with Relay, on May 15. Reception was reported as excellent.

Restrictions Invoked ▪ Comprehensive TV coverage of Major Gordon Cooper's flight in space ran into a cen-

Film sales . . .

Laramie (NBC Films): Sold to WNBQ(TV) Chicago; KABC-TV Los Angeles; WSUN-TV Charleston, S. C.; WEAR-TV Pensacola, Fla.; KXTV(TV) Sacramento, Calif.; WOI-TV Ames, Iowa; WTVM(TV) Columbus, Ga.; WTVC(TV) Chattanooga, Tenn. and WSJV(TV) Elkhart-South Bend, Ind. Now sold in 9 markets.

Debbie Drake (Banner Films): Sold to KGO-TV San Francisco; WFMJ-TV Youngstown, Ohio; WEHT(TV) Evansville, Ind.; KLBK-TV Lubbock, Tex.; WCPO-TV Cincinnati. Now sold in 114 markets.

Jungle Girl (Banner Films): Sold to KTVT(TV) Fort Worth-Dallas and WSB-TV Atlanta. Now sold in 20 markets.

Bold Journey (Banner Films): Sold to KOAT-TV Albuquerque, N. M.; WHAS-TV Louisville, Ky. and KCTO(TV) Denver. Now sold in 91 markets.

Tarzan.. (Banner Films): Sold to WCTV(TV) Tallahassee, Fla.-Thomasville, Ga.; WJHG-TV Panama City, Fla., and WALB-TV Albany, Ga. Now sold in 141 markets.

Bus Stop (20th Century-Fox TV): Sold to KHJ-TV Los Angeles; WHIO-TV Dayton, Ohio; WFLA-TV Tampa, Fla. and KGGM-TV Albuquerque, N. M.

Follow the Sun (20th Century-Fox TV): Sold to WNHC-TV New Haven, Conn.; KHJ-TV Los Angeles and WNYS-(TV) Syracuse, N. Y.

Adventures in Paradise (20th Century-Fox TV): Sold to WTVC(TV) Chattanooga, Tenn.; WSB-TV Atlanta, and WTAR-TV Norfolk, Va. Now sold in 63 markets.

Courageous Cat, 130 episode cartoon series (Tele Features): Sold to KCOP-(TV) Los Angeles. Now in 21 markets.

The Steve Allen Show (WBC Program Sales): Sold to Trigg-Vaughn for programing on KVII(TV) Amarillo, KROD-TV El Paso and KOSA-TV Odessa, all Texas. Now sold in 38 markets.

Century I, 30 feature films (20th Century-Fox TV): Sold to KPTV(TV)

sorship problem.

A Defense Department order prevented NBC-TV cameras from covering tracking maps at the Space Detection and Tracking System Center of the North American Air Defence Command in Colorado Springs, Colo.

NBC-TV had already sent a reporting crew with equipment to Colorado Springs when it received notice Monday evening (May 13) from Arthur Sylvester, assistant secretary of defense for public affairs, that all flight data would have to come from NASA officials at Cape Canaveral.

The network reported that Pierre Salinger, President Kennedy's news secretary, had agreed with the Defense Department decision. NBC spokesmen said the network had asked the Defense Department earlier, if it could televise data recorded at the tracking station and had received a reply from the deputy assistant secretary for public affairs that his office would not object to such coverage.

The Voice of America pulled out all stops to provide foreign audiences with instantaneous coverage of the Cooper space ride. The Voice, broadcast arm of the U.S. Information Agency, claimed "the most extensive coverage . . . by any radio network" and said "it was the most extensive continuous radio coverage the Voice . . . ever gave any single event." Fifty-five transmitters using 5.673 megawatts were employed, the Voice reported.

Normal schedules in its worldwide English program were suspended so that the Voice could concentrate on its "non-stop broadcast." Reports also were offered as the Voice's 35 foreign language services signed on the air Wednesday morning.

Emphasizing the U.S. "open" policy for space activities, the USIA has been providing print, motion picture and broadcast materials about the Cooper flight for all overseas media since February, the agency reported.

Cooper turns TV cameraman in space

The first live telecast of an astronault in orbit flashed through space last week, but the resulting pictures were not too good for regular broadcasting (see picture).

Astronaut Gordon Cooper transmitted 11 telecasts from his TV camera above Cape Canaveral during his 34-hour, 22-orbit ride around the earth. The 2½-pound camera was a slow-scan vidicon (one picture every two seconds, compared with 30 per second in normal telecasting) made by Lear Siegler Inc., Anaheim, Calif. (BROADCASTING, April 1).

In addition to reception at Mercury Control at Cape Canaveral, where the pictures were video taped and fed to all networks, the telecasts were also received (but not taped) on the tracking ship near Japan and at the tracking station on the Canary Islands.

Pictures showed Major Cooper at his controls in the capsule. The astronaut also used the camera to take pictures of earth from the window in his capsule.

One reason given for the poor pictures was that there was insufficient light in the capsule.



Major Cooper, as he appeared on home TV screens.

Portland, Ore.; WBRC-TV Birmingham, Ala.; KMSP-TV Minneapolis; WDAU-TV Scranton, Pa. and KATV(TV) Little Rock, Ark. Now sold in 40 markets.

Rifleman (Four Star): Sold to WRCV-TV Philadelphia; KPTV(TV) Portland, Ore.; KOMO-TV Seattle; WNEP-TV Scranton, Pa.; WKJG-TV Fort Wayne, Ind.; WMAZ-TV Macon, Ga.; KRNT-TV Des Moines, Iowa; WRC-TV Washington; WGR-TV Buffalo; WKBN-TV Youngstown, Ohio; KPHO-TV Phoenix, Ariz.; WBNS-TV Columbus, Ohio.

Tom Ewell Show (Four Star): Sold to WBKB(TV) Chicago and KREX-TV Grand Junction, Colo.

Dick Powell Theater (Four Star): Sold to WHIO-TV Dayton, Ohio; KCOP (TV) Los Angeles; WMAZ-TV Macon, Ga.; WMAL-TV Washington; WCSC-TV Charleston, S. C.; KTBS-TV Shreveport, La.; WMAR-TV Baltimore; WBOC-TV Salisbury, Md. and KVOS-TV Bellingham, Wash. Now in 61 markets.

UAA's horror package

United Artists Associated announced last week it is offering a package of 60 feature films with science-fiction and science-horror themes for distribution to stations. Titles include "The Lost Missile," "The Flame Barrier," "Destination Moon," "Unidentified Flying Objects," "I Bury the Living," "Curse of Dracula" and "Monster That Challenged the World."

Program notes . . .

NBC-TV set for fall ▪ NBC-TV's fall schedule is complete with the acquisition of *Redigo*, a new half-hour film dramatic series starring Richard Egan, which will be carried on Tuesday, 8:30-9 p.m., starting Sept. 24. The series, produced by Screen Gems, is set in the contemporary west and is based upon the central character of the current *Empire* series on NBC-TV.

Summer drama series ▪ Seven one-hour dramatic programs, selected from past *Studio One in Hollywood* and *Climax!* telecasts, will be repeated as a summer series on CBS-TV. Titled *Reckoning*, the series begins Wednes-

Court suggestion would have made 'C.B.' happy

The Supreme Court of the United States last week made a suggestion which, had it come 18 years earlier and under different circumstances, might have changed the course of broadcast history. It certainly would have changed the life of the late Cecil B. De Mille, and the relationship of the American Federation of Radio Artists (the addition of "Television" to the union's name came later) to its members.

The suggestion of the court was that a union should not force its members to support with their dues political activity in which they do not believe. Instead, the court suggested, there should be a double scale of dues, one for all members to cover the cost of collective bargaining and other essential expenses, the other to include an extra assessment for political activities. The second set of dues should not be compulsory but levied only on those members who favor the political activity.

Although the Supreme Court's suggestion was addressed specifically to the railroad unions, and perhaps its legal application is limited to them, the theory it embodies—that a man should not be taxed by his union for political activities he does not desire or approve of—is exactly the one espoused by Mr. De Mille in the fall of 1944. Mr. De Mille was then appearing on radio each week as host of the *Lux Radio Playhouse*, sponsored by Lever Brothers on CBS. As a regular performer on this radio series, Mr. De Mille was required to belong to AFRA.

On the California ballot in the fall of 1944 was the so-called "right to work" proposition. The Los Angeles local of AFRA opposed the measure and levied a $1 assessment on each member to use in a campaign urging voters to defeat it. Mr. De Mille did not agree and refused to pay the assessment. AFRA suspended him. He went to court in California. The court ruled that AFRA had every right to act as it did; that any member was still free to vote as he pleased even if that meant voting against a measure he was being assessed to support and that the union officers had the right to take any action they considered would benefit the members.

With this ruling, AFRA's suspension of Mr. De Mille, which had been stayed while the case was being tried, went into effect. On Jan. 29, 1945, there was a new master of ceremonies on *Lux Radio Theatre*. Mr. De Mille appealed to the Supreme Court, but failed to win the vindication he sought and never again worked in radio. For the rest of his life, he crusaded vigorously for "right to work" legislation and against what to him was unjust union domination of members' political views. He would have cheered the Supreme Court's action of last week and he would have been cheered by it.

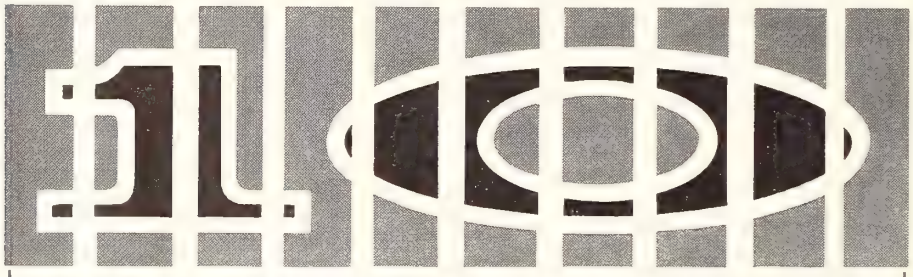
day, June 26 (10-11 p.m. EDT), alternating with *Armstrong Circle Theatre*.

Cities 'round the world ▪ A series of 12 half-hour programs, which will examine the mood and activities in cities throughout the world, will be carried on NBC-TV this summer as a replacement for *Chet Huntley Reporting* (Tuesday, 10:30-11 p.m.).

Jerry for Jack ▪ Jerry Van Dyke will be MC for the *Picture This* game show which replaces *The Jack Benny Program* for the summer season on CBS-TV (Tuesday, 9:30-10 p.m. EDT) beginning June 25.

Summer stand-in ▪ Rebroadcasts of Lucille Ball-Desi Arnaz hour-length shows will replace *The Jackie Gleason Show: The American Scene Magazine*, on CBS-TV for a 13-week summer season.

Five minute series ▪ Mutual is scheduling a new weekly series called *Small Business Capsules*. The programs are produced in cooperation with the Small Business Administration, Washington.



IN A ROW FOR CHANNEL 4
KTIV-SIOUX CITY!

From the ARB Area Study for the Fall of 1958, to the latest for the Spring of 1963, KTIV has been first. That makes ten in a row! This continuing audience loyalty, plus proven sales ability makes KTIV the best station for your Siouxland schedule. Here are the figures that prove your message is delivered at lowest cost per thousand on KTIV:

Station Average Homes Reached
(ARB Mar-April '63)
All shows Monday through Sunday

	KTIV	Sta. B
6 p.m. to 10 p.m.	40,700	28,900
10 p.m. to midnight	19,900	14,900
6 p.m. to midnight	33,900	24,300
9 a.m. to midnight	19,700	17,300

KTIV CHANNEL 4
NBC • ABC
Sioux City, Iowa

NATIONAL REPRESENTATIVE:
George P. Hollingbery

REGIONAL REPRESENTATIVES:
Harry S. Hyett Co., Minneapolis · Soderlund Co., Omaha
Eugene F. Gray Co., Kansas City, Mo.

William Inge to write for CBS-TV series

Playwright William Inge and CBS-TV have concluded an agreement for the Pulitzer Prize-winning dramatist to develop a dramatic film series for the 1964-65 season.

Mr. Inge will write an opening script for the series, is expected to write as many as 10 of the scripts, and will serve as script editor for the others. In making the announcement, Michael Dann, CBS-TV vice president—programs, said the series has tentatively been titled *All Over Town*, and will concern a family in a small Midwestern town. It will have a cast of continuing characters.



Daniel Boone showed the way!

Dark forests, wild Indians, untamed rivers—nothing stopped Daniel Boone! His itch to see beyond the next mountain helped open the West. This same pioneering spirit has spurred rural electrics to help develop and strengthen our country.

Following Boone's lead, these local rural electrics keep pushing back frontiers to bring people in sparsely-settled areas a better life. Sometimes the going is so rough unique construction methods are required—such as stringing wire and transporting poles by helicopter.

Just as many of Boone's trails grew into busy roads, today's rural electric lines sometimes bring rapid growth to thinly settled spots. This often turns long overlooked areas into desirable home, farm, or factory sites. Sometimes these areas grow so much, they're annexed by cities having other power suppliers. Should rural electrics then be forced to give up their consumers in the annexed area?

Pioneering with power lines is a costly job. Only by continuing to serve the more populous areas they pioneered in the past can rural electrics afford to bring power to scattered consumers no other supplier wants to serve.

AMERICA'S RURAL ELECTRIC SYSTEMS*

*These are the nearly 1,000 consumer-owned, non-profit electric systems, financed by the Rural Electrification Administration loans, which serve 20 million rural Americans in 46 states. For more information, write Rural Electrics, 2000 Florida Avenue, N. W., Washington 9, D. C.

FCC ENCROACHMENT IS DENOUNCED

Collins calls NAB lone effective broadcasters' voice

Three speeches in three states in three days before three state associations is record chalked up the past weekend by LeRoy Collins, president of the National Association of Broadcasters.

Last Friday (May 17) at noon Governor Collins addressed the South Dakota Broadcasters Association meeting in Sioux Falls and that evening he appeared before the Iowa Association of Broadcasters in Sioux City. Sunday (May 19) he was scheduled to speak to the Pennsylvania Association of Broadcasters convention in State College.

The former Florida governor made these principal points before the state broadcasters: The FCC, ratings services and advertisers are exerting entirely too much influence over broadcasting; self-regulation is the strongest deterrent to government regulation; the NAB is the one effective voice in the protection of broadcaster's rights and in serving the public interest.

"This industry is too great and too important and too strong to permit itself to be exploited or pushed around or shackled by any external influence," he told the Iowa broadcasters. "And by external influence, I mean the federal government, any state or local government, the rating services, the advertisers—yes, any nonbroadcaster influence."

He said it is "outrageous" that broadcasting has not faced up to the known inadequacies of the present ratings services but swept the problem under the rug until the resultant lump became so large that Congress acted. "I think the industry has now learned its lesson on the subject of ratings and that it is not too late for us to put this part of our house in order. . ." he said.

FCC Keep Out ▪ He pledged to the South Dakota meeting that the NAB would fight the FCC's plan to adopt the NAB code time standards (see page 52) "with all the power and persuasion at our command." The government has no proper place in this field "and we demand in no uncertain terms that it stay out," Governor Collins said.

In Pennsylvania, the governor said that the FCC has an important and rightful role to play in broadcasting. "There are many ways it can do this with propriety and without usurping from the individual broadcasters those responsibilities which clearly are theirs," he said. "In fact, the avoidance of such usurpation is one of the prime responsibilities of the FCC in serving the public interest."

Others who have attempted to usurp the responsibilities of broadcasters, Governor Collins said, are film syndicators, news services, record distributors, "some trade press editors and a lot of other nonbroadcasters. . ."

In his weekend speeches, the NAB president said that all the association's efforts are designed to make the individual broadcaster stronger; to keep him from being imposed upon from any quarter, and to aid him in doing a better job for himself and his community. "My job might be much easier if I had the kind of conscience which would allow me to get up [and] shout generally-phrased damnation against the government," he said, "but I am not cut out of that kind of cloth. This would be demagoguery and it is no less despicable in business than in politics."

The NAB track record in recent months has been better than at any time in its history in opposing government intrusion, Governor Collins maintained. "We will continue case-by-case, hearing-by-hearing, to oppose any and everything the government may do or propose to do which is not a proper part of its responsibility in serving the public interest," he said.

Broadcasting must do all that it can to improve its own competence and toward this end the NAB plans a program service, he said. This activity will not constitute a program production unit but a service much along the lines of a university's extension service.

NAB doesn't foresee great gains for unions

Labor unions have not made any significant progress in organizing the broadcasting industry over the past decade and "it is not likely that they are going to make substantial gains in the future," an executive of the National Association of Broadcasters predicted last week.

Jim Hulbert, NAB manager of broadcast management, told conventions of the South Dakota Broadcasters Association (Friday) and the Iowa Association of Broadcasters (Saturday) that labor unions have lost just as many industry elections as they have won in recent years. Today, he said, only 12% of radio stations are unionized and 70% of all TV stations.

Unions have been unsuccessful in broadcasting because the industry is geographically dispersed in small units, he said, making it economically unfeasible for organized activity. Management has a close relationship with employes and knows their first names and family situations, Mr. Hulbert pointed out. In addition, Mr. Hulbert said, a union has no better than a 50-50 chance of winning a strike against a broadcasting station.

The NAB official urged stations that are losing money to conduct a "management audit" to examine the symptoms of a poorly run station. "Once the causes are identified," he said, "the changes which management must make are usually apparent." Programing, he stressed, is the most important factor in creating a successful and profitable station.

Simplicity itself

KGLM (formerly KGOL, previously KBIG) Avalon (Catalina), Calif., has issued a new rate card it believes to be "the simplest rate card in use by any big market radio station." To cut through what KGLM President Kevin Sweeney calls "the rate card jungles," the new card tells its story in 14 lines—seven for one-minute announcements, seven for 30-second spots—and states all prices in full dollar figures.

NBC cameraman assaulted

NBC News and WNBQ(TV) Chicago have posted $5,000 reward for information leading to the arrest and conviction of the person or persons who assaulted TV cameraman George Lussow last Tuesday while he was filming distribution of relief food packages in Chicago. The award was announced Thursday by Lloyd E. Yoder, NBC vice president and general manager of WNBQ.

Mr. Lussow is in the hospital recuperating from concussion and other injuries. The emergency food distribution stems from a controversial deadlock in the state legislature over relief payments. The attack occurred when some relief recipients protested being photographed.

Newsman beaten in Harlem

An anti-segregation rally in New York City last Tuesday night (May 14) was followed by the beating of a CBS newsman.

The newsman, Ben Holman, a Ne-

gro, was attacked and punched in the head on the staircase of Harlem's Theresa Hotel, where he had gone for an interview. Mr. Holman told police that he was attacked by six members of the Black Muslims, a Negro organization.

He said the assailants told him the beating was administered in return for a series on the Black Muslims he had written for the *Chicago Daily News*.

7-day rebuilding returns WCCF to air

WCCF Punta Gorda, Fla., and its staff showed no spring fever after a $25,000 fire burnt the station to an ash, transmitter and all. Mrs. Lynn Stephens, WCCF general manager, gathered staff together and had the station on the air in seven days.

Nor was WCCF isolated in its efforts, the whole community and friends jumped in to help. RCA rushed a new transmitter to the scene, while Columbia Records raced a new supply of music to the station. The FCC played no small part either, the station said that it was granted temporary authority to operate on low power. So out of the ashes of despair came the voice of WCCF—in just seven days.

FCC gets details of WNDT correspondence

$100,000 NBC GIFT CAME WITHOUT PROGRAMING STRINGS

New York educational television station WNDT(TV) has reported to the FCC that gifts from commercial broadcasters for the station's operations "were not conditioned upon any limitations of [channel 13's] programing freedom."

The report came in reply to an inquiry by the FCC as to possible influencing of programing tied to commercial broadcasting gifts to the educational station (BROADCASTING, May 6). The inquiry was set off by correspondence between WNDT President Samuel Gould and NBC Board Chairman Robert Sarnoff following NBC's gift of $100,000 to the educational station in April.

In its report, WNDT stated: "The above record clearly shows that at no time was there any written or oral communication between EBC (Educational Broadcasting Corp., owner of WNDT) and any broadcasters in which a change in EBC's programing was asked as an inducement to, or a offered in exchange for, a grant.

"The only suggestion made by any broadcaster with respect to WNDT's programing is that expressed in the third paragraph of Mr. Sarnoff's April 11 letter (but not in oral discussion preceeding it)—an approach which was never accepted by EBC."

The third paragraph of Mr. Sarnoff's letter in question said: "I was impressed by your outline of plans for the future of WNDT and your conviction that the station must evolve a pattern of operations where the bulk of its service would be directed to the type of educational programs which would serve a specific function, and the rest of the programing would be directed to specialized interests not met by broadcasters."

Mr. Sarnoff's letter, and Dr. Gould's subsequent reply that "It was a great pleasure to talk with you . . . about station policy," and that he looked forward "to continuing our discussions at some later time," touched off FCC speculation that the consequence of correspondence "might be to shed new light on the relationship between the commercial and educational forms of television."

Full Account ▪ Thus it was that the

END POLIO CAMPAIGN

THANK YOU RHODE ISLAND BROADCASTERS

The Rhode Island Medical Society salutes the broadcasting industry of Rhode Island for its tremendous public service efforts in publicizing the highly successful first two phases of the End Polio Campaign in March and April. More than 75 per cent of the state's entire population took oral vaccine at mass clinics. It was an unprecedented turnout. Thank you very much.

WADK ■ WEAN ■ WERI ■ WHIM ■ WICE ■ WJAR ■ WKFD ■ WLKW ■ WNRI ■ WPJB-FM ■ WPFM-FM
WPRO AM-FM ■ WRIB ■ WWON AM-FM ■ WWRI ■ WXTR ■ WYNG □ WJAR-TV 10 □ WPRO-TV 12 □ WTEV-TV 6

Arthur M. Hardy, M.D., President

RHODE ISLAND MEDICAL SOCIETY

FCC requested a full accounting of all correspondence regarding commercial broadcasting gifts to WNDT (currently totalling $1,562,000). WNDT on May 15 filed a detailed report, including copies of correspondence and reports on conversations with the various contributing broadcasters.

In the course of the report, it was stated that "Dr. Gould explained at some length the nature of channel 13-WNDT's program schedule" in his conversation with Mr. Sarnoff and that he "made clear that the program schedule . . . would remain in the future essentially as it then existed." A rough half-and-half split between educational and cultural programing was indicated.

The WNDT report went on to say that Mr. Sarnoff "did not ask for or suggest, changes in EBC's programing policies, nor did Dr. Gould offer any." Commenting on Mr. Sarnoff's subsequent letter, the report said that "it did not occur to him (Dr. Gould) that Mr. Sarnoff may have meant that the schools were to provide EBC's services being directed to instructional television, but, in the stress of events, he placed no particular importance on this statement."

No Further Comment ▪ Since the publication of the letters April 29 NBC's only statement on the matter was one issued the next day saying that any inference of some understanding on WNDT's future course was "unwarranted and untrue." Late last week, NBC said it had not been requested by the FCC to file a report on the matter.

In regard to Dr. Gould's reply to Mr. Sarnoff's letter, the WNDT report said that he had "understood Mr. Sarnoff's references to 'specialized interests not met by broadcasting' to mean minority audiences composed of people with special interests, such as groups of persons interested in art, dance, classical music or photography." The report went on to say that Dr. Gould's letter "did not deal with the material in Mr. Sarnoff's letter relating to programing, other than to express his pleasure at having talked with Messrs. Sarnoff and Adams [NBC Senior Executive Vice President David C. Adams] about station policy."

In support of its claim that programing policy had not been affected by commercial broadcasting gifts, WNDT filed in its report a breakdown on its program allocations, comparing 1962-63 with projected 1963-64 estimates. The presentation stated that for next year, instructional program would drop from 33.5% of total programing to 31.3%, that general education would drop from 30.6% to 30%, that performing arts would increase from 8.2% to 9.1% and that public affairs would increase from 22.2% to 23%. Total programing for next season (beginning Sept. 30) will increase from 2,701 hours to 2,913 hours.

Financial statement indicated that since April 8 WNDT has raised $27,500, reducing its deficit from $347,500 to $320,000. The station's fiscal year closes June 30.

WZIP joins Mutual

WZIP Cincinnati, affiliates with MBS today (May 20). Owned by Greater Cincinnati Radio Inc., WZIP is a daytimer with 1 kw on 1050 kc. It is the station's first network affiliation.

Westinghouse Broadcasting unveils 'communicative' name

Group owner Westinghouse Broadcasting Co. has begun a campaign, backed by advertising and promotion, to enhance its identity with the TV-radio advertising community and the public.

Effective today (May 20), the company will use a new "communicative" name, "Group W" for its designation. The legal name, it was explained, remains Westinghouse Broadcasting Co.

Donald H. McGannon, president of the Westinghouse group which owns 11 stations, said the objective was to "establish the group in its rightful place as a third force in broadcasting, neither a network nor just an aggregation of individual stations, but a new and significant broadcast entity in its own right."

The new identifying designation came about, Westinghouse officials explained, because of an obvious confusion among people in the advertising business as to what WBC represents. Said Mr. McGannon: "Some thought it was a fourth network, and, worse, others plainly didn't know."

WBC tested its hunch first. The company engaged The Psychological Corp. of New York to survey 100 advertising executives to determine the awareness and understanding of the group operation both specifically as WBC and in general as opposed to other entities in the broadcast field.

The results showed only one-third of the executives understood fully what a broadcast group is or does and, according to the survey report, most think in terms of networks or independent stations. Only 37% defined a group "mostly correct," 34% "partially," 9% incorrect, and 20% didn't know.

Graphics Design ▪ As the program developed, Lippincott & Margulies, industrial designer, was brought in to overhaul the graphic appearance of the group owner and its stations as seen through promotion and advertising. After trial and error, and a recommendation that Westinghouse develop a new "communicative" name, the Group W designation was agreed upon.

The new Group W symbol—now to be a common sight in all Westinghouse advertising and promotion for both the company (a subsidiary of Westinghouse Electric Corp.) and its stations—is expected to quickly identify the broadcast operation as a station group.

Stations, Westinghouse explained, will use similar graphics for their call letters and they will use the Group W symbol in juxtaposition to the corporate name. The new designs will appear in ID's, promotion advertising, stationery and program schedules.

Group W owns KDKA-AM-TV Pittsburgh, WBZ-AM-TV Boston, WJZ-TV Baltimore, KYW-AM-TV Cleveland, KPIX(TV) San Francisco, WIND Chicago, WOWO Fort Wayne, Ind., and WINS New York.



New group symbol



ID and Group W

What kind of regulation for CATV operators?

SEATTLE CONVENTION WILL DISCUSS FORM IT WILL TAKE

A record number of community antenna television operators, including many prominent broadcasters, will gather in Seattle June 10-14 for the 12th annual convention of the National Community Television Association.

The 600 CATV executives will convene with federal regulation of the rapidly growing industry just around the corner. The question is not whether there will be regulation but how much. NCTA has accepted the idea of limited FCC control of its industry and is negotiating with the commission on the depth of regulation.

Senator Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee, will keynote the convention at a June 12 luncheon address. Three years ago, the senator's committee approved a bill to regulate CATV which was defeated by only one vote on the floor of the Senate.

NCTA President William Dalton will make his annual report to the membership June 11 in another convention feature. Other speakers will include Dr. Royal L. Garff, professor of marketing and speech at the University of Utah; Loren B. Stone, manager of educational KCTS-TV Seattle, and Cowles Andrus of the Small Business Administration. In addition, several CATV leaders, broadcasters, engineers and attorneys will participate in panel discussions.

Billed as a "convention special" will be the first annual sales clinic for CATV operators, a "climactic presentation of selling in all its phases." The NCTA research and development council will report June 12 on the present and future of CATV, while special industry problems will be discussed on the closing day.

Regulatory Report ▪ An NCTA committee established to "negotiate" regulatory legislation with the FCC will report at the convention. This committee, chaired by broadcaster Al Malin (WWNH Rochester, N. H.), is scheduled to meet with three FCC commissioners May 28. Following a meeting of its board in New Orleans last February, NCTA announced that it would seek federal legislation and has since held a series of regional meetings to explain its position to CATV operators.

The FCC and NCTA presently are in disagreement as to whether CATV systems should be prohibited by federal fiat from duplicating local TV stations in markets which have more than one station. NCTA wants the restriction placed on single-station markets only while the federal agency would broaden the restriction to multiple-station markets.

A second NCTA committee will report in Seattle on its study of the possible economic impact, technical problems and public interest factors affecting CATV in the event regulation requires systems to refrain from duplication of an outside signal in dual station markets. Archer Taylor of Missoula, Mont., is chairman of this committee.

The NCTA board of directors and various other committees will hold meetings before and after the convention and new officers and directors will be elected June 13. Present board chairman is Glenn Flinn.

Two dozen manufacturers of CATV equipment will exhibit their products throughout the five-day convention in Seattle's Olympic hotel. This will be the largest exhibition of community antenna TV equipment ever assembled, an NCTA spokesman said.

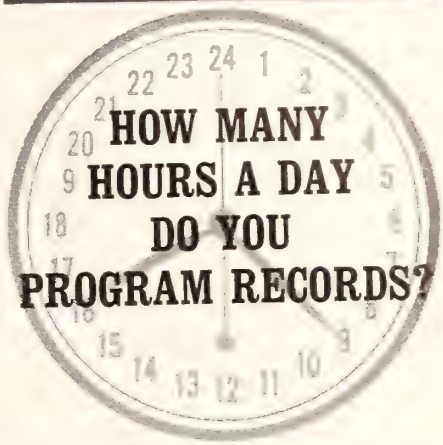
Winners of special awards competition, open to all NCTA members, will be announced at the convention. Special recognition will go to CATV operators in the fields of broadcaster relations, advertising and promotion, community relations and "single best project in the public interest."

Public service gets good play in L.A.

Virtually all the varied interests of the public are catered to by the radio stations of the greater Los Angeles area, a panel of top station executives reported at the second seminar on radio broadcasting and community leadership held under the joint auspices of the Southern California Broadcasters Association and the Department of Telecommunications of the University of Southern California.

Facing representatives of the area's public service organizations, the panel of 19 radio broadcasters reported on their contributions of time to government, charity, culture, religion, the professions, business, service organizations and education. Responding to questions from Robert M. Light, SCBA president and managing director, the station men all reported giving free spot announcements to all of these varied community interests. Most of them also told of programs broadcast without charge for most of these activities. Mr. Light figured public service time in 1962 totaled $8,586,901 if calculated at regular commercial rates.

Since the first SCBA-USC seminar

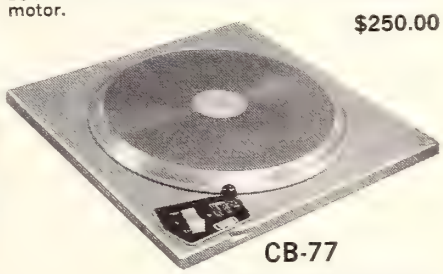


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on radio broadcasting and community leadership in December 1961, Mr. Light reported that SCBA, acting as a clearing house for community service material, had received a substantial increase in requests for public service radio time. 1962 topped 1961 by 22%, he said, and from the first four months of 1963 this year could easily run 40% ahead of 1962.

Another estimate of WSJS-TV's value

The value of WSJS-TV Winston-Salem, N. C., as of April 30, 1956 was $2.8 million, Howard W. Gross, vice president of Howard S. Frazier Inc., Washington management consultant, station appraisal and brokerage firm, testified last week in the Los Angeles Superior Court. After substracting $640,000 in long term indebtedness which was outstanding at that time, and adjusting the current assets and liabilities, Mr. Gross placed the goodwill value of the one-third interest in WSJS-TV held by Mary Pickford and her husband Charles (Buddy) Rogers at more than $600,000.

The $2.8 million evaluation placed on WSJS-TV by Mr. Gross is substantially more than the $1 million which Harold Essex, president and general manager of the station, said he felt would be a fair value for the property as of April 30, 1956. The date is when Piedmont Publishing Co. exercised its option to buy the Pickford-Rogers interest in WSJS-TV of which Piedmont was already two-thirds owner. The current litigation is over the price which Miss Pickford and Mr. Rogers should have received for their third interest (BROADCASTING May 6, April 29).

Mr. Gross, in more than three days of direct testimony, said that he took 24 TV stations sold between 1953 and April 30, 1956, all CBS-TV or NBC-TV affiliates, and drew a ratio between their network hourly rates and their sales price. Applying this ratio to WSJS-TV produced the $2.8 million figure. Another ratio, between the one-minute national spot rates of these stations and their sales prices, produced the same value when applied to WSJS-TV. So did a third ratio between tangible assets and sales price. Mr. Gross also cited sales of other TV stations he considered comparable to WSJS-TV to justify his evaluation.

Harned Pettus Hoose, attorney for the Pickford-Rogers interests said that he plans to put Alvin G. Flanagan, vice president and general manager of KBTV (TV) Denver, on the stand this week as the second defense witness.

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Metromedia buys WCBM for $2 million

The purchase by Metromedia Inc. of WCBM-AM-FM Baltimore at a price in excess of $2 million cash was announced jointly last week by John Elmer, president of the Baltimore Broadcasting Corp. and John W. Kluge, chairman-president of Metromedia. The transaction is subject to FCC approval.

When the transaction is completed, the station management will be retained. Mr. Elmer will become a vice president of the radio division of Metropolitan Broadcasting, a subsidiary of Metromedia, and George R. Roeder will continue as manager. The station has been on the air since 1924.

Mr. Kluge said that funds for the acquistion of WCBM will be provided by a group of banks. The principals negotiated the transaction directly without the services of a station broker.

The Metropolitan Broadcasting stations are WNEW-AM-TV New York; KMBC-AM-TV Kansas City, Mo.; WTTG(TV) Washington; KOVR(TV) Sacramento; WTVH(TV) Peoria, and WTVP(TV) Decatur, both Illinois; WIP-AM-FM Philadelphia and WHK Cleveland. Metromedia has completed agreements to buy KTTV (TV) and KLAC-AM-FM, both Los Angeles, and these transactions are awaiting FCC approval.

New tower for KSWS-TV

KSWS-TV Roswell, N.M., which has been on the air since Dec. 21, 1960 with an interim 887-foot tower, expects to be in operation with its new 1,610-foot tower by late September. The station's original 1,610-foot tower was blown down on Dec. 8, 1960.

Caprock, 43 miles east of Roswell, is the transmitter location. The tower, being built to hurricane area specifications, will go on a site 4,476 feet above sea level.

The new transmitter and antenna will cost about $750,000, according to the station. Dresser-Ideco Co., Columbus, Ohio, is designing and building the tower; RCA is supplying the transmitter and antenna.

Changing hands . . .

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ WCBM-AM-FM Baltimore: Sold by John Elmer and associates to Metromedia Inc. for more than $2 million (see above).

▪ WSEB Sebring, Fla.: Sold by William K. Diehl to H. Philip Nesbitt for $42,500. Mr. Nesbitt is from Gaithersburg,

Md. WSEB is a 250 w fulltime station on 1340 kc. Broker was Hamilton-Landis & Associates.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 89).

▪ WMTV(TV) Madison, Wis.: Sold by Forward Television Inc. (Lee Radio group) to George T. Frechette and group for $563,000. Buying group owns WSAU-AM-TV Wausau, Wis. FCC warned that if WSAU interests are found to have abused commission processes (WCWT[TV] ch. 9 Wausau has accused WSAU group of having engendered application for channel 9 by educational group) it may have to dispose of the Madison property without a profit. WMTV, founded in 1953, operates on channel 15 and is affiliated with NBC. Chairman Newton N. Minow and Commissioners Robert T. Bartley and Frederick W. Ford dissented.

▪ KTWN St. Paul: Sold by Franklin Broadcasting Co. to Gene Posner for $115,000 and agreement not to compete. FCC waived three-year rule on showing of compliance with exceptions. It also notified Franklin Broadcasting that upon the submission of another application the commission may, upon determining that it is necessary, look further into trafficking charges raised originally when Franklin attempted to sell KTWN (then WMIN) to Tedesco Inc. KTWN is a fulltime station on 1400 kc with 1 kw daytime and 250 w at night.

WTAG rejoins NBC

WTAG Worcester, Mass., will reaffiliate with NBC Radio on July 1, the network announced last week. WTAG had been a charter affiliate with the network. It operates with 5 kw fulltime on 580 kc. Herbert L. Krueger is vice president and general manager of the station which has been operating as an independent.

Bay area broadcasters meet with public leaders

The San Francisco Radio Broadcasters Association met last week with 218 of the bay area's more prominent citizens at the Mark Hopkins Hotel for a seminar on the problems facing San Francisco (BROADCASTING, May 13).

Jules Dundes, association president as well as vice president of CBS Radio and general manager of KCBS San Francisco, said that the member stations would inform the public on the issues covered at the half day of sessions.

In a luncheon address, "The Responsibility of Communicating," Donald McGannon, president of Westinghouse Broadcasting Co., told the community leaders that they "have the responsibility of first communicating with the broadcaster and then, through the enlightened use of radio, to communicate with the public, seeking an informed citizenry who will respond, positively, to the factors, the needs, the persuasion of your cause."

Mass media and art museums

A relationship exists between the mass media and the museums in interesting and instructing people in art, Dr. Frank Stanton, president of CBS, declared last week in an address dedicating the Sheldon Memorial Art Gallery at the University of Nebraska in Lincoln.

Dr. Stanton noted that during the past year CBS-TV has presented a dozen programs on the subject.

Hurlbert to head AAEB

Creation of the Alabama Association of Educational Broadcasters (AAEB) "to further the professional and general educational broadcasting interests" has been announced by Raymond Hurlbert, first president of AAEB. Mr. Hurlbert is general manager of the Alabama Educational TV Commission, which operates a state network of four ETV stations.

Headquarters of AAEB is at the TV commission offices, 2151 Highland Avenue, Birmingham.

Kansas, Michigan reject Roth plan

Two state broadcasting associations have emphatically rejected a proposal by Jack Roth, KONO San Antonio and president of the Texas Association of Broadcasters, to form a federation of state associations outside the aegis of the NAB (BROADCASTING, April 15).

"We voted unanimously to reject with emphasis your invitation . . ." to join a new organization, the Michigan Association of Broadcasters board of directors wrote Mr. Roth last week. Such a federation could only duplicate the purposes and goals of the National Association of Broadcasters, MAB President Willard Schroeder, WOOD Grand Rapids, told Mr. Roth. Mr. Schroeder is the immediate past president of the NAB radio board and still is a member of that body.

At its annual convention May 11, the Kansas Association of Radio Broadcasters adopted a resolution advocating "membership and continued participation to improve NAB activities rather than endorse the formation of any other group, association or federation."

The KARB said the NAB has demonstrated its ability to effectively repre-

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sent the interests of broadcasters before Congress and the FCC and that no group should be formed which will duplicate the NAB's efforts.

Mr. Schroeder told Mr. Roth that MAB is "firmly convinced that your proposed federation couldn't even begin to be as effective as the NAB." He pointed out the activities of the radio and television boards are directed by experienced broadcasters and that the policies they set are implemented by a superior staff. "You couldn't begin to match the quality and effectiveness of the NAB boards and staff, regardless of how much support you might receive from the various state associations," Mr. Schroeder told the Texas president.

The answer to more effective liaison between the government and broadcasting is not the creation of another association, Mr. Schroeder wrote. "Rather . . . the best hope lies with your thoroughly acquainting yourself with the activities and problems of the NAB and your conveying to the NAB boards and staff your help and suggestions."

Two join CBS Radio

CBS Radio announced last week two new network affiliates—WFGM-AM-FM Fitchburg, Mass., and WSIP Paintsville, Ky.

WFGM, a fulltime station on 960 kc with 1 kw on AM, and WFGM-FM on 104.7 mc with 20 kw, are owned and operated by WFGM Inc., George I. Chatfield, president and general manager. WSIP, 1 kw days and 250 w nights on 1490 kc, is owned and operated by the Big Sandy Broadcasting Co., Paul G. Fyffe, general manager.

FINANCIAL REPORTS

Metromedia raises projected '63 earnings

STOCKHOLDERS LEARN OF ICE CAPADES PURCHASE

Metromedia Inc., president and chairman John W. Kluge, who last week announced his company's purchase of Ice Capades, told an enthusiastic meeting of stockholders in New York that the company was "operating ahead of its budget" and that "all divisions are operating in the black."

Mr. Kluge indicated that projected earnings per share for 1963 had risen from an earlier $1.75 estimate to $2, exclusive of earnings from any acquisitions made in 1963.

Purchase price for Ice Capades and affiliated corporations International Ice Attractions Inc. and Lone Palm Realty Corp. was $5 million and Mr. Kluge said the purchase will be made in cash when the deal is closed May 21. Former president and producer of Ice Capades John H. Harris will be retained as the show's producer.

Mr. Kluge noted that in its 24-year history Ice Capades' stock has increased in value some 14,000%, and said "the show's value can be increased. We plan to continue in the arenas with the show, and as for other plans, we just don't know right now." Earlier reports had indicated that the show might be placed on the corporation's television outlets.

Metromedia, through its Metropolitan Broadcasting division, owns WNEW-AM-FM-TV New York, WTTG(TV) Washington, KMBC-AM-FM-TV Kansas City, Mo., KOVR(TV) Sacramento, Calif., WTVH(TV) Peoria and WTVP(TV) Decatur, both Illinois; WIP-AM-FM Philadelphia and WHK-AM-FM Cleveland. Pending FCC approval are its purchase of KTTV(TV) and KLAC-AM-FM both Los Angeles. Last Thursday, Mr. Kluge announced the $2 million purchase of WCBM-AM-FM Baltimore (see page 74).

The stockholders re-elected the corporation's 10 board members of last year—Mr. Kluge, Ruth H. Axe, Lloyd M. Bauman, John P. Crisconi, Benedict Gimbel, Jr., Thomas T. Goldsmith, Jr., John C. Griswold, Warren H. Lasher, J. Lincoln Morris and Percy M. Stewart. Other stockholder action was the approval of a retirement plan for non-union employes.

AB-PT asks permission for stock option plan

American Broadcasting-Paramount Theatres Inc. has filed a registration with the Securities Exchange Commission in Washington for 360,098 common shares to be offered from time to time to key executives and employes under a restricted stock option plan.

The offering will be made at a price not less than 95% of the fair market value on the date of the grant. Each grant is for seven years.

The 360,098 shares have estimated value of $11,433,111.50.

As of April 8, the following options were outstanding:

Leonard H. Goldenson, 39,795; Simon B. Siegel, 11,938; Everett H. Erlick, 7,803; Edward L. Hyman, 1,990; James G. Riddell, 3,183. All are at $23.502 a share except Mr. Erlick's which are at $44.175 a share.

Capital Cities to sell stock

Capital Cities Broadcasting Corp. has filed a registration statement with the Securities & Exchange Commission to sell 250,000 shares of common stock at an estimated price of $23.375 a share.

Sellers of the stock are Lowell Thomas, broadcast commentator, author, lecturer and motion picture producer, selling 64,003 shares, leaving him with 52,764, and the Chase Fund of Boston, 50,000 shares, leaving none.

A total of 135,997 shares are to be sold by debenture holders whose $952,000 worth carry warrants permitting convertibility on the basis of one common share for each $7 of debentures.

These sellers are Mervin B. France, $200,000 (28,571 shares); Thomas J. Doland and the National City Bank of Cleveland as trustees u/a Berenice R. France, $200,000 (28,571); George G. Litzko, $100,000 (14,285); Leah B. Poole, as guardian for Leah Kathleen Poole, $100,000 (14,285), and John B. Poole, $352,000 (50,285). Mr. Poole will continue to hold $548,000 worth of debentures (78,286 shares).

The offering will be made by a group of underwriters headed by White, Weld & Co.

Capital Cities stock closed at 22¼ Thursday. During this year it has



reached a high of 24⅞ and a low of 16⅞.

The annual stockholders meeting of Capital Cities will be held in Albany on May 27, to elect 12 members of the board. All nominees are present directors.

In the proxy statement sent last week to shareholders, the aggregate remuneration of Frank M. Smith, president of the company, in 1962 was $60,000; Thomas S. Murphy, executive vice president, $57,500; Daniel P. Weinig, vice president, $47,500; Joseph P. Dougherty, $42,500; J. Floyd Fletcher, vice president, $37,500; Harmon L. Duncan, vice president, $37,500. Messrs. Fletcher and Duncan are co-managers of WTVD(TV) Durham-Raleigh, N. C.

Capital Cities is principally owned by Mr. Thomas who, with his family, owns 10.2% of the outstanding stock; and Mr. Smith and his family, 10.9%.

Restricted stock options are held in the following amounts by these key officers and directors: Mr. Smith, 7,500 shares at $8.80; Mr. Murphy, 7,500 at $7.60 and 2,000 at $10.63; Mr. Weinig, 1,000 at $8.31, 1,000 at $11.16 and 2,000 at $10.63; Mr. Dougherty, 5,000 at $7.60 and 2,500 at $10.63.

Capital Cities stations are, in addition to WTVD; WROW-AM-FM and WTEN(TV) Albany and WKBW-AM-TV Buffalo, both New York; WCDC(TV) Adams, Mass.; WPRO-AM-FM-TV Providence, R. I.; WPAT-AM-FM Paterson, N. J. The company also owns 40% of Broadcast Advertising Inc., New York.

NGC shows 18% increase

Earnings of National General Corp. for the 26 weeks ended March 26, were up 18% over the like period of fiscal 1962, Eugene V. Klein, president, reported last week. He attributed the increase to improved operating efficiency through NGC's circuit of 220 theaters, plus increased vending activity.

Steady progress is being made toward starting the company's new closed-circuit TV system that will feed daily entertainment, sports and public affairs programing to theaters throughout the country, with the inauguration of this service tentatively scheduled for early in 1964, Mr. Klein said.

Half ended March 26:

	1963	1962
Earned per share	$ .53	$ .45
Total income	23,706,652.00	22,439,800.00
Net income	1,751,753.00	1,485,383.00

Crowell-Collier registration

Crowell-Collier Publishing Co. (which owns three radio stations) has filed with the Securities Exchange Commission a registration to offer 334,045 shares at an estimated $16.25 a share to be used under a stock option plan for key employes. It also registered the issuance of $5,429,900 in 20-year 5% convertible subordinated debentures, to be sold through an underwriting group headed by Carl M. Loeb, Rhoades & Co. Crowell-Collier stations: KFWB Los Angeles, KEWB Oakland-San Francisco and KDWB Minneapolis-St. Paul.

CBS: 'worth holding'

CBS Inc. was the cover story in last week's issue of *Financial World*. The investment magazine said the company's financial facts and figures presented during its annual meeting this spring "were just about the best in view on the current broadcast scene."

In addition to citing CBS's record profits in 1962 and net income up sharply in the first quarter in 1963, the magazine outlines the divisional structure of CBS, lauds its operational and financial management and predicts another sizeable profit gain.

A concluding observation: "the [stock] issue seems well worth holding as part of a long-range investment program."

MCA to elect seven directors

The annual stockholders meeting of MCA Inc. (parent company of Revue Studios, TV program producer) will be held on June 4 in Chicago.

The meeting will elect seven directors, appoint an auditor and approve the grant of an option to purchase 15,000 shares of common stock (at $48.57) to Milton R. Rackmil, vice chairman of MCA and president of Decca Records Inc. and Universal Pictures Co. MCA stock was quoted at $51.125 on the New York Stock Exchange on April 2. MCA owns 87.8% of Decca Records. Decca owns 89.2% of Universal Pictures.

The proxy statement issued May 10 shows that Jules C. Stein, chairman, received $156,000 last year, with $296,250 set aside in a profit sharing fund to date; Lew R. Wasserman, president and chief executive officer, $175,000 and $357,225; Mr. Rackmil, $167,500; Charles Miller, vice president, $52,000 and $130,425; Taft B. Schreiber, vice president of MCA and president of Revue Studios Division, $125,000 and $288,210.

Mr. Rackmil also holds an option to purchase 35,000 units at $31.60 per unit. A unit consists of one share of preferred stock and one-third share of common stock. This was the option he held with Decca Records, transferred to MCA when the latter acquired control of Decca Records last year.

Consolidated unaudited net earnings of MCA Inc. for the first quarter ended March 31 amounted to $3,157,796 (63 cents a share). These figures include, on a "pooling of interests" basis, MCA's interest in the reported consolidated net earnings of Decca Records Inc. for the same quarter period.

Financial notes . . .

ABC Radio West ▪ ABC Radio West, regional arm of the ABC Radio network, reports second quarter billings as highest of any quarter in its history, 20% higher than the second quarter of 1962 and 52% above the like period of 1961.

Reade/Sterling ▪ Walter Reade/Sterling Inc., New York, theatrical and TV production and distribution company, reported last week that for the fiscal year ended last December 31, the organization earned $212,549 on revenues of $8,496,181. The company was formed last year through the combination of Walter Reade Inc. and Sterling Television Inc.

Paramount's first quarter

Paramount Pictures Corp. (KTLA[TV] Los Angeles and International Telemeter Corp., pay TV) for first-quarter of 1963:

	1963	1962
Earned per share	$ 0.17	$ 0.67
Estimated consolidated net income	275,000.00	1,129,000.00
Investment profit	445,000.00	..
Per share	0.28	..
Common shares outstanding	1,604,881	1,690,231

SEC sale and purchase report for April

The following purchases and sales of common stock by officers and directors of registered companies in broadcasting and allied fields for the month of April have been announced by the Securities & Exchange Commission.

Capital Cities Broadcasting Corp.—Robert I. Lipton, sold 2,275 capital stock, leaving him with none.

CBS Inc.—Frank Stanton, sold 20,000 shares, leaving him with 145,890 (BROADCASTING, April 22).

Crowell-Collier Publishing Co.—Sumner Blossom, sold 300 common, leaving him with 3,958.

Macfadden-Bartell—David B. Bartell, bought 300, holds 222,238 (also contributed 101,569 to issuer for retirement); Gerald A. Bartell, bought 200, holds 221,072; Lee B. Bartell, bought 200, holds 221,072; Melvin M. Bartell, bought 100, holds 100,800.

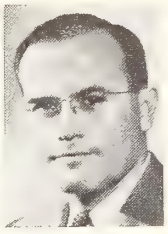
Metromedia—Richard L. Geismar, acquired 2,000 on option, holds 2,300 (Mrs. Geismar holds 100).

Outlet Co. (WJAR-AM-FM-TV Providence, R. I.)—Bruce G. Sundlun, bought 500, holds 1,625.

Reeves Broadcasting & Development—Harry L. Petersen, bought 100, holds 2,730.

Taft Broadcasting—Roger B. Read, sold 500, holds 353.

BROADCAST ADVERTISING


Mr. Gerbic

Edward G. Gerbic, senior VP and member of board of directors of Heublein Inc. (food and beverage firm), Hartford, Conn., joins Chesebrough-Pond's, New York, as VP and general manager of cosmetics division. Before joining Heublein, Mr. Gerbic was VP in charge of advertising and merchandising for Johnson & Johnson.

Erwin A. Levine, VP of Ted Bates & Co., New York, appointed associate creative director. Prior to his promotion, Mr. Levine was creative supervisor. **Mitchell Lipman,** Bates VP, appointed media director. Mr. Lipman, former manager of network relations, will be succeeded in this post by **Paul Reardon,** media supervisor.

Stephen K. Zimmerman, Charles J. McCann and **Melvin Elliott,** account executives at Lennen & Newell Inc., New York, elected VP's.

James A. Haines, creative supervisor at Benton and Bowles, New York, and **Richard J. Ende,** art group head, elected VP's. Mr. Haines served as copy group head at Grey Adv., New York, prior to joining B&B.


Mr. Wallace

Donald H. Wallace, writer-producer with Clinton E. Frank Inc., Chicago, since 1958, elected VP and associate director of broadcast services. Earlier Mr. Wallace had been with Tatham-Laird there. **Lowell J. Kuhn,** assistant manager of Elgin National Watch Co., joins Frank agency as account executive.

Ray Howard, who joined Post-Keyes-Gardner, Chicago, several months ago as director of marketing and research, elected VP and member of agency's executive committee. Formerly he had been with Container Corp. of America.

Raymond C. Firestone, president of Firestone Tire & Rubber Co., named chief executive officer, succeeding his brother, **Harvey S. Firestone Jr.,** chairman and chief executive since 1948, who has reached retirement age of 65.

Ira C. (Ike) Herbert joins McCann-Erickson, Los Angeles, as account director for Coca-Cola in Southern California-Phoenix area. He succeeds **John Dillingham,** who moves to McCann-Marschalk, Atlanta, to head account service for "Tab," new low-calorie soft drink developed by Coca-Cola Co. Mr. Herbert had been with Edward H. Weiss & Co., Chicago, as account supervisor on Carling Brewing Co. **Terry McFadden,** formerly with Donahue & Coe, Los Angeles, joins M-E as copywriter. Miss McFadden is winner of Los Angeles Advertising Women's Lulu awards in radio, trade and industrial, public relations and newspaper categories during 1958-61.

David J. Jacobson, president of United Public Relations and former PR director for CBS-TV, elected VP of Robert S. Taplinger Associates, New York public relations agency. His responsibilities will include direction of firm's recently expanded product publicity and promotion department.


Mr. Will

Dan F. Will named assistant manager of advertising for Dodge Division of Chrysler Motors Corp. Mr. Will joined Chrysler last year and before that had been with Ford Motor Co. for several years and also with American Motors. His headquarters will be in Detroit.

Raymond Nathan, former special assistant for public affairs in office of Secretary of Commerce, appointed general manager for Washington operations of Ruder & Finn, New York-based public relations firm.

Michael H. Schwimmer, assistant advertising manager of Wilson Sporting Goods Co., Chicago, joins Television Bureau of Advertising, that city, as account executive.


Mr. Paone

Francis X. Paone, director of marketing research for Wilson & Co. (meat products including Ideal dog food), Chicago, appointed director of market research for Pet Milk Co., St. Louis. He succeeds **Shelby A. Robert Jr.,** who is now general product manager for Pet Milk's Musselman division at Biglerville, Pa. Mr. Paone had been marketing research director for Wilson since 1958.

Treadwell Covington, head of Total Television Productions, joins Tri Inc., New York advertising agency, as radio-TV director. Mr. Covington will continue as head of TTP. **Moulton Farnham,** account executive and copywriter at Cunningham & Walsh, New York, joins Tri Inc. as copy chief. **Julian Snyder,** former advertising manager of American Telephone & Telegraph, Corp., named director of corporate services at Tri Inc.


Miss Replogle

Jean Replogle, formerly of J. Walter Thompson Co., forms her own advertising and public relations firm, Jean Replogle and Associates, which will also specialize in association and convention management. Associated in new business, to be located at 5410 Wilshire Boulevard, Los Angeles, will be **Dee Davis,** executive director of Miracle Mile Association and executive manager of several other trade and professional groups. Prior to her association with JWT, Miss Replogle was with Kenyon & Eckhardt and Johnson & Lewis Adv., Los Angeles.

Arthur Heller, associate media director at Benton and Bowles, New York; **Paul Podgus,** account supervisor, and **Milton Sherman,** associate director in information management department, elected vice presidents.

John Rindlaub and **Dana Blackmar,** copywriters, promoted to copy supervisors at Young & Rubicam, New York.


Mr. Giroux

John H. Giroux, former marketing manager for Perkins-SOS Division of General Foods Inc., appointed account supervisor at Foote, Cone & Belding, Chicago. Mr. Giroux had been with General Foods since 1948 and before that was with Armour & Co.

Charles L. Ewell, formerly of Kudner Agency, joins creative staff of McCann-Marschalk, New York, as copywriter. **Lynn Kimmel,** formerly of Kenyon & Eckhardt, joins agency's senior copywriting staff.

Robert R. Tompkins and **John Barnetson** appointed head art director and senior copywriter, respectively, for Los Angeles office of Donahue & Coe. **Beulah Stainback,** for past 12 years media buyer and office manager of Ross Roy Inc., Hollywood, joins D&C as media buyer.

Guy Cunningham, VP and creative director in charge of sales development, promotion and production for Television Bureau of Advertising, New York, named alumnus-of-the-year (1963) of Drew University, Madison, N. J. Mr.

Cunningham, 1937 graduate with degree in economics, was cited for achievement in field of arts and contributions to community betterment.

William Y. Wilson, former creative director at Sieber & McIntyre Inc., Chicago, joins Geyer, Morey, Ballard, that city, as senior copywriter.

Jack Silverman, senior copywriter at Riedl & Freede, joins Gardner Adv., New York, as copywriter.

Joseph Oppenheim named art director of Frank Block Associates, St. Louis advertising agency.

Gretchen Fine, former publicist for KNX-AM-FM Los Angeles, joins Paul Glass Advertising/Public Relations, that city, as publicity director.

Rodwell Van Winkle Todd, senior copywriter at The Rumrill Co., Rochester, N. Y., joins Papert, Koenig, Lois, New York, as copywriter.

THE MEDIA


Mr. Mitchell

Virgil Mitchell, director of promotion, informational services and public relations for CBS-owned WBBM-TV Chicago since January 1960, named manager of advertising, promotion and publicity for Paramount Television Productions and its Los Angeles outlet, KTLA(TV), effective May 27. Mr. Mitchell has been active in broadcasting for past 24 years. His last West Coast assignment was for four years with KNXT(TV) Los Angeles as assistant promotion director. Mr. Mitchell fills vacancy created by recent death of **Austin Heywood** (BROADCASTING, April 22).

John L. Marver, sales manager of WSLM Salem, Ind., promoted to general manager. **Herbert L. Arms** succeeds Mr. Marver as sales manager.

F. S. Tibbetts named general manager of WFTL-FM Fort Lauderdale, Fla.

Charles De Alton Logerwell appointed local sales manager of KSON San Diego, Calif.

Richard N. Savage, former sales manager of KCRA-TV Sacramento, Calif., joins ABC Television Spot Sales, San Francisco, as account executive. He succeeds **Darrell Anderson,** who has been transferred to Chicago office of ABC Television Spot Sales.

James Gessner, account executive at WCBS-TV New York, appointed New York account representative for ABC Radio West. He replaces **Anthony Rocco,** who becomes account executive for ABC Radio's transcontinental network.

Ed Walters, account executive at WFMF(FM) Chicago, to sales manager.

Bob Collins appointed manager of KREX-AM-FM Grand Junction, Colo., and **Roger Scholbe** named KREX-TV sales manager.

Al Maffie, president of Hallmark Trading Co., Boston, joins The Yankee Network, that city, as sales manager.


Mr. Mathews

Charles J. Mathews, national sales manager of WLBW-TV (ch. 10) Miami since April 1962, promoted to general sales manager. He succeeds **John S. Allen,** who recently resigned to join Miami-Washington public relations firm of Venn, Cole & Associates.

Victor C. Diehm, WAZL-AM-FM Hazelton, Pa., re-elected chairman of Mutual Broadcasting System's Affiliates Advisory Committee. **Carter Peterson,** WBYG Savannah, Ga., was re-elected vice chairman, and **Ed Breen,** KVFD Fort Dodge, Iowa, secretary.

Edward Meizels, former account executive at Adam Young Inc., New York, joins WCBS-TV, that city, in similar capacity.

John Markey, formerly radio manager of Devney Organization, Chicago, joins Peters, Griffin, Woodward, that city, as account executive.

Kenneth Hooker and **Alan Schultz,** both formerly of sales staff of KRNO San Bernardino, Calif., join KGLM Los Angeles as account executives.

Harry Mulford, formerly with ABC Spot Sales, joins WABC-TV New York as account executive.

Henry R. Serafin, former manager of WBUZ Fredonia, N. Y., joins sales staff of WGR-AM-FM Buffalo.

J. Warner Rush, former sales manager of WGHQ Kingston, N. Y., joins sales staff of WINS New York. **Barrie Beere,** assistant news director of KALL Salt Lake City, joins WINS as newsman. He succeeds **Jim Gordon,** recently named host of station's *Program PM*.

Don Bartlett, formerly of WTSN Dover, N. H., joins WLNH Laconia, N. H., as program director. Other WLNH appointments: **Joe Macozik,** sales manager; **Clif Luce,** news director; and **Terry Gulick,** garden editor. **Hal Dyer,** WLNH announcer who suffered heart attack April 1, expects to resume announcing duties by May 31.

Cy Pearson, of United California Bank, elected president of Radio, Television, Recording and Advertising Charities of Hollywood for 1963-64, succeeding **Randy Wood,** of Dot Records. Other officers for coming year are: **John K. West,** RCA, VP; **John T. Reynolds,** CBS-TV, VP; **Sherwood Schwartz,** writer, secretary; **Herb Benecke,** United California Bank, treasurer.

David Ross appointed program director and chief engineer of WBUX Doylestown, Pa.


Mr. Cross

Bert S. Cross elected president and chief executive officer of Minnesota Mining & Manufacturing Co., St. Paul. He has been executive VP of firm's graphic products group since 1957, and succeeds **Herbert P. Buetow,** who is retiring after 10 years as 3M president. Mr. Buetow will continue as a director and become chairman of board's finance committee, replacing **William L. McKnight,** who will continue as 3M's board chairman. **Cecil C. March** and **Robert L. Westbee** elected directors, succeeding **Joseph C. Duke** and **Louis F. Weyand,** who retired. Mr. Cross, 57, joined 3M in 1926 and becomes company's seventh president since it was founded in 1902. He was



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elected executive VP in 1959. Broadcast division of 3M is Mutual Broadcasting System.

Arthur W. Arundel, president of WAVA-AM-FM Arlington, Va., elected public trustee of Greater Washington Educational Television Association, licensee of noncommercial educational WETA(TV) (ch. 26) Washington.


Miss Roy

Shirley I. Roy, director of planning and development for Knight Management Corp., Boston, elected VP. Miss Roy's new responsibilities will be concerned with broadcasting operations, merchandising plans and general management as consulting service to companies in advertising and broadcasting fields. Norman Knight, president of Knight Management, also owns Knight Quality Stations.

Jim Everts joins WTRX Flint, Mich., as program director.

Tony Barr named program supervisor for ABC-TV-Hollywood, succeeding **Edward Rissien,** who has joined Bing Crosby Productions as special executive assistant to Basil Grillo, president.

James B. Patterson appointed executive producer at KABC-TV Los Angeles, engaged in new program development involving specials and documentaries.

Mark Denis, air personality formerly with KCHU(TV) San Bernardino, Calif., joins KHSJ Hemet, Calif., as program director and air personality.

Thomas P. Bashaw, general manager of KFH-AM-FM Wichita, Kan., elected governor of ninth district of Advertising Federation of America.

Harry C. Lautensack re-elected to his sixth term as chairman of Western New York Educational Television Association, licensee of WNED-TV (educational ch. 17) Buffalo.

Ted McDowell, manager of news and public affairs for The Evening Star Broadcasting Co. (WMAL-AM-FM-TV Washington), elected president of Chesapeake AP Broadcasters Association. **Mel Bernstein,** news director of WJZ-TV Baltimore, elected VP for metropolitan stations, and **Mort Siegel,** president of WFMD-FM Frederick, Md., named VP for non-metropolitan stations.

Harry Heuston appointed to newly created position of production director of WISH-TV Indianapolis.

Jack Drabant and **Bob Turner** promoted to producer-directors at WFAA-TV Dallas. **Tommy Johnson** named director; **Lars Giertz,** chief director.

Fred Robbins, radio personality, joins WNEW New York as host of his *Robbins Nest,* weekly four-hour program of music and celebrity interviews. Mr. Robbins will continue to conduct his syndicated interview show, *Assignment Hollywood.*

Howard Karshan, assistant to director of business affairs for CBS News, appointed director of European administration. He will handle administrative activities in Europe and Africa for CBS News in his new post.

Milt Cook, news director of KACE-AM-FM Riverside, re-elected chairman of California Associated Press TV-Radio Association for 1963-64. **Roger Orr,** news director of KNTV(TV) San Jose, elected vice chairman.

John Madigan, editorial assistant to general manager of WBBM-TV Chicago, named news director, succeeding **Bill Garry,** who resigned. Mr. Madigan formerly had been city editor of *Chicago American* and on Washington staff of *Newsweek.* Mr. Garry continues as president of Radio-Television News Directors Association.


Mr. Couric

John M. Couric, manager of public relations for National Association of Broadcasters, renamed director of PR. **Milton E. Magruder** promoted from assistant PR manager to publications manager, and **Arthur D. Stamler** elevated from audio-visual assistant to audio-visual manager. Both will continue to report to Mr. Couric. **Robert E. Hallaham,** formerly of Army Times Publishing Co., joins NAB as PR assistant. Mr. Hallaham succeeds **Jay Lewis,** who resigned.

Peter Kraus, formerly of announcing staff of WLIS Old Saybrook, Conn., named news director of WDLC Port Jervis, N. Y.

Pat Phillips joins KBOM Bismarck-Mandan, N. D., as news director.

Reuven Frank, NBC News' producer of *The Tunnel,* which has been nominated for Emmy awards in categories of "program of the year" and "outstanding achievement in the field of documentary programs," named to honors list of distinguished alumni of Columbia University's Graduate School of Journalism. Other NBC newsmen named are **Gerald Green, Elie Abel, Frank Jordan, Irving R. Levine,** and **Gabe Pressman.**

Frank Jones, formerly with WYNR Chicago, joins news department of WLS there. Mr. Jones earlier was with WEAW Evanston, Ill., and at one time with WKYB Paducah, Ky., as disc jockey.

William Bradley, formerly with WHIL Medford and WTAO Cambridge, both Massachusetts, and **Joseph Clementi,** program director of WHAV Haverhill, Mass., join WORL Boston as music director and chief announcer, respectively. **Edward Ratto,** operations manager for Boston Record Distributors, named WORL traffic-office manager.


Mr. St. Clair

Wade St. Clair, program director of WBT-AM-FM Charlotte, N. C., granted year's leave of absence from Jefferson Standard Broadcasting Co., licensee of station, to accept post with National Aeronautics and Space Administration, effective May 27. Mr. St. Clair, staff member of WBT since 1954, will go to Washington to develop series of educational radio programs on work of NASA to be carried on networks and stations throughout country. During his absence, **James Davis,** now WBT assistant program manager, will become acting program director. Assisting him will be **Monroe Brinson** and **John Burchette** of radio production department.

Patrick J. O'Connell, reporter-photographer at WCCO-TV Minneapolis, joins news staff of WIIC(TV) Pittsburgh.

Dave Walker appointed music director of WFLA-AM-FM Tampa-St. Petersburg, Fla. He succeeds **Ellen Sauls,** who has been promoted to traffic-continuity department.

Bill Kuster, former announcer and assistant news editor of WGAL-TV Lancaster, Pa., joins WRCV-TV Philadelphia as weekend weatherman. **Jay Neely,** with WITH and WJZ-TV, both Baltimore, joins WRCV-TV announcing staff.

Ken Lawson, former disc jockey at KFGO Fargo, N. D., and with KVTV(TV) Sioux City, Iowa, for past several years, named host of outlet's evening and night edition weathercasts, replacing **Gene Edward.**

William J. Silag, former assistant to president of Ithaca College, joins Metromedia Inc., New York, as assistant to Phil Cowan, VP for public relations.

Bill Benton, formerly of WSFA-TV Montgomery, Ala., joins announcing staff of WIS Columbia, S. C.

Dave Etzel, air personality formerly with KCRG Cedar Rapids, Iowa, joins production and announcing staff of KWMT Fort Dodge, Iowa.

Jack Hansen, member of research department of WCCO-TV Minneapolis-St. Paul, to station's local sales staff.

Joe Parsons, former general manager of KFMU(FM) Los Angeles, joins KARC-AM-FM, that city, as sales executive.

Stephen Banker to CBS News, Washington, as State Department reporter.

Barney Lee, former newscaster for WJBK-TV Detroit, joins staff of KEWB Oakland, Calif.

Paul Marshall named art director of KOVR(TV) Stockton-Sacramento, Calif.

Morris Knight, music director of WRFC Athens, Ga., elected president of Southeastern Composers' League, group of 90 members from 12-state region.

Al Pryor, for seven years with KTTV (TV) Los Angeles, joins KMEX (TV), that city, as merchandising director.

David J. Custis, formerly with WFIL-FM Philadelphia, joins WRCV, that city, in newly created post of music director.

William G. Greenwald, account executive for past two years at Marcus Adv., Cleveland, named local sales and promotion manager for WABQ, that city.

Stan Barton, announcer at KROS Clinton, Iowa, joins WGEE Indianapolis as disc jockey and operations manager.

Lee Osborne joins WKMI Kalamazoo, as air personality-promotion director.

Mike Hamlin named publicity-promotion director of WZZM-TV Grand Rapids, Mich.

John Reynolds, senior VP of CBS-TV-Hollywood, accepts general chairmanship of fourth International Broadcasting Awards competition sponsored by Hollywood Advertising Club.

INTERNATIONAL

Allan Waters, CHUM Toronto, elected chairman of Canadian Radio Sales Bureau at annual meeting in Toronto. **R. T. Snelgrove,** CKBB Barrie, Ont.; **J. C. Lavigne,** CFCL Timmins, Ont., and **F. C. Murray,** CJBQ Belleville, Ont., elected vice-chairmen.

Paul Boudreau elected VP and director of public relations for Canadian Advertising Agency Ltd., Montreal. He is former director of Radio and Television News Directors Association.

Charles H. Everett, VP and treasurer of Crawley Films Ltd., Ottawa, elected president of 60-member Association of Motion Picture Producers and Laboratories of Canada. **Dean Peterson,** Peterson Productions, Toronto, elected first VP, and **Roger Beaudry,** Pathe-DeLuxe of Canada Ltd., Toronto, elected second VP.

John D. Tucker, studio equipment sales manager for EMI Electronics Ltd., appointed general sales manager for firm's broadcast and recording equipment division. He will be responsible for all sales, contracts and project engineering. Before joining EMI in 1958, Mr. Tucker had served with BBC's engineering division and Associated-Rediffusion.

James L. Schisgall, account executive at Grey Adv., New York, transfers to Charles Hobson & Grey Ltd., London, where he will work on package goods accounts. Mr. Schisgall joined Grey in 1956.

S. B. Hayward, program manager of CFCF-TV Montreal, named assistant manager for broadcast division of Canadian Marconi Co. and manager of CFCF radio. **Sam Pitt,** executive producer at CFCF-TV, succeeds Mr. Hayward as TV program manager. CFCF-AM-FM-TV is owned and operated by Canadian Marconi Co.


Mr. Lowndes

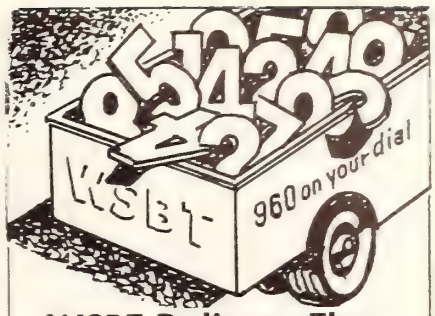
Douglas Lowndes, joint managing director of Benton and Bowles Ltd., England, elected chairman and managing director. Mr. Lowndes succeeds **John Cuff,** who resigned. Mr. Lowndes joined B&B in 1952.

A. F. Mercier, *Quebec Le Soleil,* re-elected president of Broadcast News Ltd., Toronto, and **Gordon Love,** CFCN-AM-TV Calgary, Alberta, re-elected VP of broadcasting division of cooperative Canadian Press. The news service now sends its daily reports to 197 of 209 independent Canadian radio stations, and serves 54 of 58 Canadian independent television stations. Broadcast News also serves CTV Television Network and four Canadian TV stations with a wire photo service from Toronto.

Eric Maschwitz, who retires soon from BBC-TV, London, where he was for several years director of light entertainment, will join Associated-Rediffusion Ltd., that city, as producer in charge of special projects. Mr. Maschwitz had also served as director of light entertainment for BBC Radio.

Peter Webb appointed sales manager of CHLO St. Thomas, Ont.

Joseph Weltman, director of schools department of Granada Television Net-



WSBT Delivers The Numbers In Metro South Bend

Forty-two years ago WSBT was the only radio station in South Bend. Today there are three. But according to Pulse, Feb., WSBT still delivers the South Bend metro area audience. From 6:00 A.M. to 6:00 P.M., WSBT averages 40.5% share; station "X" has 17% share and station "Y", 5.5%. So when you want big radio numbers in South Bend check in with WSBT . . our number is 960 K.C.

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WSBT

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work Ltd. since 1961, appointed education officer for Independent Television Authority. Post is newly created in program services division made necessary by increasing scope of educational programs on commercial network.

Gerald O'Flanagan, formerly of CJOH-TV Ottawa, named broadcasting producer for Leo Burnett Co. of Canada Ltd., Toronto.

PROGRAMING


Mr. Norman

Ben Norman, former western regional broadcasting director and office manager for Cunningham & Walsh, Los Angeles, joins Gerald Schnitzer Productions, Hollywood, as VP and director of operations. Prior to joining C&W, Mr. Norman served as national television director at Doyle Dane Bernbach, Los Angeles.

Charles Britt, former southern representative for National Telefilm Associates, joins television department of Embassy Pictures as southern sales manager, with headquarters in Memphis.

Frank Brill, VP of MCA-TV, New York, appointed to network sales division in executive capacity.

Jack Mulcahy and **Julian Ludwig** named associate producers on Wolper Productions' new series of half-hour specials, *The Hollywood Story,* which Jack Haley Jr. is producing-directing for NBC-TV presentation next September. **Mel Shapiro** appointed film editor of documentaries on which David L. Wolper is executive producer.

Sam Fox, assistant to president of White Photo Sales, joins Filmack Studios, Chicago, as office manager.


Mr. Gottfried

Howard K. Gottfried, New York theatrical attorney and producer, joins United Artists Television in newly created post of VP for production administration. Mr. Gottfried will be assigned to work with six independent production companies readying shows for coming season. He will have his headquarters in New York and report to Richard Dorso, executive VP in charge of all programs.

Robert E. Fender, formerly sales manager, Programatic Inc., New York, joins Mark Century Inc., that city, as sales representative covering all states west of Mississippi. Mr. Fender will be based in new Dallas office. **Fred B. Winton,** formerly with Richard H. Ullmann Inc., New York joins firm as sales representative for southern states. Mr. Winton will make his headquarters in Charlotte.


Mr. Faber

Marshall L. Faber, director of program development for KBTV (TV) Denver, leaves station today (May 20) to open his own film production facilities at 321 South Pearl Street, Denver. Mr. Faber will produce industrial motion pictures, TV commercials, educational films, and classroom instructional films. Before entering TV in 1950, he owned and operated motion picture studio for 11 years in Washington.

John C. Reddy Jr., assistant controller of Columbia Records, New York, appointed controller.

EQUIPMENT & ENGINEERING

A. B. Pollock, former manager for TV instruments and cabinet manufacturing operations of RCA, appointed manager of materials. Mr. Pollock will succeed **Jack D. Walter,** who has resigned to join Essex Wire Corp., Ft. Wayne, Ind. **Ray Dennis,** former manager of manufacturing engineering administration, appointed manager of Bloomington, Ind. plant.

Fred L. Katzmann, sales engineering manager, appointed manager of marketing, product planning and engineering department of Du Mont Laboratories Division of Fairchild Camera and Instrument Corp., Clifton, N. J.


Mr. Jose

Robert S. Jose, who has directed design and development of specialized UHF and VHF transmitters for ITA Electronics Corp. since joining firm last year, promoted to chief engineer of Lansdowne, Pa., broadcast equipment firm. Mr. Jose was formerly with RCA for 12 years. **Joseph Novik,** in charge of ITA's Washington, D. C., office, named director of company's government and industrial divisions.

Robert J. Rose, assistant manager of Westinghouse Electric Corp.'s public relations office in Pittsburgh, appointed PR manager for company's major appliance division at Columbus, Ohio. Mr. Rose will have overall responsibility for all communications activities of division in his new position.

John L. Maynard named to new post of field engineer for New Jersey area of National Transistor, subsidiary of International Telephone and Telegraph Corp., Lawrence, Mass.

Stanley E. Miller, plant manager of Sylvania Electric Products, Fullerton, Calif., to manufacturing superintendent for Ottawa, Ohio, picture tube plant.

Donald C. Creswell, sales engineer, appointed district manager for Ampex Corp. at Dayton, Ohio, succeeding **Thomas W. Harleman,** who becomes midwestern regional manager.


Mr. Deadrick

Edwin J. Deadrick, plant manager for Audio Devices Inc. (magnetic recording tape and film), New York, elected VP in charge of manufacturing. Before joining Audio Devices, Mr. Deadrick was with Cryovac division of W. R. Grace & Co.

David R. Johnson, former sales engineer for semiconductor products division of Minneapolis-Honeywell, appointed Long Island, N. Y., district sales manager for Motorola Semiconductor Products Inc., Phoenix, Ariz.

DEATHS


Mr. Graham

Hugh T. Graham, 44, general manager of operations for CBS-TV network in New York since 1961, died May 11 of pneumonia at Phelps Memorial Hospital, Tarrytown, N. Y. Mr. Graham joined CBS in 1957 as manager of unit management and control services. In 1959 he was named director of studio operations and in 1960 was appointed director of live operations for TV network. Prior to joining CBS, Mr. Graham was with NBC, where he directed unit management department for eight years.

Morris J. Beck, 72, former treasurer of The Katz Agency, New York, died May 13 at Lenox Hill Hospital, that city. Mr. Beck joined Katz in 1905 and retired in 1959. He served as treasurer from 1929 until his retirement.

James Seath Stowers, 46, chief engineer of WGTA Summerville, Ga., died May 7 en route to Augusta hospital. Mr. Stowers had served as chief engineer of WGTA for more than 12 years.

Philip N. Eakins, 36, sports director of KOB-TV Albuquerque, N. M., died May 7 of cerebral hemorrhage at Presbyterian hospital, that city.

Julian Drob, production facilities director of KDKA-TV Pittsburgh, died May 9 of heart attack.

Agency kit encourages portable radio listening

The William Esty advertising agency has developed a new promotion for radio station participation. Object of the promotion: radio listening itself, particularly portable radio. Theme: "Take a lively companion wherever you go—Take a portable radio."

Esty developed the promotion for client Union Carbide, and reports that the National Association of Broadcasters and the Radio Advertising Bureau are actively cooperating by alerting broadcasters to the promotion. Stations may take part—they get a kit containing a selection of announcements, suggested tie-ins, contests, games and other ideas, such as personality message transcriptions for show integration—by contacting Daniel M. Burns at William Esty Co., 100 East 42d Street, New York 17.

Union Carbide makes Eveready batteries—a power source for portables—but the brand name is not identified in the promotional material, Esty said.

KMBC-TV 'Sellathon' aids Texan ticket sale

KMBC-TV Kansas City held a three-hour "Sellathon" that resulted in the sale of more than $16,000 worth of season tickets to what is now the Dallas Texans team of the American Football League.

The owner of the team, Lamar Hunt, has agreed to move his franchise to Kansas City this fall if $25,000 season tickets can be sold in advance. The KMBC-TV effort produced 373 season ticket orders at $49 and $40—the largest block of tickets sold in the drive. More than 7,700 tickets have been sold.

The "Sellathon" included a film of the 1962 AFL championship game which had not been shown previously in the Kansas City area. In the game, the Texans beat the Houston Oilers for the league title.

Texans aid Mexican town

Answering a call for assistance from Alazan, a small Mexican village of 750 which has suffered total crop loss as the result of a spring-long drought, KRIO McAllen, Tex., asked its listeners to respond with much-needed food supplies.

Two days later, according to Jack Terry, KRIO news director, one California and 11 other Texas stations followed KRIO's initial plea. Three Air Force bases (Carswell of Fort Worth, Ellington of Houston, and Cannon of Clovis, N. M.) volunteered to transport the food to the International Airport at McAllen where it was trucked across the border through a pre-arranged plan with the border authorities that eliminated all delay.

By week's end nearly 100 tons of food had been taken into the area. This included nine tons flown to McAllen from Fresno, Calif.

Among the stations of the "Heart String Network," a term used by the people of Alazan, are KZOI Farwell, KNUZ Houston, KFJZ and KTVT(TV) Fort Worth, KBOX and KLIF Dallas, KONO San Antonio, KECK Odessa, KRGV-TV Welasco, KGBT Harlingen and KDOK Tyler, all Texas and KXEX Fresno, Calif.

1,000 reasons for buying 'The Late Show'

Prizes have gone to 24 media buyers of advertising agencies for winning *The Late Show* record album contest conducted by WCBS-TV New York.

The contest required identification of *The Late Show* motion pictures from which 12 pieces of music were selected for a commemorative "Music from the Late Show" record album.

More than 1,000 media buyers entered the contest. Tied entries were asked to complete in 12 words or less the phrase: "I believe *The Late Show* is a good advertising buy because. . . ."

First prize went to Louis Bullock Jr., media buyer, BBDO, New York, who received a 1963 Karmann Ghia convertible.

Richard G. Walsh, time buyer, Sullivan, Stauffer, Colwell & Bayles, New York, who won second prize, received a 1963 Volkswagen sedan. A Magnavox home entertainment unit went to third prize winner, Donald M. Ross, assistant media director, SSC&B.

Such prizes as TV sets, radio-phonograph units and record albums went to other winners.

Advance promotion

Recognizing the importance of on-the-air promotion to a new TV series, 10 members of the permanent cast of *The Richard Boone Show* were called to the MGM lot Monday (May 13), the day before production started for the new NBC-TV series of fall programs, for an 11-hour session devoted exclusively to on-the-air promo spots. A total of 61 spots were filmed, including 10-, 20-, 30- and 60-second promos for use on the network; 20-, 30- and 60-second spots for affiliate stations; three one-minute spots for the British market and 31 individualized 20-second spots for key domestic markets. Producer Buck Houghton was in charge of the production.

SPOTMASTER
Tape Cartridge Winder



The new Model TP-1A is a rugged, dependable and field tested unit. It is easy to operate and fills a need in every station using cartridge equipment. Will handle *all* reel sizes. High speed winding at 22½" per second. Worn tape in old cartridges is easy to replace. New or old cartridges may be wound to any length. Tape Timer with minute and second calibration optional and extra. Installed on winder or available as accessory. TP-1A is $94.50, with Tape Timer $119.50.

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Spotmaster

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Silver Spring, Maryland



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IGM SIMPLIMATION,

P. O. Box 943, Bellingham, Washington.

Who says fashions aren't for radio?

CHARLOTTE DEPARTMENT STORE GETS RESULTS

Fashion shows are no longer the exclusive property of television, at least as far as WIST Charlotte, N. C., is concerned. WIST attracted more than 1,000 teen-agers to its weekly one-hour *Teen-A-Rama*, held on the mezzanine at Belk's department store in Charlotte.

This show, however, featured a "Cotton Combos" fashion show with models chosen from cheerleaders in the city's schools. Barbara Harding, who with disc jockey Don Cross, is co-host of the weekly show, acted also as fashion commentator.

In cooperation with the National Cotton Council, 61 garments for 12 to 18 year old girls were shown and 12 outfits for boys were modeled by local athletes. Store officials expressed pleasure at the immediate sales increase, but pointed out that results are longer lasting than just one day.

Belk's started the Saturday shows a year ago, and when the programs were discontinued in November for additional Christmas selling space, a petition signed by more than 6,000 Charlotte teen-agers asked that the show be renewed. It was as of Jan. 1.

The program has produced classroom results, too. Store officials tell of a high school teacher who conducted a survey among students to see if they had a favorite department store. Belk's received 90% of the votes because, "They have *Teen-A-Rama* for us," according to WIST.

Tourist promotion

A promotion to attract tourists to the Thousand Islands, St. Lawrence Seaway, Adirondack Mountains area of New York is underway by three northern New York stations.

WWNY Watertown, WCNY-TV Carthage and WMSA Massena, all part of the broadcast division of the *Watertown Daily Times*, has prepared a folder with brochures describing the area. The stations invite listeners to send names of persons who might be vacation prospects.

The folders are sent to the prospect, together with the name of the person who suggested his name.

According to James W. Higgins, general manager of the broadcast division, folders have been sent across the U.S. and to other nations. The area business people, who benefit most from increased tourism "are delighted," he reports.

Singing contest draws crowd

More than 5,000 persons attended the fifth annual gospel singing contest of WWRL New York, to fill Washington Temple in Brooklyn to standing room capacity. Winners of the contest, sponsored by Aunt Jemima Self Rising flour, were the Lunenberg Travelers of Brooklyn, who will appear in a one-week paid engagement at the Apollo theater in New York. The group also won a recording contract with Vee Jay Records and $200 for their favorite charity.



Radio spots plus store signs equal sales

Six weeks of announcements on KHJ Los Angeles backed up by store displays (see photo), pulled more than 6,000 entries — each accompanied by a candy or cookie label— in a promotion contest conducted by Van de Kamp's Holland Dutch Bakers. More importantly, the sponsor racked up a 15% increase in sales during the promotion, in which 300 Mattel Beany and Cecil talking dolls were awarded to youngsters in Southern California, where Van de Kamp's maintains 500 outlets for its baked goods and confections.

George Purcell, advertising director of the food concern, reported that "in view of the many personally written thank you letters received by Van de Kamp's from winners of the talking dolls, we feel that this promotion was not only successful saleswise, but generated a great deal of goodwill and public interest." Lennen & Newell, Beverly Hills, is Van de Kamp's agency.

Drumbeats . . .

New presentation ▪ U. S. Tele-Service Corp., New York, has prepared a presentation showing how agencies, advertisers and research organizations can get more from their TV dollar by using photo-scripts, kinescopes and qualitative monitoring of their own commercials as well as those of their competitors. Presentations will be made initially in New York, Philadelphia and Chicago.

KOLT trades records for empty cans ▪ To inspire its listeners to refrain from littering roadsides, KOLT Scottsbluff, Neb., offered a free record for every 25 beer cans or empty containers brought to the station. At the end of a one week campaign KOLT had received 43,000 cans and had given away 1,736 records, the station reported.

How many? ▪ A WSB-FM Atlanta listener wrote the station's call letters on a postal card a total of 5,204 times. For his efforts he won 10 record albums. The second place winner only managed the feat 4,379 times.

Woolworth and 'Ripcord' ▪ A major promotion involving 2,200 F. W. Woolworth variety stores and more than 100 TV stations carrying United Artists Television's *Ripcord* series will include direct mail, personal appearances by one of the stars of the series, Ken Curtis, and advertising and in-store promotion and displays, according to Eve Baer, manager of program services, UA TV. Local Woolworth managers and TV station promotion managers also are arranging tie-in promotions.

Color me KSL-TV ▪ KSL-TV Salt Lake City presented all 10 offices of its station representative, Peters, Griffin, Woodward, with a "KSL-TV Coloring Book" following the format of the "executive coloring book." The creation of Clifton Thomas, KSL-TV's advertising and promotion director, the book presents in light humor the station's per-

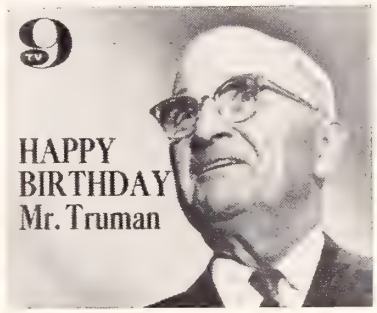
sonnel, mixing facial photographs with drawings.

Trading stamps requested ▪ WBAL Baltimore made an appeal to its listeners to send in trading stamps to supply multiple sclerosis victims with wheelchairs. Over 500,000 stamps were received, enough to purchase five wheelchairs.

WDRK has birthday ▪ WDRK Greenville, Ohio, celebrated its first anniversary by buying coffee for its listeners. At 21 different restaurants, 6,322 cups of coffee were dispensed.

Timebuyers enter sweepstakes ▪ WFBM-AM-FM-TV Indianapolis is holding its sixth annual sweepstakes for the closest guess of the qualifying time for the pole position car of this year's 500 mile race. Qualifying trials started May 18. The prize for the timebuyer is a free trip to Indianapolis for the May 30 automobile competition.

'FDR' book ▪ Sextant Inc., producer of the television series on Franklin D. Roosevelt to be seen next season on ABC-TV (Sunday, 10:30-11 p.m.) is sponsoring a book to be entitled *FDR*. It will be published by Harpers in September, timed for co-promotion with the TV series. The book's editor is author Roger Butterfield. *FDR* will be published in both soft and hard cover editions.



Happy 79th

KMBC-TV Kansas City, Mo., took note of the 79th birthday of Former President Harry S. Truman, whose home is in nearby Independence, Mo., by using 10 three-second station identification breaks for the message: "Happy birthday, Mr. Truman."

Say the 'magic word' ▪ WWLP-TV Springfield, Mass., received over 40,000 post card entries in its Magic Word contest. Over $4,000 in prizes were distributed to winners in a four-week period as the station celebrated its 10th anniversary.

Out-of-town office ▪ Media representatives visiting Jacksonville, Fla., now have a place to conduct business and hang their hats. Bunker, Hubbard & Robson advertising agency has set up a "rep room" for the visiting salesmen to make and receive phone calls, write reports and conduct meetings with clients.

Name that quote ▪ WFAA-AM-FM-TV Dallas received 19,000 entries in a contest to match direct quotes to famous people that made news. Daily winners received a transistor radio and were eligible for grand prizes of Honda motorcycles and a 21-foot cabin cruiser.

Questions listeners ▪ WLEE Richmond, Va., held a contest to see how closely its newscasts were being heard. Station DJ's asked a question after each newscast, inviting listeners to call in with the answer. Prizes such as cosmetics, perfume, shoes, books, and local movie passes were given to attentive listeners.

INTERNATIONAL

UK second commercial TV network not dead

PRESENT SYSTEM'S RECORD TO HAVE BEARING ON EDICT

The United Kingdom government is still uncommitted about a second commercial network, "but the door is still open," Reginald Bevins, postmaster-general, told the House of Commons committee which has now finished considering the new television bill. One reason for uncertainty, he said, is that the government doesn't know how the present commercial network would make out during the next few years.

The committee approved a government amendment increasing the maximum contract period for a commercial TV company from three to six years.

An attempt to change the levy on companies' advertising revenue to a tax on profits was defeated 24 to 7. Debate on this issue had been going on for two weeks. The impact of the levy may yet be softened as further amendment at other stages in the bill's passage through the House of Commons is still possible.

A meeting of representatives of the major unions with members employed by commercial television has unanimously opposed the levy on tv companies' advertising revenue now included in the new television bill.

The representatives in a statement said the levy would "unquestionably result in worsening program standards and create a grave threat of severe unemployment among persons who can find no other outlet for their particular skills."

Abroad in brief...

UHF in France ▪ The official French "Second Program" will not start before April 1964. The second channel will use a 625-line standard with AM sound and will be in the UHF band. Currently, French TV is still operating with the special 819-line French standard. First French UHF transmitters will be located in Paris, Lille, Lyon and Marseilles. There will be no color television in France before the completion of the planned UHF network.

Bucharest connection ▪ The Rumanian capital of Bucharest will be connected with the East European Intervision hookup within the next few weeks. A relay line between Bucharest and Budapest, Hungary, is nearing completion. The line also will connect Rumania with the West European Euro-

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vision network. Current Rumanian TV program production capacity is at 30 hours weekly, most of it live.

Rep expands list ▪ Seven French-language radio stations, formerly represented by Markey Brooke Interprovincial Ltd., Toronto, and one by Alex Bedard & Co., Toronto, both of which suspended business recently, are now represented by Tyrell and Nadon Ltd., Toronto. The stations are CHRD Drummondville, CHGB St. Anne de la Pocatiere, CFGT Alma, CKVM Ville Marie, all Quebec; CKSB St. Boniface, Man.; CFRG Gravelbourg and CFNS Saskatoon, both Saskatchewan, and CHFA Edmonton, Alberta.

London-bound ▪ Creative Management Associates Ltd., New York and Hollywood talent agency, has established an office in London to be headed by Harvey Orkin, who has been named vice president and managing director. Mr. Orkin has resigned as head of the talent department of the Frank Cooper Agency, New York, to assume the new post.

'Going My Way' purchased ▪ John H. Breck Inc., Springfield, Mass., through its international division, will sponsor *Going My Way* on five stations of the Central American Television Network. Stations are affiliated with ABC International Television Inc. Breck also is an advertiser on ABC-TV of the series this season. CATVN stations are in Panama, El Salvador, Guatemala, Honduras and Nicaragua. N. W. Ayer & Son, Philadelphia, is the agency.

British appointment ▪ BBDO, London, has been appointed agency for the British cigarette manufacturer, Gallagher Limited, a company whose annual sales are estimated at $1.2 billion.

History of broadcasting ▪ The broadcasting history compilation room of the Japan Broadcasting Corp., Tokyo, has published in English a 124-page booklet entitled "Broadcasting in Japan—A Historical Review." It is illustrated by 130 photographs, charts and diagrams.

M-E buys Jamaican agency ▪ McCann-Erickson Corp. International has announced acquisition of the Jamaica-based agency, Art & Publicity, and its subsidiary, Stewart-Johnson Associates. Art & Publicity, which bills over $2 million yearly, has a staff of 65 persons. Purchase of the agency brings the number of McCann-Erickson International offices to 47 in 27 countries.

An Ace in Manila ▪ Compton Advertising has entered into an affiliation agreement with Ace Advertising Agency, Manila. Compton has offices in London, Sydney and Melbourne and affiliations with agencies in Paris, Brussels, Amsterdam, Lausanne, Milan, Copenhagen, Frankfurt and Tokyo.

Mathes in exchange ▪ J. M. Mathes Inc., New York, has completed a tripartite confederation of advertising agencies in the three principal English-speaking countries of the world with a financial and organizational agreement with the Robert Freeman Co. Ltd., London. The Freeman agency will now be known as Freeman, Mathes and Milne Ltd. Mathes made a similar move last year when it made an agreement with Pemberton, Freeman, Mathes and Milne Ltd., a Canadian agency with offices in Toronto, Montreal and Trinidad.

TV STATUS IN ITALY

Annual set license results in limited commercials

In at least one part of the world, commercial television and pay TV have struck a compromise.

More than 3 million TV set owners in Italy pay an annual subscription fee, and are assured that there will be no more than five commercial shows daily.

The subscription or license fee is $16 a year, or $20 a year for owners of both radio and TV sets. The government has decreed that no more than 5% of programing time in radio or TV may

East Germany not producing enough 21-inch sets for demand

In East Germany there are still waiting lists of potential television set buyers. There are time lags in the delivery of receivers with the standard 53-centimeters (21-inch) picture tube of nine to 12 months. List prices reportedly average 220% of comparable West German TV set list prices. High prices are laid to high taxes (comparable to a purchase tax in Western countries). Production and sales of smaller TV sets with 43-centimeter (17-inch) pictures are reportedly fast, but buyers prefer the large-tube types and the small models are expected to hit considerable sales problems in the near future.

Television saturation in East Germany (2 million registered sets at the start of 1963) is normal, compared with other continental European areas. There are two state-owned and operated television set manufacturing plants in East Germany, near Dresden and Stassfurt. Plans for 1963 call for an annual TV set production of 550,000 units. The total is planned to be increased this year. Within two years sales are expected to slow down.

There are heavy problems in the export field in East Germany. TV set models for domestic sale with 53-centimeter tubes (outmoded by Western standards) are reportedly no hits in exports to Western countries. Competition between modern Western sets with two-panel tubes and other innovations, and East German sets is deadly for the East German side.

There are, however, some low-level exports of East German TV sets to Cuba and East Bloc countries. Among Eastern countries East German TV set makers are hit by the competition from Hungary and Czechoslovakia. Both of the latter countries are actively exporting their own sets. The Soviet Union has reportedly shown little interest in East German set models and Bulgaria and Rumania are just starting a full scale television broadcasting service. Coverage and, consequently, sales possibilities for TV sets are small.

Production costs in East Germany are reportedly high by Western standards despite the fact that the field is highly standardized. There are only two manufacturers who concentrate upon half a dozen standardized chassis types. Full introduction of UHF TV in East Germany is expected to prompt some diversification in set making but a bottleneck in UHF transmitter manufacturing will slow down developments in that field. One of the transmitter manufacturers, the state-owned and operated VEB Funkwerk Koepenick, has announced it will not be able to turn out 20,000-watt UHF transmitters in larger numbers before 1965.

There are some experiments in color television but public introduction of color TV in East Germany will probably not come before 1970. Development of color TV prototype receivers is in full swing with foreign components being used and Deutsche Post has been active in developing color studio equipment. No decision has yet been made about what color TV standards should be adopted in East Germany. The East German government is believed waiting for a uniform West European color TV standard. According to reports, East Germany plans to adopt the future West European standards rather than any coming Soviet color TV system.

BBG on cable TV

Cable television systems and their economic effect on broadcasting stations will be discussed before the Board of Broadcast Governors at Ottawa on June 4 at a public hearing. The BBG, equivalent in Canada to the FCC, has been concerned for some time by the fact that cable systems are not required by law to achieve certain national program purposes, as are the broadcasting stations licensed on the BBG recommendations. The BBG will also hear arguments on the conditions of copyright, licensing and operation of wired systems and broadcasting stations as these affect the capacity of broadcasting stations to serve the national purpose.

be given over to commercials, or a total of 8% in both media.

These and other facts of Italian TV life are supplied in a report just released in New York by Radiotelevisione Italiana (RAI), which operates TV in Italy. RAI is a private corporation whose dealings with the Italian government are regulated by a contract renewable from term to term. (Current contract expires Dec. 15, 1972.) The operational facts and figures of the network are explained in an RAI booklet.

RAI operates two channels—one UHF and the other VHF. The network reported at the close of 1962 that it had 582 VHF transmitters and relay stations covering 97% of Italy's national territory, including Sicily and Sardinia. The UHF channel, in operation since Nov. 4, 1961, claimed coverage of 70% with 31 transmitters and 11 relays.

The VHF channel's programing consists of drama, classical music and opera, musicals, variety shows, popular music, film features and news broadcasts. The UHF channel is predominantly a cultural outlet.

A great portion of UHF telecasting is occupied by the eight-hour-daily (Monday through Saturday) *Telescuola*, an educational television project begun in 1958 which has grown into an accredited public school and has approval of the Italian Ministry of Education. It offers regular and vocational high school courses, groups its viewers in some 2,000 study groups across the country, receives, corrects and returns homework by mail, and offers special advanced courses beyond the high school level.

During 1961, RAI-TV's educational programs amounted to a total of 1,066 broadcast hours, an increase over the preceding year of 379 hours.

W. German radio, TV gross $250 million

West German and West Berlin radio and television stations grossed a total of more than one billion deutschmarks ($250 million) last year, according to official statistics. The number of registered radio set owners is increasing in West Germany and in West Berlin at an annual rate of more than 400,000, giving the German broadcasting organizations an annual increase in radio set license fees of more than DM 9.5 million ($2.35 million), automatically.

The number of set licenses in the television field is increasing annually at one million units per year. This represents an annual increase in TV set license fees of DM 60 million ($15 million). In the calendar year of 1963, commercial income of existing radio and TV broadcasting organizations is expected to rise sharply. According to conservative estimates, the commercial gross will be between DM 370 million and DM 400 million ($92.5 million to $100 million). A further increase is expected for 1964.

That commercial television in West Germany and in West Berlin is amidst a substantial boom period as illustrated in the following statistics. Figures are official.

Year	Commercial grosses (1,000,000 DM)
1956	0.2
1957	3.7
1958	12.0
1959	56.8
1960	132.1
1961	226.2
1962	285.0 (est.)

Ban on newspaper TV ownership defeated

A proposal to keep the press from holding any interest in British TV companies was defeated during the House of Commons standing committee's consideration of the television bill.

Labor MP Fred Willey said there should be a divorce between these two media of communication. He cited the large holding of the number of press groups in TV companies including 62% in Southern TV and 80% in Scottish TV.

It was possible that a concentration of power could be used to persuade public opinion or to put over a one-sided representation of public affairs, he contended.

In reply, Postmaster-General Reginald Bevins said newspapers were not interested in using television as a means of influencing public opinion but regarded it as an investment and means of making money.

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DATELINE: TV around the world

by George A. Graham Jr.

Overseas television reaches age of maturity

Probably the most encouraging development in world-wide television during the past year has been the growing realization of the dignity and usefulness of TV among the people who manage it overseas. In many of the countries of the five continents served by our NBC International Division, 1962 marked a turning point in the emergence of TV from hopeful experiment to mature performance. I think this is important to all of us. It could mean that our effort to build TV markets overseas on a level of sophistication comparable to ours is beginning to show tangible results.

This is most evident in somewhat underdeveloped countries where, less than three years ago, TV was a fascinating but baffling phenomenon. But it is also true, in some degree, among the most highly industrialized nations of Europe. Until recently, in many areas overseas, TV had the dubious status of an exciting toy, a kind of electronic court jester, geared to entertain, but hardly a responsible member of the community or the state.

NBC International's most ambitious effort today is in Nigeria, where our team of consultants includes seven Americans, four Englishmen, three Canadians and two Australians. We supervised installation, administration, transmission and the training of Nigerian citizens for the complete takeover of the nation's network. We are active also in Buenos Aires, Mar del Plata, and in two Mexican areas—Guadalajara and Monterrey. We also have an equity investment in the Radio Caracas radio and television network in Venezuela and have supplied special services to Peru, Saudi Arabia and the tiny island of Mauritius, off the coast of Madagascar. We have provided a package of 35 hours of documentaries to a new station in Jamaica to open in August.

Sophisticated Medium ▪ We find a different and more self-sufficient attitude today. Hostile critics of television no longer throw punches without fear of rebuttal. More astute programing, fashioned not only of better grade U. S. films but of home-bred originations, has enhanced the TV image abroad. Management and personnel overseas have become more prideful of their product and less sensitive to critical barbs from competitive media. It is no longer fashionable to apologize for TV in these precincts.

Harald Vock, the young, energetic program chief of Norddeutscher Rundfunk in Hamburg, Germany, put it succinctly when he visited New York a couple of weeks ago.

"We're learning lots of things about American attitudes," he said. "But what impresses me most is your free, independent approach to the job. We're still too rigid in Germany, but this is easing up, and we're taking a firm stand against unjust criticism."

Mr. Vock characterized the American way, at least in the TV area, as "relaxed," and the point is significant. You relax when you're sure of your ground and you concentrate clearly on your long-range objectives.

Determined postures are grounded in well-deserved success and solid achievement. Japan is an excellent example of the progress and growth TV made abroad in 1962. The number of transmitting stations more than doubled there last year. At year's end the count was 332, consisting of 206 government and 126 commercial stations. Twelve of the former group had color TV. Japan is second only to the U. S. in the number of sets in use. Today Japan distributes shows to Latin America and to the U. S. Two animated Japanese series, *Astro Boy* and *Prince Takeda,* have been dubbed in English and Spanish for sale in English-speaking and Latin American countries.

These gains are reflected in the recent relaxation of Japanese quotas on films acquired from other countries, proving once again that the rewards of improved management practices abroad, which we have always encouraged at NBC International, add up to better TV business everywhere.

Creative Surge Abroad ▪ Our conferences with our officials, held in New York and Hollywood in March, indicated clearly that there is a new creative surge abroad that can't help but benefit all of us. New techniques, fresh programing ideas and a new aggressive spirit will make the overseas market more profitable than ever. This is not an aesthetic dream, but a hard-nosed business projection.

I believe our film sales will continue to mount in direct ratio to the economic growth of our friends overseas. As they become inventive as program builders they'll attract bigger and more responsive audiences. The demand for our product will increase proportionately. Competition is no threat in a growth market; it's an incentive. We'll make and sell more and better programs because forceful and imaginative programing abroad will stimulate an ever-increasing demand. NBC International film sales in 1962 exceeded the 1961 sales by 61%. Sales for the first three months of this year are running ahead of the volume for the first quarter of 1962. Proportionate gains for the remainder of 1963 would make this the most profitable year in our history. Our most active customers are England, Canada, Australia and Japan.

We look to Italy for vastly accelerated leadership within the foreseeable future. We earnestly hope that Italy may clear the way to produce opera, classical plays and even contemporary drama for TV. The number of sets in use in that country now exceeds 3.6 million, the third highest in Western Europe. This rate of progress presages improved film sales for American producers, which will be helped, not hindered, by Italian advances.

Communications Bridge ▪ We are concerned primarily with building a communications bridge between countries other than our own, to help them develop their economic potential. We have succeeded in introducing TV facilities that have enabled industrial na-

George A. Graham Jr. was named to his current post of vice president in charge of NBC Enterprises Division in September 1962. With this assignment, he also assumed the positions of board chairman of NBC International Ltd. and of NBC Films. Mr. Graham joined NBC-TV network sales in 1953 after several years in station operation and management. He was elected vice president of NBC in February 1959, and appointed vice president and general manager of NBC Radio in March 1960. He resides in Ardsley-on-Hudson, N. Y.



tions to tell the story of their cultures in countries that are ready and eager to hear about them. The forward move will come from two stimuli, the drive to establish TV in underdeveloped countries and the continuing expansion in the industrial nations. Today Germany, England, Japan and Australia are leading that forward thrust. In England and Germany third TV networks are already in the making.

The situation in Canada is weighted with imponderables, mostly because our neighbors to the north are earnestly re-examining their own cultural and nationalistic values. At NBC we feel these problems will ultimately resolve themselves and that the final solution will not be damaging to our interests. As leaders in international operations, we feel we have an obligation to understand Canada's point of view, to help that nation realize its aspirations. By distributing the superb documentaries made by the National Film Board of Canada we think we are making a sound contribution to that end. In the meantime it might be helpful if Canada re-examined its current quotas on imported film products. Such unwise practices are economically insupportable.

As a general rule, we've found that program tastes abroad are much the same as here at home. Westerns are prime favorites overseas, with *Bonanza* leading the pack. Comedians with conventional styles are in great demand, but the subtle satirists don't do so well, mostly because overseas audiences aren't familiar with what they're satirizing. Documentaries enjoy a high degree of acceptance almost everywhere. But if there is one universal equation it is show quality. Well produced film in any category rarely is a sales problem.

But, reviewing the past year and looking ahead to 1963 and 1964, the pattern seems clear. Television overseas has come of age in many countries; it is becoming more self-assured, more confident everywhere. In the area of programing, as well as technological know-how, management abroad is becoming increasingly conscious of the primacy of its own medium. This is all to the good. Mature, knowledgeable businessmen make responsive customers, providing you make and sell a marketable product. And the record seems to indicate that we do.

McCann-Erickson in Hong Kong

McCann-Erickson Corp. (International) and a Hong Kong agency, China Commercial Advertising Agency (H. K.) Ltd., have joined forces to form Ling-McCann-Erickson Ltd. C. P. Ling is board chairman, and is assisted by Bill Ling, managing director, and Ronnie Ling.

10 channel reservation being sought by CBC

The Canadian Broadcasting Corporation will ask for the reservation of 10 television channels throughout Canada at the June 4 hearing of the Board of Broadcast Governors in Ottawa.

CBC is asking for channel 8 for Prince Edward Island with 325 kw video; channel 9 for the Saint John and Fredericton area of New Brunswick with 325 kw video; channel 9 for an English language station with 30 kw video at Sherbrooke, Que.; channel 8 for Three Rivers, Que., with 10 kw video; channel 5 for the Sudbury and Sturgeon Falls area of northern Ontario with 100 kw video; channel 4 for the Port Arthur-Fort William area of northwestern Ontario with 100 kw video; channel 13 for Regina, Sask., with 325 kw video; channel 12 for Saskatoon, Sask., with 325 kw video; channel 9 for Calgary, Alberta, with 325 kw video; and channel 10 for Victoria, B. C., with 10 kw video.

The BBG will not hear applications for other TV stations at this public session, but applications are on file for a number of satellite stations right across Canada, with a most unusual one by CBC for the Magdalen Islands in the Gulf of St. Lawrence on channel 12 with 1.18 kw video and 0.59 kw audio.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING May 9 through May 15 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New AM station

ACTION BY FCC

Cambridge, Minn.—Harry Newby. Granted CP for new AM on 1300 kc. 5 kw-D. DA. P.O. address 807 9th Street, Cloquet, Minn. Estimated construction cost $46,677; first year operating cost $35,000; revenue $40,000. Mr. Newby, sole owner, is majority owner of WKLK Cloquet. Initial decision looking toward grant became effective May 8. Ann. May 15.

Existing AM stations

ACTIONS BY FCC

KVSO Ardmore, Okla.—Waived Sec. 3.24 (g) of rules and granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Action May 15.

KOKL Okmulgee, Okla.—Granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Action May 15.

KBEL Idabel, Okla.—Granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action May 15.

KNOW Austin, Tex.—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions. Action May 15.

New FM stations

APPLICATIONS

***Northridge, Calif.—San Fernando Valley State College.** 88.5 mc, channel 203, 10 w. Ant. height above ground 100 feet. No construction cost; first year operating cost $1,000. Principals: board of trustees. Ann. May 9.

Sedalia, Mo.—Yates Broadcasting Co. 92.1 mc, channel 221, 1 kw. Ant. height above average terrain 278 feet. P.O. address KSIS, Box 207, Sedalia. Estimated construction cost $13,061; first year operating cost $22,500; revenue $35,000. Principals: **Christine** and **Carl Wesley Yates Jr.** (each 50%). Mother and son also own KSIS. Ann. May 13.

***Odessa, Tex.—Odessa College.** 91.3 mc, channel 217, 1 kw. Ant. height above average terrain 253 feet. P.O. address Box 3752, c/o Dr. Jack Rodgers, Odessa. Estimated construction cost $22,550; first year operat-

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ing cost $3,000. Principals: **board of regents.** Ann. May 10.

Ownership changes

ACTIONS BY FCC

WOOK-TV Washington—Granted assignment of CP from **United Broadcasting Inc.** to **United TV Inc.**, wholly owned subsidiary of United Broadcasting. No financial consideration involved. Action May 13.

KXKW Lafayette, La.—Granted transfer of control of licensee corporation, **General Communications Inc.**, from **Paul H.** and **Shirley L. Kurzweg** (each 12.5%), **Victor J.** and **Frank T. Kurzweg** (each 8.3%) and **Loraine K. Chadwick** (8.4%) to **Edward E. Wilson** (76.5%, 29% before) and **P. H. Kurzweg** (2.5%). Consideration is assumption of debt. Action May 14.

KTWN St. Paul, Minn.—Granted assignment of license from **Alvin Koenig** (26.68%), **William F. Johns Jr.** (24.81%) and others, d/b as **Franklin Broadcasting Corp.**, to **Cream City Broadcasting Inc.** (100%), tr/as **K-TWN Inc. Gene Posner** (99.7%) and **Ruth Posner** (.3%) own Cream City. Consideration $115,000. Cream City owns WMIL-AM-FM Milwaukee, Wis., and Mr. Posner, attorney, also has wide real estate holdings. Action May 15.

KYFM(FM) Oklahoma City — Granted transfer of control of licensee corporation, **K.Y.F.M. Inc.**, from **Bernard Groven** and **James E. McCarty** (each 32.5%) to **American Preferred Life Insurance Co.** (65%), large corporation with no majority stockholder; other ownership remains stable. Consideration is assumption of debt. Comrs. Ford and Henry not participating. Action May 15.

APPLICATIONS

WJHO Opelika, Ala.—Seeks assignment of license from **Mary D. Samford,** executrix of estate of Yetta G. Samford, deceased, **C. S. Shealy, Aileen M. Samford,** executrix of estate of Thomas D. Samford, deceased, and **Miles H. Ferguson** (each 22½%) and **John E. Smollon** (10%), d/b as **Opelika-Auburn Broadcasting Co.**, to **Yetta G. Samford Jr., C. S. Shealy, Thomas D. Samford III** (acting as agent for himself, his brother and his sister), **Miles H. Furguson** and **John E. Smollon** (each 20%), tr/as company of same name. Consideration $10,000. Ann. May 14.

WELE South Daytona, Fla.—Seeks assignment of license from **R. Kelvin Shivers** (80%), deceased, and **Walter Cronkite** (20%), d/b as **Quality Broadcasters of Daytona Inc.**, to **Gary E. Smith** (50%), **Edith L. Speer** (26%), **Ann Hicks Marsh** (13%), **Donald L. Ritter** (6.6%) and **Jerry D. Norman** (4.4%), tr/as **Seven Cities Broadcasting Corp.** Consideration $50,000. Mr. Smith is in real estate and resort businesses; other principals are past employes of Florida radio stations. Ann. May 9.

WGSB Geneva, Ill.—Seeks transfer of control of licensee corporation, **Fox Valley Broadcasting Corp.**, from **Walter F. Myers, Ralph T. Buehlman** and **J. W. O'Connor** (each 33⅓%) to Messrs. Buehlman and O'Connor and **Frank H. Babcock** (each 33⅓%). Consideration $10,000. Mr. Babcock is free-lance announcer and owns 50% of WPEO Peoria, Ill., and KASK-AM-FM Ontario, Calif. Ann. May 10.

KLGA Algona, Iowa—Seeks acquisition of positive control of licensee corporation, **KLGA Inc.**, from **Harry Snyder** (50%) and **Robert Behling** (30%) by **George Allen** (100% after transfer, 20% before). Consideration $55,200. Ann. May 9.

KDTH Dubuque, Iowa—Seeks transfer of control of licensee corporation, **Telegraph Herald,** from **Fred W. Woodward** individually to Mr. Woodward and family, which through trusts and individually control 67.5% of stock; other ownership remains stable. No financial consideration involved. Ann. May 13.

WABX(FM) Detroit—Seeks assignment of license from **Mid-State Broadcasting Corp. of Detroit** to **Mid-States Broadcasting Corp.**; contingent on grant of acquisition of control of licensee by Mid-States (see FOR THE RECORD, April 29). No financial consideration involved. Also see other applications on this page. Ann. May 10.

WGPR(FM) Detroit—Seeks transfer of control of licensee corporation, **WGPR Inc.**, from **Ross Mulholland** (100%) to **Douglas Macalpine** (75%) and **John M. Roeder** (25%); contingent on grant of assignment of license from Mr. Mulholland individually to Mr. Mulholland tr/as WGPR Inc. Consideration $68,000. Mr. Macalpine is majority owner of background music equipment business; Mr. Roeder recently graduated from college. Ann. May 10.

WSWM(FM) East Lansing, Mich.—Seeks assignment of license from **Mid-State Broadcasting Corp.** to **Mid-States Broadcasting Corp.**; contingent on grant of acquisition of control of licensee by Mid-States (see FOR THE RECORD, April 29). No financial consideration involved. Also see other applications on this page. Ann. May 10.

WAMM Flint, Mich.—Seeks assignment of license from **Binder-Carter-Durham Inc.** to **Mid-States Broadcasting Corp.**; contingent on grant of acquisition of control of licensee by Mid-States (see FOR THE RECORD, April 29). No financial consideration involved. Also see other applications on this page. Ann. May 10.

Garden City, Mich. — Call unassigned. Seeks acquisition of positive control of permittee corporation, **Garden City Broadcasting Co.**, from **Austin T. Grant** (6.17%) by **Milton Maltz** and **Robert G. Wright** (each 28.09% after transfer, 25% before); other ownership remains stable. Consideration $500. Ann. May 14.

WQDC(FM) Midland, Mich.—Seeks assignment of license from **Midland-Mid-State Broadcasting Corp.** to **Mid-States Broadcasting Corp.**; contingent on grant of acquisition of control of licensee by Mid-States (see FOR THE RECORD, April 29). No financial consideration involved. Also see other applications on this page. Ann. May 10.

KLIK Jefferson City, Mo.—Seeks assignment of license from **KLIK Broadcasting Inc.** to **Mid-States Broadcasting Corp.**; contingent on grant of acquisition of control of licensee by Mid-States (see FOR THE RECORD, April 29). No financial consideration involved. Also see other applications on this page. Ann. May 10.

KFEQ-AM-TV St. Joseph, Mo.—Seeks assignment of license from **KFEQ Broadcasting Co.** to **Mid-States Broadcasting Corp.**; contingent on grant of acquisition of control of licensee by Mid-States (see FOR THE RECORD, April 29). No financial consideration involved. Also see other applications on this page. Ann. May 10.

WBIC Islip, N. Y.—Seeks assignment of license from **Maurice S. Weiss, Herbert P. Hoffman** and **Eugene Kleinman** (each 24½%) and others, d/b as **South Shore Broadcasting Corp.**, to **Gerald T. Arthur** and **Wilson B. Stringer** (each 37.5%) and **Irving Maidman** (25%), tr/as **Meridian Media Inc.** Consideration $250,000. Mr. Arthur is senior VP of Donahue & Coe Inc., New York; Mr. Stringer is VP of Rowe & Sanford, New York; Mr. Maidman is realtor. Ann. May 9.

WMBT Shenandoah, Pa.—Seeks transfer of control of permittee corporation, **Schuylkill Trans-Audio Corp.**, from **Louis H. Murray, Martin F. Malarkey Jr.** and **John L. Miller** (each 15.6%) and **David R. Wolf** (13.2%) to same persons tr/as **Altoona Trans-Audio Corp.**; other ownership remains stable. No financial consideration involved. Ann. May 9.

WBYM(FM) Bayamon, P. R.—Seeks assignment of CP from **Efrain Archilla-Roig** (47.7%),**Pedro Collazo-Barbosa** (40%) and others, d/b as **Arecibo Broadcasting Corp.**, to **Sergio Martinez Caraballo** (100%). Consideration $8,290 and assumption of liabilities. Mr. Caraballo owns WISA-AM-FM Isabelo and is applicant for new AM in Arecibo, both Puerto Rico. Ann. May 10.

KHHH Pampa, Tex.—Seeks assignment of license from **H. H. Huntley** (100%), d/b as **KHHH Radio,** to **William R.** (51%) and **Roy E.** (49%) **McDaniel,** tr/as **Trend Broadcasting Corp.** Consideration $95.000. W. R. McDaniel is 50% owner of KTFS Texarkana, Tex.; R. E. McDaniel, brother of W. R., is insurance agent. Ann. May 14.

KCLR Ralls, Tex.—Seeks assignment of CP from **Galen O. Gilbert** (40%), **W. R. Bentley** and **Phil Crenshaw** (each 25%) and **Darrell Willis** and **Lew D'Elis** (each 5%), d/b as **Crosby County Broadcasting Co.**, to same persons (excepting Mr. D'Elis, whose shares will be acquired by Mr. Willis) tr/as **KCLR Inc.** Consideration $25. Ann. May 9.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Annie Neal Huntting issued second supplemental initial decision looking toward affirming previous grant to Young People's Church of Air Inc. for new class B FM on 104.5 mc in Philadelphia and denying similar application of WJMJ Broadcasting Corp. Action May 14.

■ Hearing Examiners Annie Neal Huntting and Charles J. Frederick issued initial decision looking toward (1) granting applications of Kent-Ravenna Broadcasting Co. and Joseph P. Wardlaw Jr. for new AM stations on 1520 kc, 1 kw-D, in Kent and Canton, both Ohio, respectively, both conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419, and (2) denying application of Portage County Broadcasting Corp. for new station on same frequency with 5 kw-D in Kent-Ravenna, Ohio. Action May 13.

■ Hearing Examiner Walther W. Guenther issued initial decision looking toward granting application of International Radio Inc. to increase power of KGST Fresno, Calif., from 1 kw to 5 kw, continued operation on 1600 kc, D; conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. Action May 13.

DESIGNATED FOR HEARING

WEEL Fairfax, Va.—Designated for hearing application to increase daytime power on 1310 kc from 1 kw to 5 kw, continued nighttime operation with 500 w, and change from DA-N to DA-2; made WFBR Baltimore and WGH Newport News, Va., which filed opposing petitions, parties to proceeding. Action May 15.

O. L. Withers, Woodburn, Ore.—Designated for hearing application for new day-

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, May 22

	ON AIR Lic.	ON AIR Cps.	NOT ON AIR Cps.	TOTAL APPLICATIONS for new stations
AM	3,795	47	133	392
FM	1,079	27	104	198
TV	518	60	85	120

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, May 22

	VHF	UHF	TOTAL TV
Commercial	486	92	578
Non-commercial	47	21	68[1]

COMMERCIAL STATION BOXSCORE

Compiled by FCC, April 30

	AM	FM	TV
Licensed (all on air)	3,789	1,078	518
Cps on air (new stations)	51	28	60
Cps not on air (new stations)	128	104	84
Total authorized stations	3,968	1,210	662
Applications for new stations (not in hearing)	232	180	72
Applications for new stations (in hearing)	166	13	48
Total applications for new stations	398	193	120
Applications for major changes (not in hearing)	266	88	41
Applications for major changes (in hearing)	54	3	8
Total applications for major changes	320	91	49
Licenses deleted	0	1	0
Cps deleted	0	1	1

[1]Includes 3 stations operating on unreserved channels.

time AM on 940 kc, 250 w; made KGRL Bend, party to proceeding. Action May 15.

WJAZ Albany, Ga.—Designated for hearing application to change operation on 960 kc from 5 kw, DA, D, to 1 kw-N, 5 kw-LS, DA-2. Comr. Cox abstained from voting. Action May 15.

OTHER ACTIONS

■ By memorandum opinion and order, commission (1) waived Sec. 1.354 and 1.359 of rules and granted, in part, application of Andrew B. Letson to increase power of WZRO on 1010 kc, D, from 1 kw to 10 kw, with DA, at present specified location of Jacksonville Beach, Fla. (instead of requested dual-city Jacksonville-Jacksonville Beach location); conditions, and (2) denied opposing petition by Mel-Lin Inc. (WOBS), Jacksonville. Comrs. Ford and Cox not participating. Action May 15.

■ By memorandum opinion and order, commission dismissed as moot petitions for reconsideration and stay filed by Idabel Broadcasting Co. (KBEL), Idabel, Okla., directed against March 20 action of Broadcast Bureau granting without hearing application of Radio Kilgore Inc. to increase daytime power of KOCA Kilgore, Tex., on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w. Action May 15.

■ By letter, commission denied request by Central Missouri Broadcasting Co. for waiver of FM "freeze" rule and returned its tendered application for new FM in Osage Beach, Mo., without prejudice to its refiling after "freeze" rulemaking proceeding is completed, if application then complies with rules. Action May 15.

■ By letter, commission denied request by St. Louis Broadcasters for reinstatement of its application for new daytime AM on 1080 kc, 250 w, in St. Louis, which was dismissed on Jan. 31 for failure to respond to official commission correspondence. Action May 15.

■ By order, commission granted request for waiver of Sec. 1.354(j)(2) of rules and accepted for filing amendments substituting Esther Morris, executrix of estate of Carleton W. Morris (in lieu of Mr. Morris) as applicant for new AM stations in Clifton (1400 kc, 250 w, unl.), Coolidge (1150 kc, 1 kw, DA-N, unl.), and Globe (1240 kc, 250 w, unl.), all Arizona. Comr. Bartley dissented. Action May 15.

■ By letter, commission granted petition by Functional Broadcasting Inc. for waiver of Sec. 3.265 of rules to extent that radiotelephone first-class operator need not be on duty and in actual charge of trans. of WVOR(FM) Rochester, N. Y., during entire broadcast day; condition. Action May 15.

■ By order, commission granted petition by KWK Radio Inc. and extended to 30 minutes time permitted each party for oral argument in proceeding on revocation of license for KWK St. Louis. Action May 13.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order in consolidated proceeding on applications of KWEN Broadcasting Co. and Vidor Broadcasting Inc. for new AM stations in Port Arthur and Vidor, both Texas, respectively, in Docs. 14597, 14599, (1) withheld action on late filed joint petition for approval of agreement looking toward dismissal of Vidor application and payment by KWEN to Vidor of not more than $15,800 for out-of-pocket expenses incurred in prosecuting latter's application and (2) directed Vidor to comply with provisions of Sec. 1.316(b)(2) concerning publication of its intended dismissal so that other persons may be afforded further opportunity to apply for facilities (1510 kc, 1 kw-D) specified in its application. Board Member Nelson dissented and voted for grant; Board Member Pincock not participating. Action May 14.

■ In consolidated proceeding on application of Windber Community Broadcasting System and Ridge Radio Corp. for new AM stations in Windber, Pa., in Docs. 13736, 14282, granted petition by Ridge Radio and extended to May 24 time to file its reply to opposition and comments filed in response to its petition for reconsideration. Action May 14.

■ In consolidated proceeding on applications of Progress Valley Broadcasters Co. and Shakopee Broadcasting Co. for new AM stations in Shakopee, Minn., in Docs. 14726-7, granted Shakopee's petition and extended to May 20 time to file data requested in April 8 memorandum opinion and order. Action May 9.

■ In proceeding on application of Beamon Advertising Inc. for new AM in Daingerfield, Tex., in Doc. 14964, granted its petition and extended to May 22 time to file response to petition for enlargement of issues filed by Mt. Pleasant Broadcasting Co. (KIMP), Mt. Pleasant, Tex. Action May 9.

■ Scheduled oral argument for June 11 in proceeding on application of Bootheel Broadcasting Co. for new AM in Kennett, Mo. Action May 9.

■ In proceeding on application of Stuart W. Epperson for new AM in Winston-Salem, N. C., in Doc. 14391, (1) on own motion, scheduled oral argument for June 11, and (2) dismissed as moot Broadcast Bureau request for waiver of Sec. 1.154(c) of rules. Action May 9.

■ In proceeding on applications of Laramie Community TV Co. and Albany Electronics Inc. for new VHF TV translator stations in Laramie and Tie Siding, both Wyoming, in Docs. 14552-6, granted Laramie's petition and extended to May 15 time to file exceptions to initial decision. Action May 9.

■ By memorandum opinion and order in proceeding on applications of Service Broadcasting Corp. and Z-B Broadcasting Co. for new AM stations in Kenosha, Wis., and Zion, Ill., respectively, in Docs. 14794-5, denied Service late filed appeal from examiner's adverse ruling excluding programing evidence or alternative request for clarification or enlargement of issues. Action May 8.

ACTIONS ON MOTIONS

■ Commission granted motion by Association of Broadcasting Standards Inc., joined in by other interested parties, to extent of extending from May 16 to June 17 time to file reply comments in matter of amendment of rules with respect to hours of operation of standard broadcast stations. Action May 14.

■ Commission granted petition by Spanish International Television Inc. and extended from May 10 to May 17 time to file reply comments in matter of amendment of parts 2 and 3 of rules to provide temporary interference protection to University of Illinois radio astronomy site on frequencies between 608 and 614 mc, TV channel 37. Action May 10.

By Chief Hearing Examiner James D. Cunningham

■ Designated Examiner Thomas H. Donahue to preside at hearing in proceeding on applications of Automated Electronics Inc., Arlington, Va., and Capital Broadcasting Co., Washington, for new TV stations on channel 20; scheduled prehearing conference for June 17 and hearing for July 15. Action May 14.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Rhinelander Television Cable Corp., Rhinelander, Wis., and continued from May 6 to May 8 date for exchange of exhibits, May 13 to May 15 date for notification of witnesses to be desired for cross-examination, and from May 20 to May 22 for evidentiary hearing in proceeding on its AM application. Action May 8.

By Hearing Examiner James D. Cunningham

■ Scheduled resumption of hearing for May 21 in Washington in the matter of revocation of license and SCA of Carol Music Inc. for WCLM(FM) Chicago. Action May 9.

By Hearing Examiner Asher H. Ende

■ In proceeding on applications of Collier Electric Co. for renewal of licenses of KAQ79 Fort Morgan, Colo., et al., in Docs. 14341-4, (1) granted joint motion by applicant and Frontier Broadcasting Co. (KSTF (TV) Scottsbluff, Neb., and KFBC-TV Cheyenne, Wyo.) and continued without date May 20 hearing pending commission action on Frontier's application for review

of Review Board's affirmation of examiner's interpretation of original subpoena, as modified, and (2) ordered that upon release of ruling on application for review all parties shall confer informally among and between themselves, and with examiner, and that moving parties shall, within three days after release of commission's ruling, suggest to examiner date for commencement of hearing. Action May 8.

By Hearing Examiner Charles J. Frederick

■ Pursuant to agreements reached at May 13 prehearing conference in proceeding on application of Hugh Jordan Stock for new AM in Riverton, Wyo., scheduled certain procedural dates, and hearing for July 25. Action May 13.

■ As result of agreements reached at May 10 prehearing conference in proceeding on application of William L. Ross for new AM in Riverton, Wyo., scheduled certain procedural dates, and hearing for July 23. Action May 10.

By Hearing Examiner Walther W. Guenther

■ Granted motion by respondent Dutchess County Broadcasting Corp. (WKIP), Poughkeepsie, N. Y., and corrected transcript of record in proceeding on AM application of Hudson Valley Broadcasting Corp. (WEOK), Poughkeepsie, and on own motion made certain other corrections. Action May 8.

■ Granted petition by Western Broadcasters Inc. and extended to May 15 and May 21, respectively, dates with respect to exchanges of its preliminary and final engineering exhibits in proceeding on its application for new AM in Cheyenne, Wyo. Action May 9.

■ On own motion, scheduled hearing conference for May 10 in proceeding on application of Triangle Publications Inc. (WNHC-TV), New Haven, Conn. Action May 9.

By Hearing Examiner Isadore A. Honig

■ On own motion, in proceeding on applications of Blue Island Community Broadcasting Inc. and Elmwood Park Broadcasting Corp. for new FM stations in Blue Island and Elmwood Park, both Illinois, respectively, and Evelyn R. Chauvin Schoonfield for renewal of license of WXFM(FM) Elmwood Park, in Docs. 12604, et al., scheduled hearing conference for May 17 to make arrangements for further proceedings as found required. Action May 9.

By Hearing Examiner David I. Kraushaar

■ Granted motion by Leader Broadcasting Co., Edwardsville, Ill., and made various corrections to transcripts of record in proceeding on its AM application and that of Salem Broadcasting Co. (WJBD), Salem, Ill., and on own motion, made certain other corrections; by separate order, granted petition by applicant Leader Broadcasting Co. and extended from May 15 to May 27 time to file proposed findings and from June 4 to June 17 for replies. Action May 8.

By Hearing Examiner Jay A. Kyle

■ Scheduled further hearing for May 14 in proceeding on applications of Jupiter Assoc. Inc., Somerset County Broadcasting Co. and Radio Elizabeth Inc. for new AM stations in Matawan, Somerville, and Elizabeth, all New Jersey, respectively. Action May 9.

By Hearing Examiner Chester F. Naumowicz Jr.

■ By order, formalized certain agreements reached and rulings made at May 10 hearing on applications of Edina Corp. and Tedesco Inc. for new AM stations in Edina and Bloomington, both Minnesota, respectively, in Docs. 14739-40, and (1) scheduled hearing for June 18 on direct case of Tedesco on issues added by Review Board; (2) hearing for June 26 in event any party wishes to adduce evidence in rebuttal of Tedesco's direct case; and (3) directed any party proposing to present rebuttal case to give notice to all other parties of identity of witnesses it proposes to offer by June 19. Action May 13.

By Hearing Examiner Herbert Sharfman

■ In proceeding on applications of Progress Valley Broadcasters Co. and Shakopee Broadcasting Co. for new AM stations in Shakopee, Minn., in Docs. 14726-7, granted petition by Progress for leave to amend its application by showing availability of additional $50,000 line of credit. Action May 14.

■ Upon request by K Bar J Inc. rescheduled May 21 prehearing conference for June 4 in proceeding on its application for new AM in Hastings, Neb. Action May 13.

BROADCAST ACTIONS
by Broadcast Bureau
Actions of May 14

***KXKX(FM) San Francisco**—Granted license for noncommercial educational FM and specify type trans.

KPAC-FM Port Arthur, Tex.—Granted license.

WEBJ Brewton, Ala.—Granted license covering increase in daytime power.

WCEF Parkersburg, W. Va.—Granted license covering increase in power and installation of new trans.; specify type trans.

K74BQ Grand Marais, Minn.—Granted license for UHF TV translator station.

WPAY Portsmouth, Ohio—Granted license covering installation of old main trans. for aux. purposes only.

KTHE Thermopolis, Wyo.—Granted extension of authority to operate sign-off at 7 p.m. for period ending Aug. 1.

KCKG Sonora, Tex.—Granted extension of authority to operate sign-off at 6 p.m. for period ending Aug. 1.

KTPM(FM) Sun City, Ariz.—Granted extension of authority to remain silent for period ending June 15.

WMFP(FM) Ft. Lauderdale, Fla.—Granted extension of authority to remain silent for period ending June 30.

KMOD-FM Midland, Tex.—Granted extension of authority to remain silent for period ending July 15.

KREB Shreveport, La.—Granted authority to remain silent for period ending Aug. 1.

■ Following stations were granted extensions of completion dates as shown: WSER Elkton, Md., to Sept. 1; KCKN-FM Kansas City, Kan., to July 15; KSGM Chester, Ill., to Sept. 15; WKST New Castle, Pa., to Nov. 5.

Actions of May 13

KTIP Porterville, Calif.—Granted mod. of license to make changes in ground system.

KQTE Missoula, Mont.—Granted CP to move ant.-trans. and studio location and make changes in ant. system (increase height); condition.

K08EH Hanna, Wyo.—Granted mod. of CP to change frequency to channel 8 and make changes in ant. system for VHF TV translator station.

Actions of May 10

■ Granted CPs for following new VHF TV translator stations: Wolf Point TV Club, on channel 13, Wolf Point, Mont., to translate programs of KOOK-TV (ch. 2) Billings, Mont.; Thomas Fork Translator System, on channels 7 and 11, Raymond and Geneva, both Idaho, KUTV(TV) (ch. 2) and KSL-TV (ch. 5), both Salt Lake City.

WCCA-TV Columbia, S. C.—Granted extension of completion date to Nov. 10.

Actions of May 9

WLVA-TV Lynchburg, Va.—Granted CP to modify vis. and aur. trans. and frequency control equipment; condition.

WIBW-FM Topeka, Kan.—Granted CP to change ant.-trans. location to Maple Hill, Kan., change ant. system, increase ant. height to 1,220 feet and ERP to 47 kw.

***WMBI-FM Chicago**—Granted CP to install new ant. and increase ERP to 50 kw.

K09BI, K09BH, K11BM, K11BQ, K13BM, K13BN Methow and Mazama, both Washington—Granted CPs to replace expired permits for new VHF TV translator stations and specify trans. locations as Goat Mountain, Pateros, and Patterson Mountain, Winthrop, both Washington.

K05CE Orchard Ranch Ltd., Wyo.—Granted CP to change frequency to channel 5 for VHF TV translator station.

K08BI Osage, Wyo.—Granted CP to change type trans. for VHF TV translator station.

***WTVI(TV) Charlotte, N. C.**—Granted mod. of CP to change ERP to 217 kw vis. and 120 kw aur., increase ant. height to 470 feet, and make changes in ant. structure and equipment.

WGNP Indian Rocks Beach, Fla.—Granted mod. of CP to make changes in DA pattern.

WNPS New Orleans—Granted authority to remain silent for period beginning June 8 and ending Sept. 2.

Actions of May 8

KMOX-TV St. Louis—Granted licenses covering changes in existing station (main trans. and ant.) and for utilization of driver portion of old main trans. and ant. system for aux. purposes only; conditions.

K10DD, K13DC Roosevelt, Fort Duchesne, White Rocks and Neola, all Utah—Granted CPs to replace expired permits for new VHF TV translator stations.

KWVR Enterprise, Ore.—Granted extension of authority to operate SH for period ending Aug. 1.

Actions of May 7

■ Granted CPs for following new VHF TV translator stations: Edward L. Hughes, on channel 3, Manchester, Ky., to translate programs of WATE-TV (ch. 6) Knoxville, Tenn.; Smith Radio & TV, on channels 8 and 4, Corbin and Woodbine, both Kentucky, WLOS-TV (ch. 13) Ashville, N. C., and WBIR-TV (ch. 10) Knoxville, Tenn.; conditions on both.

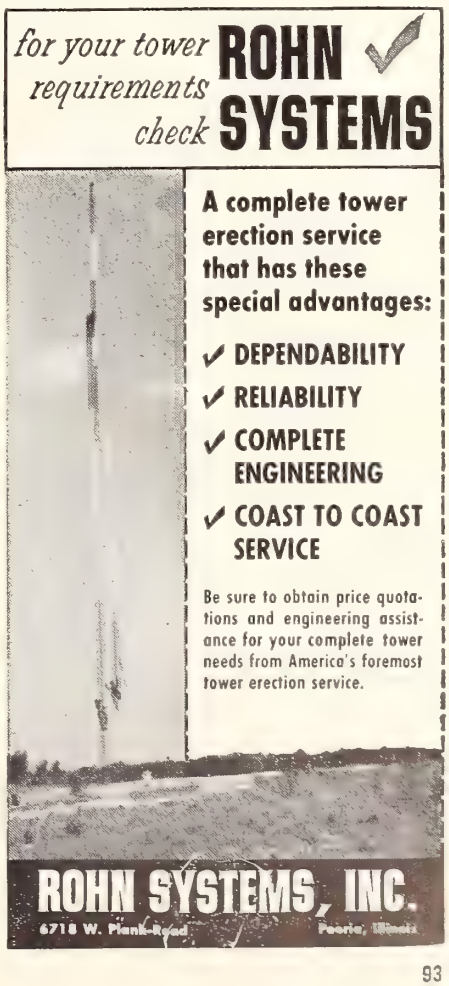
Rulemakings

PETITIONS FOR RULEMAKING FILED

■ Systems Engineering Limited, Burney, Calif.—Requests mod. of Part 4.750c(7) of rules so as to specify its application only to UHF translators. Received May 2.

■ WSM Nashville, Tenn.—Requests institution of rulemaking proceeding looking toward authorizing higher power for class I-A AM stations. 50 kw power ceiling should be removed with respect to all 25 I-A clear channels. Received May 3.

■ KLAY-FM Tacoma, Wash.—Requests amendment of rules in form or redesignating channel 26 from Seattle to Tacoma. Received May 6.



CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) ***(FINAL DEADLINE—Monday preceding publication date.)***

- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.***
- **DISPLAY ads $20.00 per inch—*STATIONS FOR SALE, WANTED TO BUY STATIONS* and *EMPLOYMENT AGENCIES advertising requires display space.***
- **All other classifications 30¢ per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Southern California, immediate opening for solid salesman, capable of management, with top station multiple chain. Good starting salary. Box G-12, BROADCASTING.

Selling manager needed for absentee owned 5,000 watt good frequency daytimer in resort area. No programing problems and current gross is an adequate base. Salary and incentive based on previous experience and ability. Box G-205, BROADCASTING.

Less than an hour's drive from NYC. Station needs two people. Salesman and sales manager. Young, proven salesmen with managerial talents wanted by mature radio operators. Salary, profit sharing, five figures. Station sales and personnel growing in meteor like fashion. Come grow with us. Send complete resume to Box G-233, BROADCASTING.

Managers, small and major market manager vacancies in established eastern group operation. . . Prime consideration to successful sales managers with programing community service appreciation, excellent character and ambition to advance. Send full details. Box G-235, BROADCASTING.

Manager for Kansas Nebraska medium market station. Interested in small or medium market salesman or program director who desires to move up. Salary 100 dollars per week plus. Liberal commission. First class ticket desirable but not necessary. Box G-247, BROADCASTING.

Sales manager $150 to $170 a week salary with bonus arrangement. 5,000 watt daytimer. Leading station in area in billing and ratings. Directly affiliated with Herald Tribune and five CBS television stations. Personal interview necessary. Call H. N. Thayer, WGHQ, Kingston, N. Y.

Immediate opening for a $10,000 a year man who's ready to step up into the $15,000 bracket. Growing fm radio group in northern Ohio has immediate opening for experienced salesman. Unusually attractive opportunity for the man who can qualify. Mail complete data at once (no phone calls, please) to James A. Londot, General Manager, P.O. Drawer 547, Norwalk, Ohio.

Sales

Columbus, Ohio . . . good salesman, management experience or ready. Top independent. Growing chain, good salary plus. Please write full. Box G-13, BROADCASTING.

Your greatest dollar potential is in booming Atlanta, tough, competitive market, top future, earnings, for hard working knowledgeable pro . . . interested? Box G-15, BROADCASTING.

Central California, major market, successful group operation, offers top opportunity to seasoned salesman. Salary, draw, expenses, plus company benefits. Box G-35, BROADCASTING.

Are you the best salesman in your market? If so, we may have an opportunity for you to grow and prosper with our 50,000 watt station in the top 50 markets. We need two salesmen who can quickly evaluate an opportunity and who are able to move within 30-60 days. This property is well managed and is known as one of the very top stations in the industry. We will gladly exchange references. Immediate inquiries will receive preference. Box G-135, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Announcer for established, successful good music station San Francisco Bay area. First class license essential. Good voice important. Send tape. Knowledge of classical music, ability to handle news helpful. Permanent position with definite management potential. Maintenance not important. Good board performance essential. Ideal living conditions. Good salary for right man. This is addition to present staff. Must have minimum two year experience on quality station. No beginners. Give full details including educational background first reply. Preference to Northern California resident. Box G-199, BROADCASTING.

Advertising manager to direct four man staff. Twenty five year old am-fm radio station Northern Ohio. Free hospitalization, surgical and medical insurance. Also life insurance, pension and retirement plan. Salary and commission. Send references of all past positions and salary requirements. Box G-228, BROADCASTING.

Michigan regional in medium market. Opening for salesman with year or more small or medium market experience who wants to move to larger market and larger income. Replies confidential. Give full details and photo. Box G-258, BROADCASTING.

New York state 5 kw regional needs radio salesman June 10th for opening created by retirement. Applicants mid twenties to mid thirties. Station dominant in market and part of Radio-TV group. Box G-32, BROADCASTING.

Expanding sales force. Need young fast-moving, intelligent salesman. Must have implicit faith in prolific presentation or spec sales tapes. No phone calls. Mail resume, in confidence to, Bill Gallagher, Jr., General Sales Manager, WPIK, Virginia Theatre Building, Alexandria, Virginia. WPIK serves the greater Washington D. C. area with adult programing.

Delano, California. KCKH, 5 kw, $520 guarantee, 25% commission. Experienced salesman with 1st phone.

Opportunity for a salesman in Rocky Mountain vacation land of cool colorful Colorado. Salary and commission. Write Ellis Atteberry, KCOL, P.O. Box 574, Fort Collins, Colorado.

Delano, California, KCHJ, 5 kw, $520 guarantee, 25% commission, experienced salesman.

Salesman wanted for newly opened radio station WETT, Ocean City, Maryland 1½ million summer visitors make this a very busy town. Either just summer months, or all year round. Salary and commission. Contact M. S. Hayes, Manager.

New Jersey station increasing power to 1 kw. Need experienced salesman to head operation. Good guarentee, car allowance and percentage of gross. WNJH, Hammonton.

Have unusual opportunity for experienced young salesman. Good market, good town, and good money if you are the man. Call Mel Ring, 3404, Radio WHLT, Huntington, Indiana.

Announcers

Newsman for local news department. Tape and resume to KBRZ, Freeport, Texas.

Help Wanted—(Cont'd)

Announcers

Chief engineer announcer would have complete charge of maintaining equipment at 1,000 watt Michigan station. Excellent working conditions up to date equipment. 6 to 7 per year for right man plus fringe benefits. Must be reliable coorperative man who knows his job and one who has had experience in broadcast engineering. Minimum amount of air work. Personal interview required. Send all information to Box E-287, BROADCASTING.

Oregon daytimer, looking for congenial, likeable morning announcer who likes to sell on the air and on the street. Must be able to adapt to our style. Middle of the road format. Box G-33, BROADCASTING.

If you like both deejay work and news gathering and writing, can do both well here is your opportunity to move up with established Illinois good music station. Excellent pay, many fringe benefits personal interview required. Send tape with complete resume including age, education, marital and draft status, detailed experience and telephone number. Box G-60, BROADCASTING.

Announcer/first phone. Need 1st phone who can maintain 1 kw AM and do decent air shift. State $. All tape returned. Box G-62, BROADCASTING.

Announcer-salesman with experience at both. Eastern station going 1 kw soon. Good pay, liberal commissions. Box G-124, BROADCASTING.

Top swinging station in midwest major market, looking for a top swinging morning man. Box G-163, BROADCASTING.

Midwest top 40, #1 in market, chain station, looking for newsman and personality dj with first phone. No maintenance. Immediate openings. Send tape and resume today to: Box G-173, BROADCASTING.

Fast paced jock with 1st phone. Excellent opportunity in major midwest market. Box G-81, BROADCASTING.

Experienced announcer desired. Must be dependable, strong on news and commercials. Good pay. 5,000 watt station located in western North Carolina. Send tape and references to Box G-187, BROADCASTING.

Dallas station—not top 40, has opening for top notch announcer with bright mature delivery. Send tape, picture, resume and references. Box G-193, BROADCASTING.

Three contented announcers are looking for another professional to work with them on 500 watt daytimer, Maryland. Must have first phone. No maintenance. Five day week, medium market, near mets. Pleasant working, progressive station. No screamers. News conscious. Minimum $5200. Salary open to experience. Box G-208, BROADCASTING.

Needed immediately for new station experienced announcer-salesman and announcer program man. Must be young and aggressive, civic minded to fit into small town operation in North Carolina. Good opportunity for right man with growing group. Preferably from N. C., S. C., Va., or Tenn. Box G-211, BROADCASTING.

If you do play by play sports well and have a good voice for good music station and if you want to live in Rocky Mountain west town of 25,000 for $100 weekly start. Send resume, picture and air check. Box G-212, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Experienced staff announcer for Maryland independent. Mature voice, good references, necessary. Send air check and resume. Box G-250, BROADCASTING.

Newsman to gather, write, and air local news. Midwest. $110/send tape, resume and photo to Box G-255, BROADCASTING.

Major market radio station group has immediate opening for experienced professional modern radio newsman. Apply in confidence if interested in your future. If you're the man we're looking for we'll be sincerely interested in you. You work both for and with us. Send tape and resume. Box G-272, BROADCASTING.

Experienced morning man for local independent. Tape and resume to KBRZ, Freeport, Texas.

1st phone announcer, newsman. Afternoon and night till 10:15 p.m. Must have commercial voice. Schedule is 80% news, 20% announcing. Heavy on local coverage, mobil units, live interviews, etc. Send photo, tape detailed resume, salary requirements, Jim Jea, Jr., Manger, KHMO, Hannibal, Missouri.

1st phone announcer evening shift with 10:15 sign off. New equipment. Modern studios. Call Jim Jae, Manager, KHMO, Hannibal, Mo.

Needed combination announcer production man capable of writing, selling copy for good music station, send pic and tape to KENN, Farmington, New Mexico.

On air newsman with thorough news background. 40 hours. Opening in August. Send complete information, recent photo and salary requirement in first letter to Michael Dillion, PGM. Dir. KOB Radio, 1430 Coal SW, P. O. Box 1351, Albuquerque, New Mexico.

Hottest station in Chattanooga looking for live wire night time "Swinger" who can take a "25" hooper and go. Send air check, resume, and salary expected to Phil Rainey, WMOC Radio, P.O. Box 886, Chattanooga. No Phone calls.

Mature announcer for new good music station in Baton Rouge, WLUX. Tapes only to Ron Tuten, P.O. Box 1186.

WBUX, Doylestown, Pennsylvania, 30 miles from Philadelphia wants man with good reading ability, first phone. Beginner considered. We'll train you our way as news editor and personality disc jockey. Call 348-3332—David Ross, Program Directors.

Experienced first class announcer. Will consider experienced announcer without license. Send replies direct to WCLW, 771 McPherson Street, Mansfield, Ohio.

New Jersey experienced announcer newsman for adult music station. Send preliminary tape, resume. Interview required WHTG, Rt. 1, Asbury Park.

Announcer continuity writer: Immediate opening for man capable in both areas with at least three years experience. Opportunities for advancement for a man capable in commercial production work. B. E. Cowan, Radio WSAC, Box 70, Fort Knox, Kentucky.

Combo dj-newsman: Immediate opening for man capable in both areas with at least three years experience. News will entail leg work, gathering, writing and airing. Send complete resume together with minimum salary requirements. B. E. Cowan, Radio WSAC, Box 70, Fort Knox, Kentucky.

WYNS needs an announer with first phone license. No maintenance—top flight, top forty operation. New station—air conditioned building in Eastern Pennsylvania. Mail tape and your resume to Radio WYNS, Box 115, Lehigton, Pa., or phone 377-1150.

Fast paced 1st phone announcer needed in Madison, Wisconsin. Middle of the road format requires personality but good production. Send tape, and resume to Chuck Mefford, WISM.

Help Wanted—(Cont'd)

Announcers

Announcer, 1st ticket. No maintenance. Rush tape, facts etc. to WHRV, Box 608, Ann Arbor, Michigan.

Announcer news. 1st ticket. No maintenance. Daytime mutual, good opportunity with growing organization. Salary open. Send tape and resume to WJUD, St. Johns, Michigan.

Negro morning personality. Minimum two years experience. Must have automobile. Send tape, references. WOKB, Orlando, Florida.

Announcer, first phone, for top fm station. Need first phone who can maintain 10 kw transmitter and do air shift. Phone collect or write Mr. Victor, WXFM, 4440 North Clark St., Chicago UPtown 8-7900.

Technical

Wanted chief engineer for regional full time, non-directional AM station in San Juan Puerto Rico. Need not be Bilingual. Single man preferred. Please send complete resume of experience and qualifications with photograph. Box G-117, BROADCASTING.

Southwest Pennsylvania independent. Immediate need for 1st class engineer. No Maintenance. State salary requirements and earliest available date. Box G-122, BROADCASTING.

Kansas am/fm. Engineer-announcer. Maintenance standard audio and transmitter equipment. Announcing. Opportunity for competent, reliable, experienced man. Details and tape before interview. Box G-225, BROADCASTING.

Wanted for northern Maine: Engineer-announcer combo. Salary and expense account. Box G-283, BROADCASTING.

Engineer announcer needed immediately. Excellent working conditions and good pay. WDLT, Indiana, Mississippi.

Engineer. Some experience. Salary open. WVOS, Liberty, New York.

Production—Programing, Others

Immediate opening for experienced air man to take charge of program department in small West Virginia market. We need quality voice for production and experienced man to direct staff. Send resume to Box G-248, BROADCASTING.

Powerful, northern Indiana radio station has opening for newsman. Must be thoroughly based on covering, writing, editing and airing local news. Top pay. First phone required. Chance to join one of the most respected news staffs in the nation. Box G-219, BROADCASTING.

Major station on NYC fringe seeks young, serious newsman. Must have local news gathering and writing experience plus mature delivery. Chance to do news specials. sports, too. Only replies which include tape (preferably air check) will be considered. Complete resume to Box G-234, BROADCASTING.

Immediate opening for experienced newsman for West Virginia market. Send resume to Box C-249, BROADCASTING.

Copywriter—Top Michigan station needs strong copywriter. Splendid opportunity for good "head" man. Send background, photo, and sample copy to Box G-276, BROADCASTING.

Iowa, program director must have good voice and be capable, mature interviewer. Must show some experience in handling people. Opportunity for advancement. $110 more or less depending upon experience. Box G-280, BROADCASTING.

Experienced, imaginative writer for top rated am fm. Traffic experience helpful. Send resume, work sample, photo to John Campbell, KWBB, P.O. Box 486, Wichita, Kansas.

Help Wanted—(Cont'd)

Production—Programing, Others

Program and traffc girl needed for top 40 resort station WETT, Ocean City, Maryland. Either summer months or all year round. Contact M. S. Hayes, Manager.

Newsman: Immediate opening for seasoned and experienced newsman in gathering writing airing news. Rare opportunity for creative writer. Also possibility of eventual directorship for a man with degree in Journalism or English major. Send complete resume with photo and tape, together with samples of writing ability. Please state minimum salary requirements. B. E. Cowan, Radio WSAC, Box 70, Fort Knox, Kentucky.

Qualified newsman wanted by established Illinois news minded station offering finest facilities—new news mobile plus beeper phone set-up in News Central. Must be experienced in gathering, writing delivering news and interviews. Excellent pay many extra benefits. Personal interview necessary. Send tape and resume in detail. Box G-59, BROADCASTING.

RADIO

Situations Wanted—Management

Desire first management assignment. Experienced; Salesman news, music production. College, single, veteran. Box G-147, BROADCASTING.

Manager-sales manager for medium or large markets. 20 year vet of both radio and tv. Strong in sales and promotion. Box G-128, BROADCASTING.

Experienced all phases, mature salary or percentage, 36. Small station in south. Available immediately. Box G-186, BROADCASTING.

Top professional salesman ready for general manager's position or sales manager. Now employed in major market. Five years tv; four years radio; three years newspaper; two years outdoor experience. 38, college, married, two children, 6'2", 185 lbs. Will go anywhere. Want challenging situation with future potential and stability. Box G-209, BROADCASTING.

Wanted aggressive radio organization desiring strong sales management potential (experienced: National, regional, local). Sound knowledge of modern radio. Alert, ambitious creative ability to develop powerful sales story behind your operation. Will close sales your department is losing all fronts. Result: Profits for you and me!! Box G-251, BROADCASTING.

Present manager 1 kw single market daytimes wants to move up. Two years on present job. Family man 26 years old. Good sales record. News and play by play a specialty. Phone Aubrey Mays, PLaza 8-3798 Seminole Texas. Write Box G-308.

Station manager, sales experience, ten years radio. Available June first. Box G-204, BROADCASTING.

Major market salesman seeks management in medium to large market. Radio-tv sales background. Young, stable, hard working aggressive executive. Box G-221, BROADCASTING.

Successful manager and top notch salesman; will consistently make money for any station in small or medium market; thoroughly experienced all phases; best references. Available for right job in northeast or upper midwest. Box G-282, BROADCASTING.

Sales

Attention Florida! Experienced radio salesman, early thirties, excellent record desires sales in radio or tv. Box G-263, BROADCASTING.

B.S. degree in June. Sold, announced worked for a rep. while attending college, etc. Box G-275, BROADCASTING.

Announcers

Experienced announcer, young, seeking job in Wisconsin, Minnesota, or upper Michigan. Good with sports. Box G-207, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Major Market C&W personality-deejay desires change. 25 years experience both network and local. Box G-154, BROADCASTING.

Conscientious family man seeks California coastal. Several years experience all phases. Sober, reliable. Best references. Now employed. Available end June. Box G-164, BROADCASTING.

Attractive female country and western dj with three years as C & W dj and singing with C & W bands. Will travel. Box G-166, BROADCASTING.

Announcer, d.j., good wake up show and top 40; tight board. Married, draft exempt. Broadcasting school graduate. Any location! Hard worker! Available immediately! Phone no. 352-1525 (area code 216) or Box G-169, BROADCASTING.

Young, single, three years includes news, jock, tv booth and educational radio. News special interest. Presently medium midwest market. Good background and references. Box G-194, BROADCASTING.

Female, dj announcer, continuity writer. TV performer. Do woman type show or regular dj show. Midwestern vicinity preferable. Box G-195, BROADCASTING.

7 years experience announcing. Five of these years as pd. Interested good music and/or news. Box G-196, BROADCASTING.

Happy, energetic rock sound. Pied piper teen rockers in small market. Modern deliverv. Best references. Box G-197, BROADCASTING.

Personality with humor. Ten years experience, no shouter, sober, reliable. Box G-203, BROADCASTING.

Attention metromoney markets. Deejay personality; 7 years profe$$ional radio experience, talented, ver$atile, mature, and po$itively lovelable). Po$$e$$e$ voice and $tyle that ell! Looking for good mu$ic $tation$ only, that pay top $alarie$. Object: long term togetherne$$. Best offer accepted. Box G-226, BROADCASTING.

First phone, negro announcer/dj swinging modern sound, competent, experienced. Box G-229, ROADCASTING.

Experienced first phone announcer-dj desires position in California; can wait for right opportunity. Box G-236, BROADCASTING.

Experienced lively guy seeks solid format operation in medium or major market. Production, board tight. Box G-237, BROADCASTING.

I see you are looking for the nation's number one morning funny man. He looks for you. Humor, yes. Gimmicks, yes. Tasteful approach, yes yes yes. Box G-240, BROADCASTING.

Sports sales combo. Eight years experience. Top flight play by play and news. Currently billing $1500/mo in 6 station California market. Desires heavier sports schedule. Consider all offers, even football created openings. Box G-241, BROADCASTING.

Now 1st phone. Announcer with two years exoerience, have swing will travel; prefer northeast. Box G-243, BROADCASTING.

Tarzan beware! There's room for only one swinger in this jungle! Bright, tight, creative and aggressive. Former news director. Box G-244, BROADCASTING.

Modern, bright sound, swinging announcer, newscaster, dj with class. Fast tight board, triple spotting etc. Former program manager for military tv. Affiliate solid tv experience. Also will settle crisp news deliverv. Air personality. Box G-252, BROADCASTING.

Top rated New York screamer, 24, ready to move on. Only top dollar outfits need answer. Box G-253, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Carolinas. Relief or part time between June ninth and October. Box G-256, BROADCASTING.

Young experienced dj looking for permanent position in full time top forty station. Prefer west or southwest. Complete resume and air check on request. Available immediately. Box G-257, BROADCASTING.

Ten years solid references. Know production, music, news. Finest background. Veteran with college. Professional experience. Prefer nights. Box G-261, BROADCASTING.

All around announcer desires position in New England. Three years experience. 22 single. Can combo as announcer copy writer. Interested in sports. Wants to become part of vour community. Box G-262, BROADCASTING.

Kansas likes southern California air, staff, news. 27, degree, single. Box G-267, BROADCASTING.

Friends, romans, broadcasters, lend me your ear time. I am a well experienced, middle of the road dj announcer, college grad. Married, veteran, currently employed but looking to move up with the right organization in major market. Will furnish air tape. Box G-268, BROADCASTING.

Tennessee, Alabama, Southern states. First phone, combo, three years experience announcing dj, one year play by play. Some maintenance if preferrable, presently chief. $110. Box G-269, BROADCASTING.

18 years radio, some tv, in announcing, sales, copy, etc. What have you? Box G-270, BROADCASTING.

Announcer dj employed west coast. Work for fine people, but lack opportunity forces move. 33 vet., single, car, 8 years experience. West only. Available two weeks notice. Box G-271, BROADCASTING.

Announcer-dee jay air personality live bright modern singing, "top 40" type sound. Tight production fast board. Authoritative crisp news delivery. Will settle. Box G-216, BROADCASTING.

D.J. with cheerful voice, first phone. Negro, good sales record. Box G-277, BROADCASTING.

Personality dj experienced larger markets. East coast. Prefer night shift. Box G-278, BROADCASTING.

Consciencious family man seeks California coastal. Several years experience all phases. Sober, reliable. Best references. Now employed. Available end June. Box G-164, BROADCASTING.

Friendly type dj with bright happy sound. Strong on news. 1st phone. 4 years experience. Need good paying market to settle in. Not a floater. Prefer fast paced format. 23, married, want to find a good nest to settle down and grow with. Will consider any part of the country. Dave Coons, 3712 Royal Crest Road, Las Vegas, Nevada.

College grad., married, looking for night shift in s. e. New York or s. w. New England. Currently program director at WBRW in Brewster, N. H. but need to augment salary. Excellent on fm classical, good at middle of road or pops. 7 years experience on am-fm-tv. Don Miles, WBRW, Brewster, New York.

Experienced announcer. 1st phone. Wants work southwest. Personal interview possible. Jack Dillion, 3205 Armour Terrace, Minneapolis, Minnesota, STerling 9-0614. After May 19. c/o Phil Weyren, 3829 East Picadilly Road, Phoenix.

Announcer-sales. Five years part time experience. Will graduate from Kansas State University in June. Available June 10th. Write Owen B. Sherman, R-27 Jardine Terrace. Manhattan, Kansas.

Situations Wanted—(Cont'd)

Announcers

Available at once. First phone, top forty man. Can do maintenance two years experience. Production unlimited. Swinger, married, contact Jim Rogers, at PLaza 8-3798, or write Box 291, Seminole, Texas.

Music, news, sports, sales, & traffic: One year experience with four man operation. Now employed. Will relocate one week notice. James T. Parcell, 906 S. 9th, Pasco, Washington.

Phone Norwalk, Ohio, 662-5982 and get a swinging jock four years experience all formats. Married, draft exempt. Jim Davis 10 Norwood.

Announcer dj. Versatile personality. Three years experience with network affiliates. Married, will relocate permanently. Resume and air check tape sent on request. Howard Lash, 39 South Onota Street, Pittsfield, Mass.

4 years announcing, sports, play by play, and some sales. Prefer modern radio. Family man. John Merki, 1610 North 16th Street. Escanaba, Michigan. Phone 786-7936.

Technical

First phone, seventeen years experience with am, fm, multiple, directional, construction and maintenance. Past six years chief. Box G-223, BROADCASTING.

Engineer for summer. Student first phone. Veenstra. So. Acton, Mass. Box G-227, BROADCASTING.

Available June 1, 1st phone, college and trade school grad. 8 years radio tv experience. Prefer western location. Box G-265, BROADCASTING.

Presently tv chief. Available immediately. 10 years experience. Looking for security. Prefer no announcing. 4021 South Grand Blvd. Spokane 36, Washington MA-4-1656.

First phone, beginner, career type, afternoons, Kansas City vicinity, GL 2-8063. Box G-95, BROADCASTING.

Chief engineer, experienced construction maintenance am-fm directionals. Proofs to 50 kw. Box G-100, BROADCASTING.

Chief engineer, 6 years kw-am-da-fm w 3 kw. Broadcast or industry. Box G-281, BROADCASTING.

Production—Programing, Others

Director-announcer, 7 years experience wants position in midwest. Box G-79, BROADCASTING.

Newsman . . . seeks major market . . . 10 years experience, strong on the air presentation. Can take charge of 4 man staff. College degree, age 32, I need a challenge. Not afraid of work!! Box G-86, BROADCASTING.

Experienced news director. Gets news first. Young married. Looking for position in Iowa or surrounding states. Box G-115, BROADCASTING.

News director. Major markets only. Station must be vitally concerned with news and community affairs. Ten years experience includes radio, television, newspaper, public relations, editorials, and documentaries. Box G-119, BROADCASTING.

I spent ten years progressing from a 250 watt backcountry independent, through network, to programing (simultaneously but separately) to stations in one of the top five markets. Any facet or all of my experience as announcer, newsman, programmer and administrator, is available, for a substantial salary, to any major or medium market adult operation with an opportune challenge. 33, degree, mature reliable. Box G-206, BROADCASTING.

Ideas, creative copy, sales. To make this combination vours write. Box G-260, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programing, Others

Girl Friday—good bookkeeper, secretary, traffic manager, etc. Capable of setting up and managing centralized accounting systems. Good knowledge of all phases of radio. Presently employed with good salary, but desire immediate change. Box G-210, BROADCASTING.

News director dynamic hard sell newsman currently at major west coast operation will work 25 hours a day 8 days a week to build your news department into number one in market. Have typewriter, will travel. Box G-214, BROADCASTING.

America's most unique sportscaster, radio tv. Box G-246, BROADCASTING.

Attention Illinois. Young veteran desires relocate. Presently employed, excellent references. News, program, board, copy and sales. Box G-242, BROADCASTING.

Newsman 13 years radio tv. Journalism degree. Air work, shoot film, edit, script. Interested in PR work, special events, promotion. Five years play by play. Would like California, but all major markets considered. A-1 references. Box G-245, BROADCASTING.

TELEVISION

Help Wanted—Sales

Account executive television sales. Write Channel 8, P.O. Box 2148 Idaho Falls, Idaho.

Technical

Transmitter engineer wanted, experience desirable. Contact Bill Elks, Operations Manager, WECT-TV, 205 W. Shipyard Blvd., Wilmington, North Carolina.

KREX-TV needs first phone for tv control and switching; some tv, fm and am maintenance. Send resume and recent photograph to J. H. Meyer, Grand Junction, Colorado.

Engineering supervisor, major market, multi station. Growth requires manager to take charge of day to day technical operations. Degree preferred. For confidential handling reply to our consultants: Alan R. Krull & Co., 8 S. Michigan, Chicago 3, Ill. DE 2-2543.

Florida-chief engineer experienced in studio, transmitter, and vtr operation and maintenance. Needed soon for etv station. Channel 7, Box 7, Jacksonville, Florida. Phone 389-3674.

Experienced tv technician for tv studio control and antenna. Contact K. R. Cooke, Chief Engineer, WDAU-TV, Scranton, Pa.

Wanted experienced tv transmitter and camera maintenance engineer. Call 301, 424, 9292.

Production—Programing, Others

Producer/director need thoroughly experienced man for top CBS station in midwest. Must be able to exercise authority and command respect. Prefer mature man who would be willing to work night shift. Should be strong in news production. Prefer man already located in midwest. Send full details, with references. Box G-230, BROADCASTING.

Newsman for TV who can report, write and rewrite interview on sof routine daily news. Knowledge 16 mm news photography also helpful. Man may be candidate for daily newscast. Ground floor opportunity in deep south million market. Box G-279, BROADCASTING.

TELEVISION

Situations Wanted—Management

Ambitious, hard working, young major market tv salesman seeks local and/or national sales management slot. Radio management and tv background. Associated past 2 years with independent television radio chain. Successfully selling independent television. Box G-220, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Program executive: 15 years experience, 10 years radio, tv at o&o major market, includes production manager, program manager. Familiar all media departments. Seek administrative challenge with stable operation. BS, MA degrees. Box G-141, BROADCASTING.

Operations manager. Nine years all phases medium-major market tv. Top producer-director with some writing & announcing. Family, B. A. Work well with crews and clients. For resume and personal interview write Box G-188, BROADCASTING.

TV general/station manager, seeking change for valid reasons. Presently employed as manager. 20 years background, all phases of broadcasting. Hopeful of locating with people of integrity in medium or small market operation needing mature (41), but ambitious, creative, capable, experienced broadcaster with 10 years tv station management; directing sales, programing, production, FCC, labor negotiations, public service news, etc. Excellent personal and industry references. Full resume upon inquiry. Box G-200, BROADCASTING.

Sales

Merchandising, sales development, sales promotion. Experience in commercial tv. Can write, promote, and produce. Guaranteed pr. 25 years old. Married. Master's in broadcasting. Will work hard in position with potential for growth in sales management. Need a promising man on your staff who knows the industry? Reply: Gene Wilson, 62 E. Broad Street, Columbus, Ohio. Will return resume, top references. Available July 1, 1963.

Announcers

Radio-TV: Now pd, morning jockey in medium market. Have done tv weather, bandstand, news etc. News background and dj/production radio. Journalism graduate. 28. Dial area 219-number 672-2906. Prefer radio-tv combination. Box G-106, BROADCASTING.

TV announcer, crisp authoritative news delivery. Experienced also as public relations director for NBC tv affiliate, with background on various type programs. At ease also with tight production fast radio board. Modern sound. Will settle. Box G-215, BROADCASTING.

Radio and television announcer. College graduate. Married. 6 years experience all phases. Prefer tv or combo. Tony Richards, 233 West Howry, Deland, Florida RE 4-3890.

Technical

First phone wants responsible permanent position. 2 years broadcast experience in transmitter, video switching and micro wave with 6 years in electronics. Box G-264, BROADCASTING.

Need a man that knows vtr's; color, operation, installation and maintenance. Competent technical and operations chief anxious to relocate. Box G-266, BROADCASTING.

Chief engineer: ETV or commercial experienced all phases, UHF and VHF. Studio and transmitter operation, maintenance, planning, construction, supervision. VTR experience. 5 years total experience. Present chief in full power small market commercial VHF. Prefer midwest or south. Box E-463, BROADCASTING.

Production—Programing, Others

News photographer. Nine years experience in all phases of news and documentary filming and editing. Presently chief photographer at highly rated midwest station. Seeking better opportunity. Box G-231, BROADCASTING.

TV newscaster, writer, cameraman, editor. 16 years experience. Excellent rating record. Box G-239, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programing, Others

Experienced news director: Top rated newscaster, excellent airwork, record of sucess as news in depth specialist in competitive market. Box G-103, BROADCASTING.

Newsman 7 years radio and television. Writing, reporting, broadcasting, filming. Box G-175, BROADCASTING.

Professional Weatherman, top rated. Six years television. American Meterological Society seal of approval. Top 50. Box G-198, BROADCASTING.

WANTED TO BUY

Equipment

All equipment between the microphone and the 150 foot tower necessary to build a 250 watt station. Gates transmitter preferred. What do you have? Cash available. Box C-23, BROADCASTING.

New or used heads for Ampex 450-A or 450-B. Used heads must be in good condition. Box G-94, BROADCASTING.

Urgently need two Eastman film projectors, model 250 or 275, 16mm. Will take one of each model if necessary. Contact Wally Wurz, Chief Engineer, KMBC-TV, Kansas City, Missouri, by collect telegram.

Wanted: 175-200 foot tower. Reply to KLIN Radio, 410 Sharp Building, Lincoln 8, Nebraska.

For Sale

Equipment

Dumont TA-178-BS1 switcher and power supplies, good for parts and spares. Best offer. KRIS-TV, Box 840, Corpus Christi, Texas.

1,000 watt fm transmitter with 10,000 watt power amplifier. WE 506B-2 F.C.C. type accepted. Clean, complete. $2995.00 CECO, 518 State Street, La Crosse, Wisconsin.

1000 watt Western Electric transmitter model 443-A-1. Now tuned to 1050 kc. Good working condition. Best offer. WPAG, Ann Arbor, Michigan.

Xmission Line; Teflon insulated, 1⅝" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for $40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

Television / radio transmitters, monitors cameras, microwave tubes audio monitors. Electrofind, 440 Columbus Ave., N. Y. C.

Houston fearless labmaster less than two years old with assessories. Costs $7,000 new. Make an offer. Bill Hargan. KSBW-TV, Salinas, California.

Equipment cartridge tape machines. Collins, ATC PBA 150's $300. Excellent condition two new PB-190's $400. Each. Roger Miller, 1717 East 32nd St., Davenport, Iowa. Phone 324-3670.

Video and audio equipment including disc recorder, racks, power supplies, amplifiers, and film processors. Write for complete list: G. L. Anderson, WJE-TV, 1630 Euclid Avenue, Cleveland, Ohio.

R. F. Bridge, navy equivalent, GR 516C. Nearly new, just calibrated. $300. Robert Miers, Consulting Engineer. P.O. Box 518, Waynesville, Mo.

For Sale: RCA BTA-1MX kilowatt transmitter like new, complete with conelrad crystal kit available for 250 watt cutbakc. $3,000 WSLM, Salem, Indiana.

BUSINESS OPPORTUNITY

Unlimited funds available for radio and television properties. We specialize in financing for the broadcasting industry. Write full details to Box 205A. BROADCASTING.

Miscellaneous

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications. 2221, Steiner St., San Francisco.

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

"Quick Quips" Jokes, one-liners, comedy, ad-libs for deejays. Also "Disc Hits," record info. $5.50. Del Mar Radio Features, P.O Box 61. Corona Del Mar, California.

Helicopters for lease yearly, for traffic time newsphoto, promo. Very reasonable. Tax deductible. Box E-33, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 1505 N. Western Ave., Hollywood 27, California.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago— Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Altanta, Georgia

Special accelerated schedule. The Los Angeles Division of Grantham Schools is now offering the proven Grantham first class license course in a special accelerated schedule. Taught by a top notch instructor, this class is "success tested" for the man who must get his first phone in a hurry. The next starting dates for this accelerated class are July 8, and September 9th. For free brochure, write: Dept. 3-B, Grantham School of Electronics, 1505 N. Western Ave., Los Angeles 27, California.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5 kw station. One price includes everything, even room and board. Can be financed. American Academy of Electronics, WLIQ, Sheraton Battle House, Mobile, Alabama.

San Francisco's Chris Borden School teaches you what you want: 1st phone and "modern" sound. Jobs a plenty. Free placement Illustrated brochure. 259 Geary Street.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1653 North Cherokee, Hollywood, California.

"Do you need a first phone? Train for and get your FCC first class license in just five (5) weeks with R.E.I. in beautiful Sarasota! Affiliated with modern commercial station. Free placement. Write: Radio Engineering Institute of Florida, Commercial Court Building, P. O. Box 1058, Sarasota, Florida."

INSTRUCTIONS—(Cont'd)

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Keegan Technical Institute, 207 Madison, Memphis, Tennessee.

FCC license in six weeks. Total cost $285. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. CA 7-0529.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results Day and evening classes. Placement assistance. Announcer Training Studios, 25 W 43rd, N. Y. OX 5-9245.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting July 10, October 9. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Help Wanted—Sales

BACKGROUND MUSIC—
Aggressive, experienced salesman for Muzak or other commercial background music service. Wonderful opportunity for live wire salesman with management potential. Southwest metropolitan area.
Box G-190, BROADCASTING

Announcers

TOP DISC JOCKEY WANTED

For Canada's largest Country and Western Music station. Applicants should possess ability to program imaginatively, have strong air personality and thorough background of country and western music. Top salary, all company benefits, and excellent opportunities of advancement. Send detailed outline of age, experience, salary expected and audition tape to:

JAMES LOVIC & CO,
Advertising Agency
760 Professional Bldg.
Edmonton, Alberta

WE ARE EXPANDING AGAIN!
The steady growth of our market coupled with our policies of constant improvement has provided several jobs to be filled. We need immediately two more highly quality radio announcers preferably men who can double as tv talent); one good newscaster (Radio and TV airwork as well as writing) and a First Class licensed engineer with both audio and video qualifications. Please send all pertinent data including photos, tapes, references, etc., to:
Bob McMahan, Executive Vice President
KREX-AM-FM-TV
Post Office Box 270
Grand Junction Colorado

Help Wanted—(Cont'd)

Announcers

TOP PERSONALITY

For late afternoon segment, must now be a Top Air Personality in a solid station, who would like to move to a Top Independent Radio Station in Florida. Send complete details, including tape and resume. No tapes can be returned.
Box G-224, BROADCASTING

RADIO

Situations Wanted—Management

Gentleman with family desires to relocate in New York City area. 16 years outstanding broadcasting service. Experience includes Management, Sales. Announcer in top rated station in the nations leading midwest market and with 2 of the nations largest broadcasting chains. Ability and interest in surpassing competitive stations with better programing and larger sales. Considering 5 figure salary or equivalent only.
Box G-259, BROADCASTING

TELEVISION

Help Wanted—Announcers

$14,000 MINIMUM
For
GREAT RADIO PERSONALITY
For
GREAT STATION
In
GREAT MARKET
Tape, photo, and story to:
Box G-232, BROADCASTING

Res·o·lute

(Rĕz' ə· lūt) adj. Having, or characterized by, a decided purpose; determined; resolved; hence, bold; firm; steady—syn. see FAITHFUL. Western New York ABC-TV affiliate wants resolute* announcer to join staff. Good opportunity to advance to Major Market. Send video tape, resume, salary and all particulars to:

Resolute
WKBW-TV
1420 Main Street
Buffalo 9, New York
*(and talented)

TELEVISION

Help Wanted—Sales

Opportunity For Salesman Contacting TV Stations

If you are a salesman selling products or services to television stations and would be interested carrying an additional station service, we have an interesting proposition for you. An exclusive territory will be made available to you. Our staff advised of this advertisement.

Box G-273, BROADCASTING

SALES MANAGER

For Midwest UHF station in VHF market. No conversion problem for fast growing station. Need hard worker and sales leader.

Box G-218, BROADCASTING

TELEVISION

Situations Wanted—Management

AVAILABLE SEASONED EXECUTIVE TV- RADIO

Wants single or multi-station management responsibility. 20 years experience all phases. Proven record. Top education Advanced Degree.

Box G-201, BROADCASTING

Announcer

Children's Tv Performer

desires change after 4 years. Sings, dances, is magician and does many characters. Will answer all inquires.

Box G-274, BROADCASTING

Employment Service

ADVANCE!

ALL BROADCAST PERSONNEL PLACED
MOST MAJOR U. S. MARKETS
MINOR-MARKET MIDWEST SATURATION
WRITE FOR APPLICATION NOW

BROADCAST EMPLOYMENT SERVICE

4825 10th Ave. So. Minneapolis 17, Minn.

Miscellaneous

$$$ PD'S or MGR'S $$$
$$ EARN EXTRA MONEY $$

Names of inexperienced announcing applicants are worth cash to reputable broadcasting school. For full details without obligation simply send your name and address to:

Box G-189, BROADCASTING

Business Opportunity

MONEY AVAILABLE!

Newsman, writer in late thirties seeks active participation in radio property within the Washington D. C. metro area. Will make substantial investment. Write giving full particulars:

Box G-254, BROADCASTING

INSTRUCTIONS

SELECTED ANNOUNCERS AVAILABLE

Trained. reliable men and women graduates of the Detroit School of Announcing and Speech are interested in acquiring experience. Complete information including audition tapes sent on request. Let us help you find the right person for your staff. There is no charge for this service. Write

DETROIT SCHOOL OF ANNOUNCING AND SPEECH
15909 Hartwell, Detroit 1, Mich.

For Sale

Equipment

10 KW Continental 816B Transmitter	$10,000
Gates M-5998 Modulation Monitor	300
Gates SA-39B Limiting Amplifier	300
Gates V-22 VU Panel with attenuator	60
Spotmaster Model 500 Record Player	300
Gates M-5452 "Auto-Trans" 45 RPM Automatic Programmer	450
Gates Studiolette Console	650
Gates Model 525 Transcription Turntable complete with arm and equalizer in cabinet	250
Ampex 351-U 7½-15" full track rack mount	1,250

Above equipment has been in use less that 2½ years and is in very clean shape. Please reply to Box E-428. BROADCASTING.

WANTED TO BUY

Stations

PROFITABLE RADIO STATION WANTED

Experienced broadcaster with approximately $50,000 as down payment wants profitable Western station whose present and past performance indicates payout in five or six years. NO Brokers please.

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You Can't Top A

CLASSIFIED AD

in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

FORGET FAD AND CRASH DIETS . . .

Weight controllers increase their chances for success by adopting the lifetime "balance plan"

OVERWEIGHT AMERICANS spend millions of dollars each year for pills and potions, machines and gadgets, and special "dietary foods" which are promoted as "an easy way to lose weight." About all that most of these people lose is their money, for these heavily advertised "easy ways" to weight reduction seldom work. The person who consumes more food than his body needs for energy adds pounds. The way to shed excess pounds is to burn more calories than one consumes.

Weight control should be a lifetime goal, not something to be achieved over a matter of a few weeks or months. The overweight person must face the facts. To get his or her weight down to the desirable level and to keep it there takes a great deal of will power, almost unlimited support from family and friends, and adoption of what we call the "balance—or moderation—plan."

The plan itself is simple, but it may not be an easy one for every weight controller to put into personal practice.

THIS IS THE PLAN

Let's assume that the person really desires to attain and to maintain the desirable weight for his height and body build and follows the sensible plan of regular medical check-ups by a competent physician who can determine if weight loss is desirable and if exercise is permissible. Certainly one of the first steps for the weight controller is to adopt a planned physical exercise program. This is especially important for the sedentary office worker. The human body needs regular exercise. We function more effectively if we use our muscles and keep them in tone.

Although there are many ways to exercise, walking is one of the best. Walking five miles each day not only helps the body achieve better tone but also uses about 300 calories. If present food intake has been maintaining the body weight for some time, adding five miles of walking to the daily routine could lead to a 15 pound weight loss over a period of six months. It would provide the double benefit of weight reduction and that better over-all feeling that comes from regular exercise.

BALANCE THE DIET

For weight reduction or for weight control and maintenance, a well balanced diet is a key element in the "balance plan." What a person eats should be balanced in both quantity and quality. Weight controllers must know their calories and cannot overlook the calories consumed between meals and at cocktail time. To *maintain* weight, the intake of calories must balance with the energy expended. To *lose* weight, the intake of calories must be lower than the energy expenditure so that the body uses its own fat stores for fuel. For most people, a combination of increased exercise and lower food intake is probably the sensible approach to weight reduction.

To provide a diet balanced qualitatively doesn't require using a slide rule. Foods must furnish necessary nutrients —protein, minerals, vitamins, etc., or the diet may be dangerously unbalanced. Foods should be selected from the four basic food groups which are classified largely on the basis of the nutrients they supply.

SELECT FROM THESE FOOD GROUPS

MILK AND OTHER DAIRY FOODS: Two 8-ounce glasses of milk (or the equivalent in such dairy products as cheese and ice cream) per day provide an adult man approximately 25% of the protein he needs (high quality protein, too); 71% of his calcium (adults do need calcium to keep bones well supplied even after growth stops, as well as for other vital purposes); 15% of the vitamin A; 46% of the riboflavin; 10-12% of the thiamine; 10-13% of the calories. For an adult woman, two 8-ounce glasses of milk provide 31% of the protein she needs; 71% of the calcium; 15% of the vitamin A; 56% of the riboflavin; 13-16% of the thiamine; and 14-18% of the calories. Milk is an excellent food for weight controllers and weight reducers because it provides large percentages of necessary food nutrients at a comparatively low cost in calories. To obtain these essential nutrients in other foods could cost much more in calories consumed.

MEAT, FISH, POULTRY, EGGS: Two or more servings each day from this group provide additional protein, iron, thiamine, riboflavin, and niacin. Weight reducers should select the leaner cuts of meat to reduce total calories.

VEGETABLES-FRUITS: Four or more servings each day from this group, including a citrus fruit or vegetable high in vitamin C and a dark-green or deep-yellow vegetable for vitamin A, assure adequate supplies of these important vitamins.

BREADS-CEREALS: Four or more servings per day from this group provide protein, iron, B-vitamins, and food energy (calories).

Making one's food selections from these four basic food groups, while at the same time being very conscientious about balancing calorie intake against calorie expenditure, is the pattern for lifetime eating habits that all of us should try to develop. Balancing a diet, in quantity and quality, plus a daily exercise program are two good ways to control weight and to enjoy life more.

For a free copy of THE TIME OF OUR LIVES, a booklet which suggests a family physical fitness program, write to the American Dairy Association, 20 North Wacker Drive, Chicago 6, Illinois.



american dairy association

"Voice of the Dairy Farmers in the Market Places of America"

OUR RESPECTS to Michael Harold Dann

He helped reverse a television trend

Michael Harold Dann, who recently was appointed to direct programing at CBS-TV, once drove a hack and an ambulance to help pay his way through college.

He hasn't lost the heavy-footed touch of a taxi or ambulance driver. He lurches into a conversation or a stack of papers, barks into a telephone as if he's not certain the circuit is connected, and then, with the agility of a Fifth Avenue cabbie, slams on brakes, changes directions and is off into another maze of activities.

This is the man who was named a few months ago to steer the course for CBS-TV's programing. Someone has said that he will either drive it into a brick wall or leave the rest of the field behind in a cloud of dust.

Mike Dann's journey toward the 19th floor at 485 Madison Avenue began with his birth less than 42 years ago in Detroit—on Sept. 21, 1921. It was after he graduated from the University of Michigan that he began ricocheting like a golf ball in a shower stall; successfully he passed through terms of soldiering (U.S. Army), newspaper work (United Press), railroad publicity (New Haven Railroad), comedy writing (for Jack Albertson and Louis Nye on WMCA New York) and finally into the network broadcasting business.

NBC Tenure ▪ He went to NBC in 1947 and stayed 11 years, long enough to rise from the public relations department to a post as assistant to then-president Pat Weaver; and also long enough to meet his wife, Joanne Himmell. His NBC tenure was marked by a stretch in which he served as director of special telecasts and oversaw as many as 100 specials during one year (1957).

This constituted what Mr. Dann calls "my concentrated education in the broadcast business," and in 1958 he made the leap from Rockefeller Center to Madison Avenue, landing squarely in the midst of a game of musical executive chairs at CBS-TV which was to propel him into his current top-echelon post in a matter of five years.

Mike Dann probably hasn't even taken time to say, "Whew."

He talks of personal hobbies such as tennis, skiing and trout-fishing with a faroff gleam in his eye and says in jest: "This job really has fouled up my life." But the graying of his thick black hair betrays elements of truth in his jest.

Mr. Dann has adapted himself to the executive role with an attitude of "making my vocation my avocation also." As a result, he speaks of his accomplishments in the broadcast field much as another executive might discuss the 75 he shot in golf.

Sold On New York ▪ Mention New York-originated telecasts, and you've hit a warm spot.

It was Mike Dann who, several years ago, helped stem the flow of TV programing from New York to the West Coast. While NBC and ABC raced west and both of those networks saw their New York programs drop to below 10% of their total schedule in 1960, CBS barely dipped below the 30% mark for New York origination. Today he can point out with satisfaction that CBS will originate 42% of its shows from New York next season.

"New York is the cultural center of the world. It should have television programing," he said. "This is what I'm most proud of—returning television here."

The return to New York came while Mr. Dann served as CBS-TV director of programs, New York, the post he held immediately before being elevated into the programing chief's job on March 11, succeeding Hubbell Robinson.

TV's Cycles ▪ The New York shift, he points out, is part of a cyclical drift in television—and Mr. Dann has the cyclical chart right at his mental fingertips. He can trace in rapid-fire order television's drifts through the years from live drama to film anthologies to variety shows to panel shows to quizzes to action forms and currently into the realistic drama realm. That's where New York fits in, with such shows as *The Defenders*.

"Until *The Defenders*, people didn't believe you could produce quality drama on a weekly basis," said Mr. Dann, but he was among those who had a hand in nurturing *The Defenders* and disproving such a theory.



Mike Dann
Sold on New York

With 12 CBS-TV shows originating from New York this season (four dramas, four variety shows and four panel shows), Mr. Dann feels that the West Coast rush has been halted. "I think there will always be a place for programing from both coasts."

And what about the spectaculars, a form on which Mike Dann cut his broadcasting teeth almost a decade ago at a time when there were as many as 200 a year being produced? "They're no longer practical," said Mr. Dann. "There's hardly a major star today who hasn't been on television a number of times. There's just not the talent available for that type of show that there once was.

"Today a variety show must rely on fixed elements rather than a parade of rotating stars—that's something we learned from Fred Allen's 'Allen's Alley.' Look at a variety show like the *Garry Moore Show*. It has had such fixed elements as Carol Burnett, 'Candid Camera,' and 'That Wonderful Year' to fall back on from week to week. Only one show today exists on rotating stars alone and that's the *Ed Sullivan Show*."

Sink Or Swim ▪ But the entertainment special served its purpose for television and for Mike Dann. As director of special telecasts at NBC-TV, he was thrown into a sink-or-learn-to-swim-fast situation, and according to Mr. Dann, "Each of those specials required the care and planning of a pilot series of today. You quickly learned who the best writers, directors and producers were, and I was exposed to entertainment values in a matter of months which might have otherwise taken years to absorb."

The spectacular declined, but not Mike Dann. He was elevated to assistant to NBC president Pat Weaver, then jumped in March 1958 to CBS-TV, where he became vice president in charge of New York programing.

Mr. Dann dug in, turned up seven new shows for New York, including the development of the *Garry Moore Show*, and early in March this year saw his efforts rewarded with elevation into the position of CBS-TV vice president, programs.

He has three children—Jonathan, 15; Patricia, 9, and Priscilla, 5, who see less and less of their dad these days—and a fishing rod and tennis racket which are beginning to collect dust.

Cold type

IF your best customers, your blue-ribbon clients, started spending more money with your competitor than with you, you would be right in thinking—as an absolute minimum—that something was askew.

That is the predicament in which newspapers have found themselves for several years, and now it seems to be getting worse. As reported in these pages a week ago, the Television Bureau of Advertising counted up and found that the 100 biggest spenders in newspapers last year did not merely invest more in television than in newspapers—they invested more than twice as much in television.

We are not engaging in prediction when we say that the newspapers will try to strike back. They have been counter-attacking for years, and they gave notice at the annual meeting of their Bureau of Advertising last month that they do not intend to let up. Their current party line, as indicated then, is that newspapers are "a stable, steadily growing consumer experience," whatever that means, while television—to hear them tell it—is losing both its pull and its punch (BROADCASTING, April 29).

We doubt that many people outside the newspaper fraternity will be deluded by the implications of this line. The facts are too thoroughly against it. Television's answer was provided in advance by the advertisers and agencies who gave TV that 2-to-1 edge in their budgets. Whether you're looking for a statistic or for a clue to the relative effectiveness of the two media, the answer is that the newspapers' biggest advertisers are twice as big in television.

FCC prognosis: Kennedy dynasty

THERE is no joy in broadcasting's Mudville.

Broadcasters who had yearned for the appointment of a broadcaster to the FCC struck out. The White House had allowed word to leak that a pass had been made at a broadcaster or two, but none could be induced to accept appointment to fill the unexpired term of the FCC's erstwhile boy wonder, Newton N. Minow, age 37.

So an even younger chairman—34-year-old E. William Henry—moves up from rookie ranks, having assumed office only last October. And from left field came the new appointee, trust-buster Lee Loevinger, 50-year-old assistant attorney general, former Minnesota supreme court judge and lawyer for labor groups, including the American Federation of Television and Radio Artists.

The new appointments promise no relief from the pressures of the New Frontier for stringent programing and advertising controls. Mr. Henry is on record in favor of fixed percentages of sustaining time on television (and presumably radio) and of having broadcasters heel to the FCC's every command.

Whether Mr. Loevinger's appointment was a step down, as some lawyers view it, or a step up, as described at the White House, it is an event that will give neither broadcaster nor communications licensees any comfort. In announcing the President's intentions, Pierre Salinger, the White House news secretary, described the FCC as "one of the most important agencies in the government."

It is of more than passing significance that Mr. Loevinger was under consideration for appointment to the FCC when the Kennedy administration assumed office in 1961. Instead the job went to Mr. Minow, who had performed valiantly for the New Frontier in the November elections. The President's brother, Robert, who had become attorney general, selected Mr. Loevinger as his assistant in charge of the antitrust division. Mr. Loevinger's assignment was to go after the larger entities in industry. The larger entities in broadcasting and communications cannot help but view his appointment to the FCC as a real threat.

The Henry appointment last October was a direct New Frontier selection. He had worked in the 1960 campaign under then campaign manager Robert Kennedy. Judge Loevinger's appointment to the FCC also must be labeled New Frontier.

If FDR was the radio president, JFK is the television president. Brother Bobby, the campaign manager in 1960, is calling the plays. Next year is another presidential election year. A New Frontier-controlled FCC, looking down the throats of an already frightened broadcasting herd, is an important adjunct to a broadcast-oriented candidate, particularly when he is the incumbent President.

However remote, there is, of course, the other side of the coin. Mr. Henry has a great opportunity to prove that effective regulation is possible without the exercise of arbitrary power, veiled threats or coercion. The law gives the FCC ample authority to regulate in the manner that Congress intended.

Unlikely as it is, there's always the hope that lawyers, like Messrs. Henry and Loevinger, will study and understand the law and keep within its bounds.

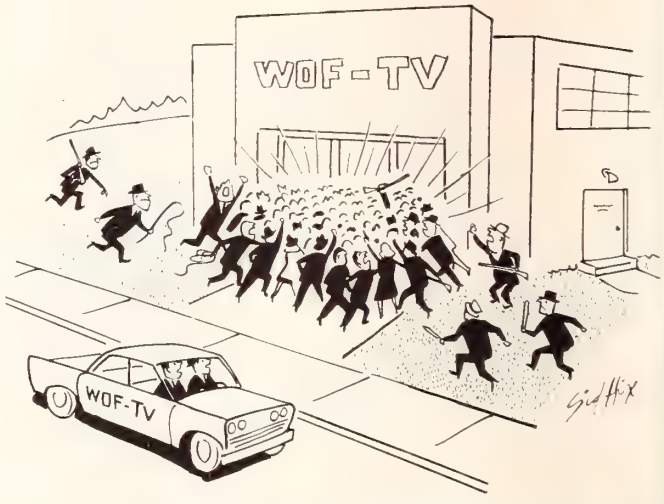
Paying the piper; wrong tune

IF the FCC operated strictly within the conventional limits of a licensing agency, broadcasters would have little reason to protest its decision to charge filing fees for applications. The broadcaster would be in the position of the motorist who pays a local motor vehicle department for the issuance of a driving permit or the building owner who pays a city government for elevator inspection.

The FCC, however, doesn't operate like that.

Licensing is the core of its power, but the power has been used more and more as a coercive force to reshape programing to the desires of the licensors. Beyond that the FCC has acquired the habit of subjecting broadcasting to public abuse.

Now that fees have been decreed for all important radio and television applications, broadcasters will henceforth be contributing direct support to an agency that has declared war on most broadcasting practices. It is an illogical predicament—paying for the ammunition that is being shot at you in hostilities the other fellow started.



Drawn for BROADCASTING by Sid Hix

"Oh-oh! Looks like we stepped on somebody's toes in last night's editorial!"

A symbol of quality...



HUBBARD BROADCASTING, INC.

KSTP RADIO
KSTP TELEVISION
Minneapolis-St. Paul, Minnesota

KOB RADIO
KOB TELEVISION
Albuquerque, New Mexico

W·GTO RADIO
Cypress Gardens, Florida

Represented by

Edward Petry & Co., Inc.

The Original Station Representative



WHNB-TV

NBC IN HARTFORD-NEW BRITAIN, PICKS

adam young inc.

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • ST. LOUIS • SAN FRANCISCO

REPRESENTING RADIO AND TV STATIONS

35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

MAY 27, 1963

Agencies want government to keep hands off commercial code limits 27

FCC has thrown the gauntlet; code boards must choose the weapons 30

Option time and CBS station payment plan may be drawing final breaths 62

Network selling pace slows down following sellout in prime time 48

COMPLETE INDEX PAGE 7

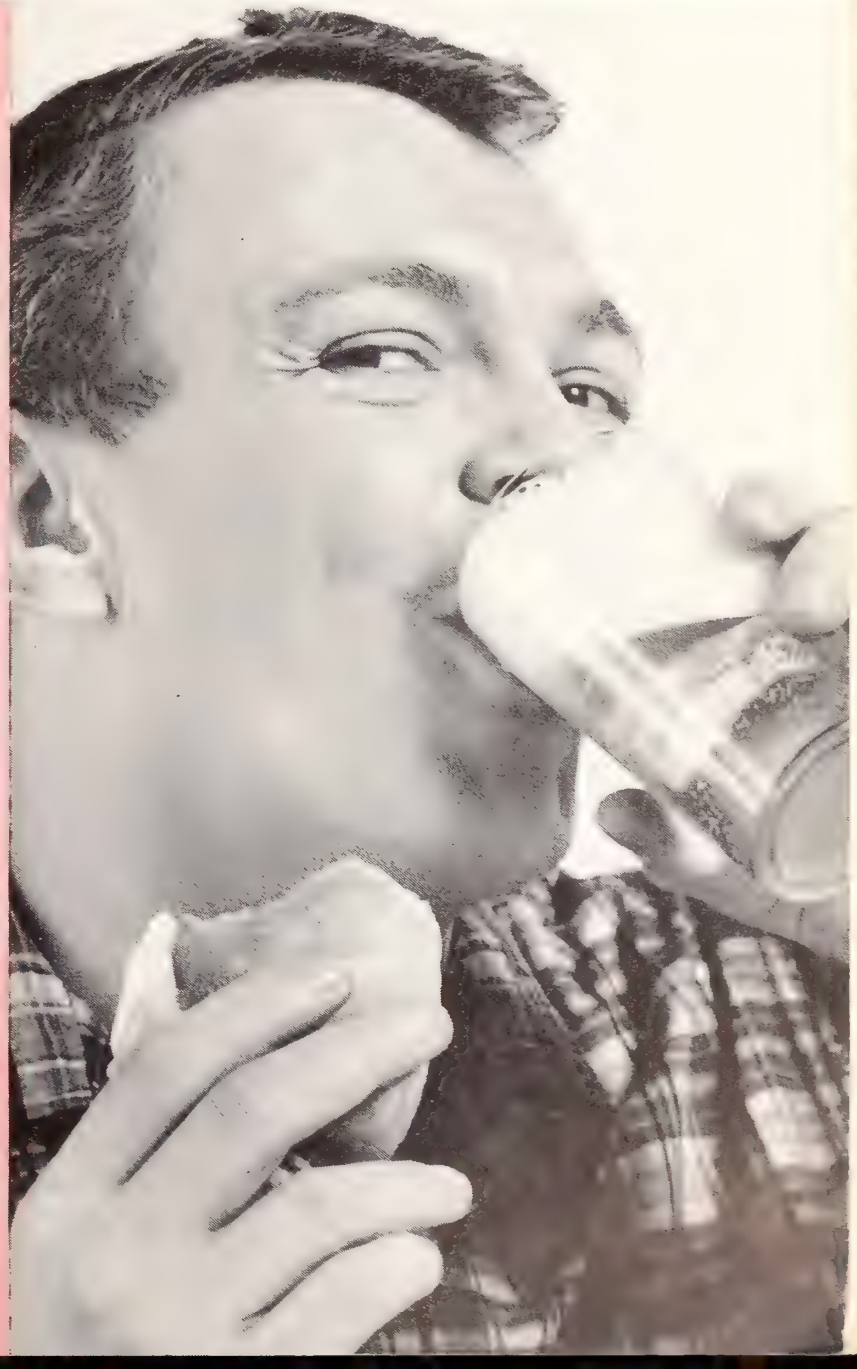
ep close to your customers
with Spot Radio

lling a beverage? Tell him your story now—while 's using the product. This timeliness is one of ot Radio's unique advantages. People will buy ur product when you talk to them directly with ot Radio on these outstanding stations.

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B	Atlanta	KFAB	Omaha
IR	Buffalo	KPOJ	Portland
N	Chicago	WRNL	Richmond
DK	Cleveland	WROC	Rochester
AA	Dallas-Ft. Worth	KCRA	Sacramento
TR	Denver	KALL	Salt Lake City
AL	Duluth-Superior	WOAI	San Antonio
IC	Houston	KFMB	San Diego
AF	Kansas City	KYA	San Francisco
RK	Little Rock	KMA	Shenandoah
AC	Los Angeles	KREM	Spokane
IZ	Miami	WGTO	Tampa-Lakeland-Orlando
TP	Minneapolis-St. Paul	KVOO	Tulsa

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The television station of tomorrow is in Houston today

From every angle--Rates, Ratings, Local Prestige--
KTRK-TV is the VITAL BUY in HOUSTON



KTRK-TV — Channel 13

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NATIONAL REPRESENTATIVES: GEO. P. HOLLINGBERY CO., 500 FIFTH AVENUE, NEW YORK 36, N.Y.
GENERAL MANAGER, WILLARD E. WALBRIDGE; COMMERCIAL MANAGER, BILL BENNETT.

FALL SCHEDULE

STEVE ALLEN

DIVORCE COURT

CHILLER THEATRE

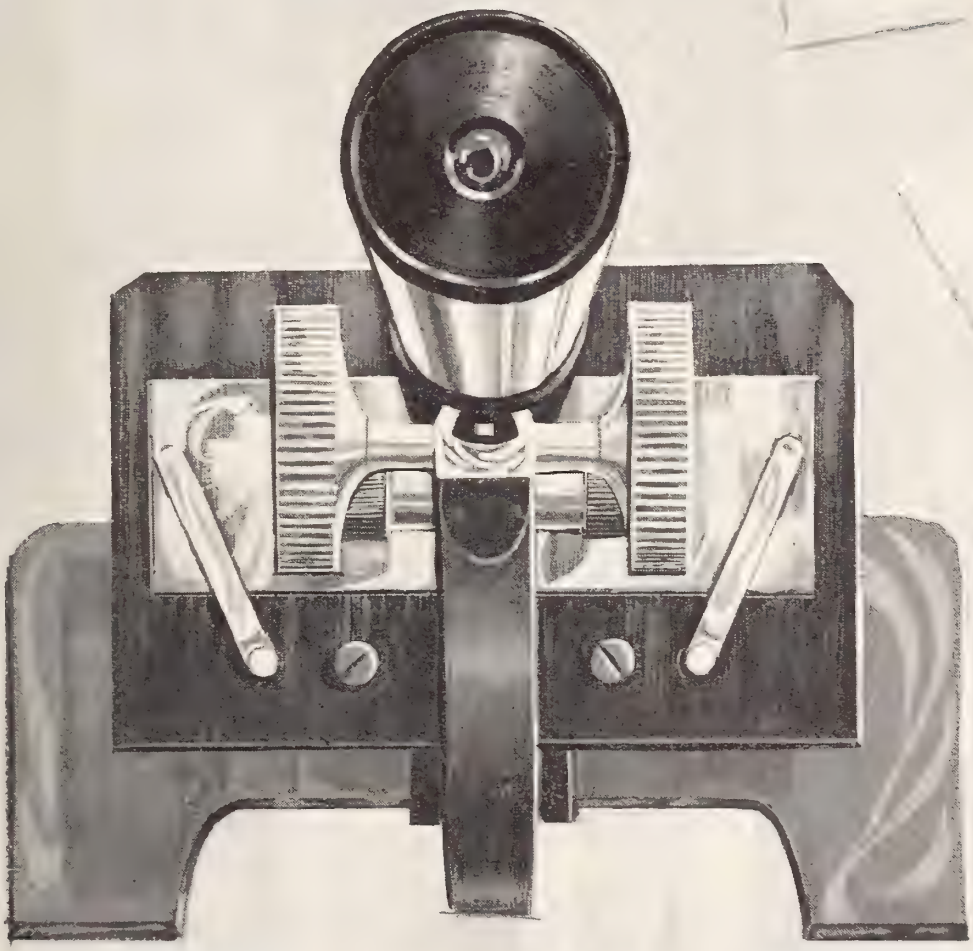
TRUE ADVENTURE

CITY CAMERA

STRIKE-IT-LUCKY

GIRL TALK

A CLOSE LOOK IS REQUIRED



It focuses down to this: You pay for attention. And the concept guiding KTVI's programming is to keep all eyes on the screen. We design our programming to be provocative, exciting, stimulating. KTVI features linked to the ABC line-up attract the younger, buying families that you want to reach. Your commercial ready to sell? We deliver a St. Louis audience that's ready to watch, listen, and buy!

KTVI **2** ST. LOUIS

HR Television, Inc.

abc

Questions and Answers

Q. Which station in the Dallas-Fort Worth market delivers more homes (Monday-Friday from 9 a m to 6 p m) than the other three combined?*

A. KRLD-TV

Q. Which station delivers a 50% larger share of audience and an average of 73% more homes (9 am to midnight, Monday thru Sunday) than the next station in the market?

A. KRLD-TV . . . . and at a lower cost per thousand.

Q. More homes at a lower CPM?

A. Yes. And the best way to take advantage of this truly remarkable market domination is to contact your ADVERTISING TIME SALES representative.

*ARB
March/April, 1963

KRLD-TV

represented nationally by
Advertising Time Sales, Inc.

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

CLOSED CIRCUIT

Segmented NAB?

Separation of NAB into two segments—one radio and other TV—is being talked up. Some formidable figures in radio are convinced that project is beginning to take shape and could well come into fruition in year or so. Radio-minded broadcasters argue that possibly only 10% of NAB's activity is now devoted to radio, with TV constituting more glamorous and controversial aspects.

If plan crystallizes, possibility of Radio Advertising Bureau becoming overall trade association for radio isn't being discounted. Edmund C. Bunker, new RAB president, has had Washington experience (he was CBS Inc. vice president from November 1959 to June 1961) and hasn't been hitting it off with NAB President LeRoy Collins, notably on audience research issue. One observer pointed out that RAB wouldn't even have to change its initials since it could readily become Radio Association of Broadcasters. Under such circumstances, radio proponents assert, NAB could become Television Association of Broadcasters.

Loaded cartridges?

Potential spot radio ruckus is brewing in apparently widespread station practice of transferring commercials from agency supplied transcriptions to tape cartridges for broadcast. Agencies claim serious losses in quality often result. They don't object to use of tapes if quality is maintained but say many stations lack adequate equipment or personnel and that in any case practice deprives agencies of quality control. It apparently isn't sales problem yet, but seems apt to become one unless remedies are found.

Extent to which practice exists is indicated by survey conducted by D. P. Brother & Co., New York. Preliminary estimates indicate that of more than 500 stations used in campaigns placed by Brother, about 85% transfer from transcriptions to cartridges. Number of agencies and recording studios have been conferring, may solicit help of trade organizations and tape-cartridge companies. One possible objective: standards that would enable agencies to put commercials on tapes in first place with no qualms about broadcast quality being on par with that given by transcriptions.

Honest, it's honest

It took lots of persuasion by ABC-TV officials to get Alberto-Culver and El Producto Cigar Co. to co-sponsor new *100 Grand* which starts next season. As first big-money quiz to appear on TV since rigging scandals of 1959, *100 Grand* had advertisers worried. Network produced elaborately detailed security precautions that were studied at length by lawyers for sponsors and their agency, Compton Advertising. Lawyers finally decided show was rig-proof.

In the fold

Jack Roth, president of Texas Association of Broadcasters, seems to be making little headway in his campaign to create new federation of state associations that would provide stronger leadership than broadcasters now get from National Association of Broadcasters. In past week NAB added one Texas TV station and six Texas radio stations to its membership. Total membership in NAB is biggest in association's history.

Two for the money

It's option of at least some agency people that "tomorrow's" big issue to arise in use of TV commercials and in effect on commercial limitations, will be back-to-back 30's—by same advertiser but for different products—within network programs. Though Alberto-Culver usually is associated with current move of back-to-back 30's, Procter & Gamble and other top TV advertisers are employing method. Motivation for back-to-backs, says media strategists, is search for way to get more mileage for same money. Also of interest: How will trend, if it becomes one, be received in spot television?

Travel note

LeRoy Collins, president of National Association of Broadcasters, plans to leave U. S. by ship for England June 28 and return Aug. 1. Governor Collins, who will be accompanied by wife, has been invited to British Isles by Dichtley Foundation for study of Anglo-American relations. He will participate in foundation conference July 5-8 in Enstone, Oxfordshire, England, and will study both privately owned and government TV systems in Britain. NAB president is combining vacation with trip.

Culture kick for L.A.

FCC consideration of $10 million sale of KTTV(TV) Los Angeles by Times Mirror Co. to Metromedia Inc. has become tangled in some commissioners' desire to convert one of city's seven commercial VHF channels to educational use. Outgoing FCC Chairman Newton Minow is reportedly disappointed that so far commission has been unable in Los Angeles to match its performance in New York where it was major force in conversion of channel 13 from commercial to educational station.

Commission is scheduled to act on Wednesday on KTTV transfer and also on $4.5 million sale of KLAC Los Angeles by Hall Broadcasting Co. to Metromedia. Likelihood is FCC will approve transfers but with caveat that action on TV should not be construed as disposition of project whereby one of seven Los Angeles VHF channels would be converted for non-commercial educational use.

One-upmanship

CBS officials are reported to be still bristling over public relations coup scored by NBC on its TV coverage of Gordon Cooper orbit flight. While CBS cut away from coverage on occasions to carry regular programs, NBC News elected to provide more extensive coverage, including all-night reports. Newspaper reviews were highly favorable to NBC, and network exploited them with full-page ads reprinting the more laudatory.

Failing grade

If broadcasters count on an informed Congress to understand their problems with FCC, they'd better get going on information program. To test broadcast savvy of its representatives and senators, one state broadcaster association recently sent questionnaire to state's congressional delegation, got returns from all but one. Answers showed abysmal ignorance. Example: Not one of state's congressmen had ever heard of FCC's Omaha hearing into local TV programing.

Live issue

Following last week's letter to five New England TV stations (see page 72) Washington attorneys are more confused than ever on "magic formula" for live programing on TV stations which meets FCC requirements for license renewal. One outlet (in three-station market) which was asked for explanation of its local live policy has more programs in this category than either of its two competitors, both of which received license renewals. Same station under cloud also has more sustaining shows and less total commercial time than other two. Why, then, were competitors renewed and was this station's local live programing questioned? Lawyers are wondering.

Published every Monday, 53rd issue (Yearbook Number) published in November, by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C., and additional offices.



These food and related advertisers have discovered the moving power of WSPD-Radio.

WSPD-RADIO, TOLEDO

MOVES THE GROCERIES / off the shelves

. . . and into the households of Northwestern Ohio and Southeastern Michigan. 275,600 households with over $298,000,000 in food sales are in the prime circulation area of WSPD-Radio—First in this bustling marketplace by every audience measurement.

WSPD-Radio's morning audience is greater than the other 3 Toledo stations combined. In the afternoon, WSPD-Radio's audience share is almost 76% greater than the 2nd place station.

(Jan.-Feb., 1963, Hooper)—WSPD-Radio, 7:00 A.M. to Noon, 47.4% share; Noon to 6:00 P.M., 35.9% share.

WS17

This audience domination throughout the day is achieved by adult programming built with integrity, imagination and insight—an audience domination which gives you an effective and established selling media for your goods—an audience domination which reaches the adult consumer who *buys* the goods and *pays* the bills.

And—WSPD's merchandising program adds extra sales wallop for food and drug advertisers.

THE KATZ AGENCY, INC.
National Representatives

LOS ANGELES *KGBS*	PHILADELPHIA *WIBG*	CLEVELAND *WJW*	MIAMI *WGBS*	TOLEDO *WSPD*	DETROIT *WJBK*	STORER BROADCASTING COMPANY
NEW YORK *WHN*	MILWAUKEE *WITI-TV*	CLEVELAND *WJW-TV*	ATLANTA *WAGA-TV*	TOLEDO *WSPD-TV*	DETROIT *WJBK-TV*	

WEEK IN BRIEF

Debate begins on whether code time standards should be relaxed. Campaign by broadcasters underway to relax limitations but advertisers incline to tightening up. Both agree FCC hasn't right to impose limits. See . . .

CRISIS IN CODES . . . 27

Broadcasters prepare to establish standards for rating services, with seal to identify researchers who follow criteria. Idea brings plaudits from congressmen after Collins tells of plan. See . . .

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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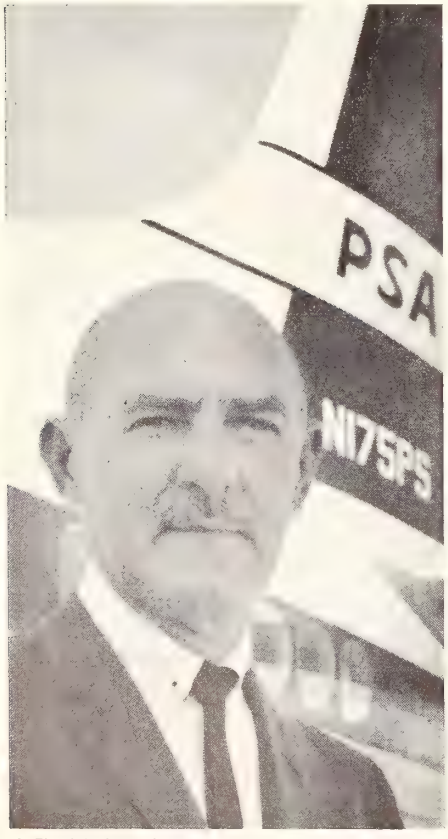
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MOVERS AND SHAPERS OF A DYNAMIC CITY: SAN DIEGO

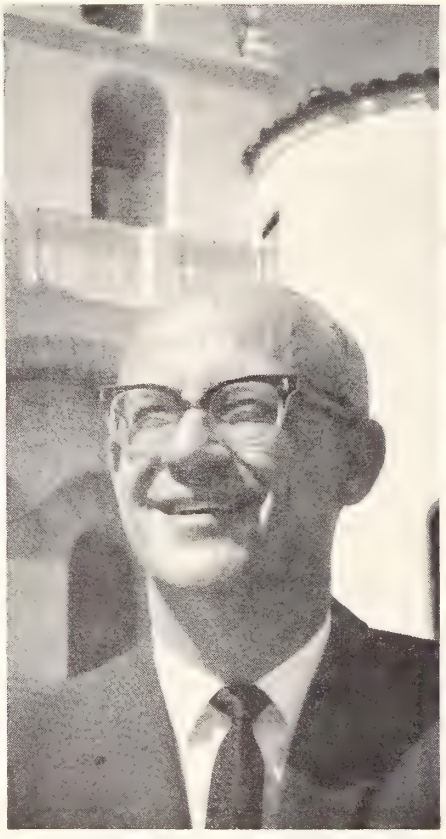
San Diego is a new city every day in the week . . . progressing on a wider, more diversified front than ever before! Employment is at a record high . . . even though the city had to adjust to the loss of conventional aircraft production. Spendable income is greater than at any time in the city's history. People are moving in. New high-rise buildings are going up.

San Diego is a major city . . . 16th in the nation. Behind every major city are leaders. San Diego's forward motion requires a catalyst of key people such as J. Floyd Andrews, heading an airline that carries over 95,000 passengers between California's three principal cities each month . . . Ernest B. O'Byrne, vice president of one of the West's leading schools that has increased its enrollment almost three times in 10 years . . . James C. Haugh, whose transportation system carried 23 million people — and 3,650,000 automobiles — last year. These community leaders and others like them mean action in San Diego. San Diego is a dynamic marketplace for the advertiser. KOGO stations — Radio and Television — make it a reachable marketplace.

KOGO-TV-AM-FM-SAN DIEGO
TIME-LIFE BROADCAST, INC.
NBC Represented nationally by the Katz Agency, Inc.



J. Floyd Andrews is president of Pacific Southwest Airlines, a company he helped found in 1949. He was vice president and general manager prior to becoming president and chief executive officer last year. Bustling PSA carries more than 95,000 passengers per month between San Diego, Los Angeles and San Francisco. Headquartered in San Diego, where 325 of its 450 employees reside, PSA is expanding again — with a million-dollar electronic reservations system and engine maintenance facility.



Dr. Ernest B. O'Byrne came to San Diego State College in 1954 when only 5,460 students were enrolled. San Diego State, with 65% of its faculty holding Ph.D.'s as compared to a national average of 45%, boasts a current enrollment of 14,000 and Dean O'Byrne, as Vice President, is already planning for the 20,000 students expected in 1973. He was a founder and is president of San Diego Hall of Science, and also serves on the Boards of Western Behavioral Sciences Institute and San Diego Chapter, American Red Cross.



James C. Haugh is vice president and general manager of San Diego Transit System, which last year transported 23 million people, and of San Diego and Coronado Ferry—perhaps the world's busiest, with a record 3,650,000 automobiles ferried in 1962. He is a member of the Board of California Motor Express, California's largest intra-state trucking system. Nationally recognized as an expert in the field of transportation, Mr. Haugh serves on the Board of Directors of California Bus Assn. and the American Transit Assn.

Goodyear, Y&R take top TV statuettes

Goodyear Tire & Rubber's "Go, Go Goodyear" TV commercial, through Young & Rubicam, was judged best "overall series" in fourth annual American TV Commercials Festival announced Friday (May 24).

In all, 56 awards (golden statuettes) were presented. Multiple-winning agencies cited as best in product categories: Young & Rubicam: Goodyear Tires, also in auto accessories; Drackett (Windex) in cleansers; Bristol-Myers (Excedrin) in pharmaceuticals.

Doyle Dane Bernbach: Volkswagen in automobiles; Pet Milk (Laura Scudder division's potato chips) in baked goods; Polaroid in gift items; Betty Crocker (Noodles Italiano) in packaged foods; Crown Zellerbach napkins in paper products.

Grey Advertising: Mennen's baby bath in baby products and another in bath soaps; Bristol-Myers (Trushay) in cosmetics-toiletries; Mennen (Hi Sierra) in mens toiletries; Procter & Gamble (Ivory flakes) in laundry soaps-detergents, and New York City Public Health Department for teenage venereal disease prevention in public service.

Ted Bates: Chase Manhattan Bank in banks; Marx Toy Co. (goofer gun) in toys.

Papert, Koenig, Lois: Xerox in office appliance, and Pharmacraft (Allerest) in pharmaceuticals.

McCann-Marschalk: Pillsbury pancakes in baking mixes, and Fanta Beverage Co. (Sprite) in soft drinks.

Seven Arts to distribute 'Films of the Fifties'

Group of 50 feature films, including 40 from 20th Century-Fox, will be placed into TV distribution on June 7 by Seven Arts Associated Corp.

Called Volume 7 of *Films of the 50's*, package includes such Fox features as "Desk Set," "Will Success Spoil Rock Hunter?" "Hatful of Rain," "House on the Hill," "Oh Men, Oh Women" and "Love Me Tender."

Rust Craft 1963 report shows company in black

New monthly highs in billings by WSTV-AM-TV Steubenville, Ohio, in first three months of 1963 were reported by Rust Craft Greeting Cards Inc., parent company of those stations and of WRDW-TV Augusta, Ga., WRCB-TV Chattanooga, WWOL-AM-FM Buffalo and 40% of WVUE-TV New Orleans.

Rust Craft made $805,788 profit in sale of KODE-AM-TV Joplin, Mo., annual report for fiscal 1963, ended March 3, showed. KODE stations were sold to James S. Gilmore Jr. last year for $1.85 million. Rust Craft bought Buffalo stations for $185,375 last year, as well as 40% interest in WVUE for $850,000.

Rust Craft is selling its WBOY-AM-TV Clarksburg, W. Va., to Fortnightly Co. (*Reporter Magazine*) for $950,000 (CHANGING HANDS, March 18).

Consolidated statement for fiscal year ended March 3:

	1963	1962
Earned per share	$ 2.90	$
Sales (less returns, allowances, discounts) plus other income	32,666,134.00	25,359,503.00
Operating earnings (loss)	1,028,289.00	(1,930,271.00)
Net operating earnings (loss)	497,063.00	(1,079,289.00)
Special non-recurring items, net of income tax (loss)	1,612,695.00	(146,000.00)
Total net earnings (loss)	$ 2,109,758.00	($ 1,225,289.00)

Cox expands in CATV with $1.5 million buy

Closing on purchase of Aberdeen, Wash., CATV system by Cox Stations is scheduled for June 6.

Purchase of 9,500-subscriber Harbor Television unit, at figure in neighborhood of $1.5 million, gives Cox interests three CATV ownerships; they already own Lewistown, with 4,700 connections, and Lock Haven-Tyrone with 4,500 subscribers, both in Pennsylvania. Cox group also holds franchise for Athens, Ala., and 50% for Lima, Ohio (with other half owned by G. E. Hamilton, WIMA that city).

Fred G. Goddard, president of present owning group, will remain in same capacity under Cox ownership it was reported.

Broker was Daniels & Associates.

Suit brings suit

FCC associate general counsel is having his own problems with big government. Daniel R. Ohlbaum wants to collect $18 he says he spent repairing pair of trousers he ripped on door latch in U. S. Post Office Building, which houses FCC offices. But government insists on making federal case out of his problem.

Mr. Ohlbaum originally submitted claim to General Services Administration, government's housekeeping agency. But it was rejected—so he is now suing government in U. S. District Court for his $18, plus costs.

New, cheaper color sets shown by Admiral Corp.

Admiral Corp., Chicago, unveils new 1964 line of color TV sets today (Monday) with price of low end table model slashed $100 from last year's list. New line begins at $399.95. Earlier in week Zenith showed its new color line with low end prices cut $50.

In another significant color TV move, Admiral Corp. this week will announce creation of new position of sales manager of color TV division. Post goes to Thomas R. Chadwick, formerly executive vice president of Henri, Hurst & McDonald, Chicago. Admiral also disclosed it will introduce new 11-inch portable monochrome TV set "competitively priced" with those other firms now are introducing.

Consensus: FCC wasting time in rules proposal

CBS, NBC and National Association of Broadcasters last Friday told FCC there is no need for agency's proposed change in its multiple ownership rules. Planned new rule would require broadcasters with maximum number of stations to dispose of one interest before applying to purchase or build another (BROADCASTING, Feb. 8).

Two networks said there has been no evidence of violation of public interest under present rules. In fact public interest would be more likely injured by new rules, because licensee would not be willing to divest itself of station to run risk of processing its application for new station, CBS said.

NAB concurred there is neither rhyme nor reason for rule changes. Association suggested FCC direct its efforts and time towards matters "truly necessary" to fulfill agency's duties.

Racing officials visit FCC to oppose track ban

Racing commissioners from several states last week gathered at FCC to discuss commission's proposed rules to limit broadcast of horse race informa-

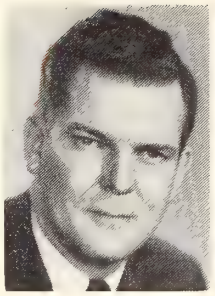
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WEEK'S HEADLINERS

Ronald C. Bradley, Robert W. Castle, Dr. Carl H. Rush and **Armand deMalherbe** elected to board of directors of Ted Bates & Co. Mr. Bradley, with Bates since 1956, has been senior VP and account group head since 1959. Mr. Castle joined company in 1957 and was elected senior VP and account group head in 1961. Dr. Rush, with Bates since 1959, was elected senior VP for research operations in 1961. Mr. deMalherbe is president and directing general of associated Bates agency in France, A.F.B.-Ted Bates, S. A.



Mr. Riddleberger



Mr. Lang

Stephen C. Riddleberger, president of ABC-owned radio and TV stations, appointed VP and general manager, ABC News. **Robert J. Quinn,** executive producer, ABC News, appointed executive producer and general operations manager of ABC News. **Robert Lang** has resigned as VP in charge of ABC News operations. Mr. Riddleberger has been with ABC 11 years, previously serving as VP of ABC-owned radio and TV stations, and before that, VP and comptroller of ABC. Mr. Quinn has been with ABC eight months, and previously served with CBS News as producer and director of special news programs. Mr. Lang said his resignation was caused by "difference in philosophy" with James C. Hagerty, vice president in charge of ABC News.

William Bien, VP in charge of marketing at Anheuser-Busch Inc., St. Louis, will retire end of 1963, it was announced last Friday by firm's president, August A. Busch Jr. Mr. Bien's responsibilities include all advertising for Budweiser and other A-B products.

For other personnel changes of the week see FATES & FORTUNES

tion (BROADCASTING, April 15). Meeting was conducted by FCC staff, although Chairman Newton N. Minow was briefly present, and was described as exploratory.

Racing officials are expected to submit formal comments on rulemaking proposal, due July 1.

Executive board of Newspaper Guild of New York last week told FCC that proposed rules could prove to be "an entering wedge" to ever greater and greater infringement of the press. Guild also called on communications media workers' unions to oppose rulemaking, as well as American Newspaper Publishers Association.

CATV control laws to be discussed Friday

Three FCC commissioners and representatives of National Community Television Association will meet June 3 to discuss proposed CATV legislation.

Meeting, originally scheduled for tomorrow (May 28), was postponed Friday at request of commission, which has special meeting of its own planned.

Members of FCC panel are Robert T. Bartley, Frederick W. Ford and Kenneth Cox. NCTA representatives are A. J. Malin, Laconia, N. H.; Robert Clark, Oklahoma City; M. F. Malarkey, Wilmington, N. C.; Bruce Merrill, Phoenix, Ariz., and Gene Schneider, Casper, Wyo.

More culture needed, Minow advice to ETV

Outgoing FCC Chairman Newton N. Minow says educational television should be "broad in its outlook" and not limit itself to strictly academic instruction.

He made comment in interview with Rep. Harold C. Osterag (R-N.Y.) filmed for broadcast yesterday (May 26) over WROC-TV Rochester and WBEN-TV Buffalo, both New York.

Noting growth of educational television in last two years, Chairman Minow said it's "most important" that ETV "have the view of broad cultural and informative experience." He said it should not only be used as a classroom teaching tool but as a means of enriching "the lives of those who watch it."

Grey uniting creative, production departments

Television commercial production department of Grey Advertising Inc., New York, will be integrated with agency's creative department on June 1, working with copy and art groups. In another move, Manning Rubin, producer with Grey since 1962, has been named head of commercial production, succeeding Jack Davis, who assumes responsibility for special projects in agency's television department.

NFL TV rights offered only in two-year pacts

Both regular season package and playoff game television rights will be offered next year by National Football League on separate two-year contract basis, it was decided at NFL's meeting last week in St. Louis. Next December's playoff game was offered on one-time basis, and bought by NBC-TV for $926,000, reported to be most money ever paid for TV rights to single sporting event (BROADCASTING, April 29).

NFL said game was offered on one-year basis "to align" attractions so both contracts would be offered same year. CBS-TV's two-year rights to regular season games (for $4.65 million) ends this fall, so each attraction will be up for open bidding before next season. NFL said bids will be taken in late winter or early spring, but probably not on same day.

Henry staff goes along with new FCC chairman

Some FCC personal staff changes that will follow Commissioner E. William Henry's move to chairmanship of commission June 1 were disclosed Friday (May 24).

Commissioner Henry's present legal and engineering assistants, Leonidas P. B. Emerson and Bruce S. Longfellow, will go with him to chairman's office.

John Cushman, who served Chairman Newton N. Minow as administrative assistant, will remain in that capacity when Commissioner Henry becomes chairman.

William L. North, engineering assistant in chairman's office, will be assigned to Commissioner Kenneth Cox, who currently has no engineering assistant.

Georgia, Mass. stations sold for $500,000 total

Station sales reported through Friday of last week, all subject to FCC approval:

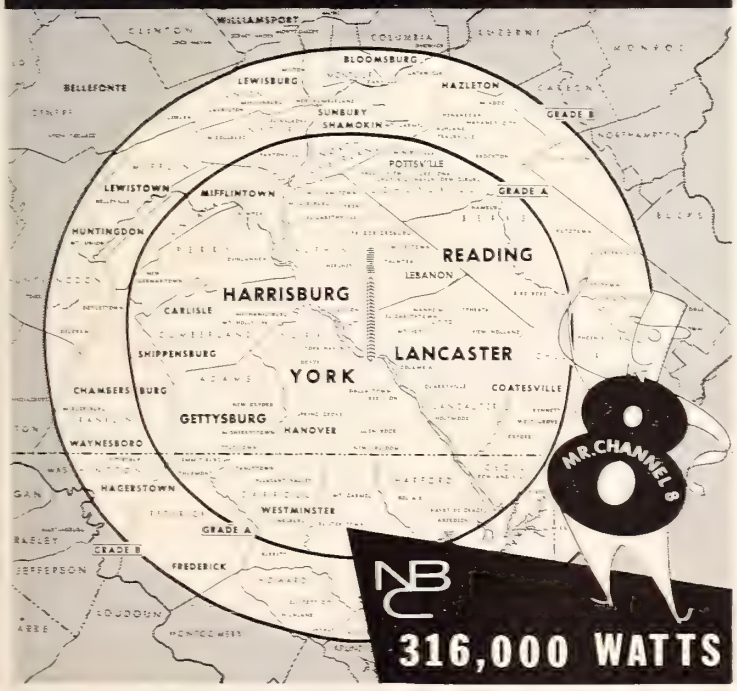
- WGIG Brunswick, Ga.: Sold by Hugh K. Tollison and associates to Golden Isles Broadcasting Corp. for $250,000. Golden Isles is headed by C. J. Thornquest of Dayton, Ohio. WGIG operates fulltime on 1440 kc with 5 kw days and 1 kw nights. Broker: Blackburn & Co.
- WILD Boston, Mass.: Sold by Nelson B. Noble to Leonard Walk and James Rich for $200,000. Buyers own WAMO Pittsburgh. WILD is 1 kw daytimer on 1090 kc. Broker: Blackburn & Co.
- WLKB Decatur, Ga.: Sold by Norman W. Griffin and S. Cecil Chafin to Werner Wortsman and group for $52,000. Buyers own WBLJ Dalton, Ga. Off-air since April 18, WLKB is 500-w daytimer on 1310 kc. Broker: Chapman & Co.



In this multi-city market, an advertising schedule without WGAL-TV is like a **SULKY WITHOUT A HORSE.** Put the full sales power of Channel 8 back of your product. WGAL-TV is the only single medium that reaches the entire market and delivers viewers in far greater numbers than all other stations combined.

WGAL-TV
provides the power that makes the sale

MULTI-CITY TV MARKET



WGAL-TV
Channel 8
Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

aTrophy

WMT's "Gold Pork Chop Award," presented at the Iowa State Spring Market Hog Show, went to the exhibitor of a 202-pound Hampshire-Poland. The award, a gilded cast of a pork chop from the late champion, is suitably polished and mounted on a walnut plaque shaped like Iowa.

WMT Radio

In industrialized high-on-the-hog country

NORMAN & NORMAN Inc.

BROKERS
ANALYSTS
APPRAISERS
CONSULTANTS

MAIN OFFICE NOW IN DES MOINES

1800 WATROUS AVE.
34-B — 288-1186
DES MOINES 15, IOWA

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing

MAY

May 27—Annual stockholders meeting, **Capital Cities Broadcasting Corp.**, Sheraton-Ten Eyck hotel, Albany, N. Y.

May 27—**Hollywood Ad Club** luncheon 12 noon at Hollywood Roosevelt. Jack Samuels, director of marketing, Lucky Lager Brewing Co., San Francisco, will speak. Jack O'Mara, western manager for Television Bureau of Advertising, is chairman.

May 27-29—15th annual conference of **International Advertising Association,** Stockholm, Sweden. Theme is "How to Sell in World Markets." Among the speakers are Sherwood Dodge, vice president of Colgate-Palmolive Co., "Advertising's Role in the Engineering of Preference"; William Belson, director of survey research unit at London School of Economics and Political Science, "Recent Progress in Audience Measurement"; Alfred W. de Jonge, vice president for international operations of Benton and Bowles, "American Advertising Agencies Abroad—the Leaders or the Led," and Leonard H. Lavin, president of Alberto-Culver Co., Melrose Park, Ill.

May 28—**Connecticut Broadcasters Association** meeting, Riverboat Room, Yankee Silversmith Inn, Wallingford. LeRoy Collins, president of the National Association of Broadcasters, will be principal speaker.

May 30-June 1—**Texas AP Broadcasters,** Jack Tar hotel, Galveston. Executive council session Thursday night, business meeting and wire study reports Friday, election of new officers and selection of 1964 convention site Saturday. Awards banquet and adjournment Saturday night.

JUNE

June 1—**UPI Broadcasters of Illinois,** Hotel Jefferson, Peoria.

*June 1—**Illinois AP Broadcasters Association meeting,** Jefferson hotel, Peoria.

June 3—**Hollywood Ad Club** luncheon at the Hollywood Roosevelt, 12 noon. Max Factor, founder of the cosmetic firm bearing his name, will receive the club's Founder's award. Marvin L. Mann, director of advertising for Max Factor & Co., will be program chairman.

June 4—Annual stockholders meeting, **MCA Inc.** (parent company of Revue Studios), Sheraton-Blackstone, Chicago.

*June 4—**Senate Commerce Committee** meeting on the appointment of Lee Loevinger as FCC commissioner.

June 4—**Board of Broadcast Governors** hearing, Ottawa.

June 4-6—**National Visual Presentation Association,** Hotel Commodore, New York.

June 4-6—Annual convention and exhibit of **Armed Forces Communications & Electronics Association.** Speakers are: H. I. Romnes, president of Western Electric Co., June 4 luncheon; Najeeb E. Halaby, administrator of Federal Aviation Agency, June 5 banquet; Lieutenant General Alfred D. Starbird, U.S.A., director of Defense Communications Agency, June 6 luncheon. Sheraton-Park Hotel, Washington.

June 5—**Canadian TV Commercial Film Festival and Workshop,** Royal York hotel, Toronto.

June 5—Annual meeting and premium round table of **Premium Advertising Association of America,** Hotel Roosevelt, New York City.

*June 6—Special meeting of stockholders, **Walter Reade/Sterling Inc.,** to merge Sterling Television Co. into Walter Reade/Sterling, which already owns 96% of Sterling TV. Coronet Theatre, New York.

June 6—Award luncheon of the **Broadcast Pioneers'** Washington chapter to honor Representative Oren Harris (D-Ark.), chairman of the House Interstate and Foreign Commerce Committee, 12:30, International Inn, Washington.

*June 6—**Chicago Copywriters Club's** dinner preview of 1963 winners in American TV Commercials Festival, 5:30 a.m., Bernard Shaw Room, Sherman House hotel.

June 6-8—**Los Angeles Advertising & Marketing Materials Show,** Shrine Exposition Hall, Los Angeles.

June 7-14—Annual convention of **National Community Television Association,** Olympic hotel, Seattle. Senator Warren G. Magnuson (D-Wash.), Commerce Committee chairman, will be the keynote luncheon speaker June 11.

June 8—**UPI Broadcasters of Upper Michigan,** Dee Park Lodge, Manitowish Waters, Wis.

June 8-9—Annual meeting of **Tri-State TV Translator Association,** Rainbow hotel, Great Falls, Mont.

June 8-11—**Georgia Association of Broadcasters'** convention, Holiday Inn motel, Callaway Gardens, Pine Mountain, Ga. Speakers will include FCC Commissioner Rosel H. Hyde; Representative William E. Miller (R-N.Y.), chairman of the Republican National Committee; Wrede Petersmeyer of Corinthian Broadcasting Co.; Miles David, administrative vice president of Radio Advertising Bureau; Lionel Baxter, Storer Broadcasting Co.; Bruce Merrill, Ameco Inc. (CATV); Robert Mason, All-Industry Music Licensing Committee; Larry Cervone, Gates Radio Co.; and Lee Mehlig, Broadcast Clearing House.

June 10—Reply comments due on **FCC** proposal to bar applications under multiple ownership rules unless applicant first disposes of one interest.

June 10-11—Representatives of the legal profession, the social sciences, and the mass media will discuss **"The Right of Privacy and the Mass Media"** at Pennsylvania State University. Conference is co-sponsored by Pennsylvania Bar Association and Pennsylvania State University's School of Journalism and Center for Continuing Liberal Education. Speakers and participants include Alan U. Schwartz, member of New York law firm of Greenbaum, Wolff and Ernest; Creed C. Black, vice president and executive editor of *Wilmington News and Evening Journal;* Morton J. Simon, Philadelphia communications attorney; and Robert V. Cahill, legal counsel for National Association of Broadcasters.

June 10—Sixty-sixth annual convention of **American Federation of Musicians,** Fontainebleau, Miami Beach, Fla.

June 10-11—**NAB** TV Code Review Board

TVB SALES CLINICS

May 27—Burlington, Vt. May 29—Albany. May 31—Springfield, Mass.; Amarillo, Tex.

June 3—Boise, Idaho; Abilene, Tex.; Minneapolis. June 4—Duluth, Minn. June 5—Seattle; Odessa, Tex. June 6—Fargo, N. D.; Baltimore. June 7—Portland, Ore.; El Paso, Tex.; Bismarck, N. D.

June 10—Sacramento, Calif.; Albuquerque, N. M. June 12—San Diego; Salt Lake City. June 14—Phoenix, Ariz.; Denver.

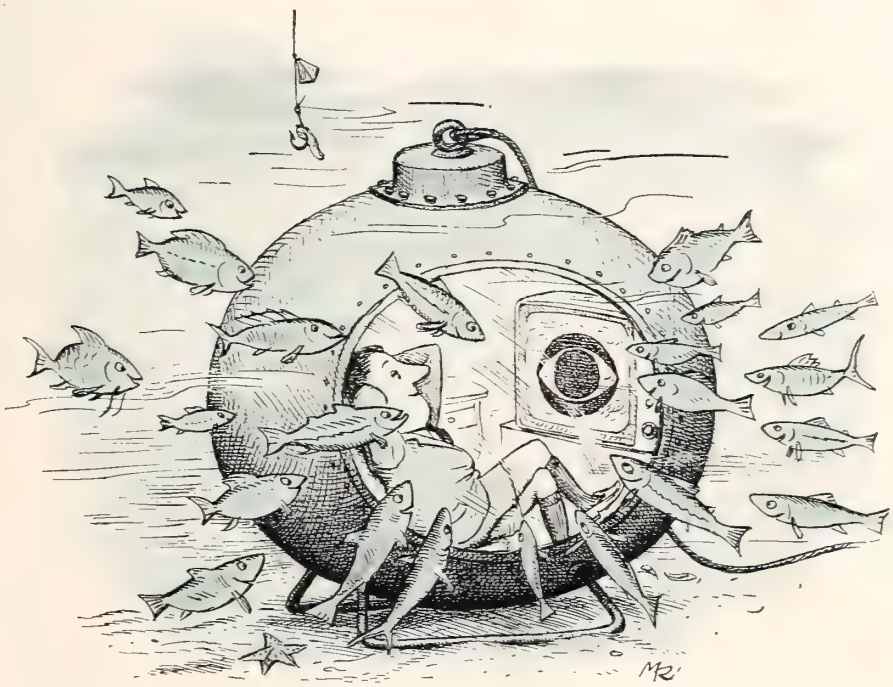
June 18—Chicago; Los Angeles. June 19—Fresno, Calif. June 21—San Francisco; Monroe, La.

June 24—New Orleans. June 25—Baton Rouge, La.; Winston-Salem, N. C. June 27—Hattiesburg, Miss. June 28—Meridian, Miss.



When summer comes and you're casting about for more efficient media buys, then more than ever you'll appreciate the vast difference between the CBS Owned television stations and other media. Thanks to heat-resistant programming that takes no vacation, these five stations—each a leader in its market—are as good a buy in summer as they are the rest of the year. All summer long, viewers will continue to enjoy their favorite local programs—entertainment, news, information, sports—backed by top-notch fare from the CBS Television Network. Everything it takes to make television audiences (and advertisers!) happy. Summertime, anytime, the audience-catchers are the CBS Owned stations...where programming makes the difference!

Programming makes the difference!



◉ CBS TELEVISION STATIONS NATIONAL SALES

REPRESENTING CBS OWNED WCBS-TV NEW YORK, KNXT LOS ANGELES,
WBBM-TV CHICAGO, WCAU-TV PHILADELPHIA, KMOX-TV ST. LOUIS

NOTHING LIKE IT IN BROADCASTING—
anywhere • anytime anyhow!

"50-50 CLUB"

in color

on WLW TV and WLW Radio

12 NOON-1:30 MON. thru FRI.



the show with the Lyons share of talent!

Ruth Lyons—the modern American Radio-TV phenomenon—has led her smash "50-50 Club" program through its merry paces every weekday at noon for 17 years on WLW Radio and 15 years on WLW Television, the last 6 in color. The show also includes a talented cast, all stars in their own right. Brainy newscaster-lawyer, Peter Grant; vocalists and recording artists—Bob Braun, Ruby Wright, Marian Spelman, Bonnie Lou, with Cliff Lash and his orchestra. Such an array of talent on a local show is certainly unique in broadcasting!

Another Crosley Broadcasting Bulls-eye!

CROSLEY COLOR TV NETWORK

WLW-T	WLW-D	WLW-C	WLW-I
Television Cincinnati	Television Dayton	Television Columbus	Television Indianapolis

WLW Radio—Nation's Highest Fidelity Radio Station

CROSLEY BROADCASTING CORPORATION
a subsidiary of **Avco**

meeting, University Club, New York.

June 10-21—**Radio Workshop**, co-sponsored by Abilene Christian College and Texas Association of Broadcasters, Abilene Christian campus. Additional information about the workshop is available from Dr. Lowell G. Perry, Radio Workshop, Abilene Christian College, Abilene, Tex.

*June 11—Debate between W. Theodore Pierson and Harry M. Plotkin on "The Need for Modification of Section 326," (censorship; indecent language) luncheon, **Federal Communication Bar Association**, Willard Hotel, Washington.

June 11—Annual stockholders meeting, **United Artists Corp.**, Astor Theatre, New York City.

June 11-13—**Western Association of Broadcasters** meeting, Jasper Park Lodge, Alberta, Canada.

June 12-14—Thirty-third **Institute for Education by Radio-Television**, sponsored by Ohio State University Telecommunications Center, Nationwide Inn. Columbus. Theme is "The Program: The Heart of Broadcasting." The American Council for Better Broadcasts meets June 12 in conjunction with the institute. Keynote speaker will be Dr. Edward W. Rosenheim Jr., professor of English at University of Chicago.

June 12-14—Annual meeting of the **Electronic Industries Association of Canada**, Chantecler hotel, Ste. Adele-en-haut, Que.

June 13-14—**Television Affiliates Corp.** programing conference, Sheraton, Chicago. Speakers include Sylvester L. (Pat) Weaver Jr., board chairman of McCann-Erickson, and Jules Power, executive producer of ABC-TV's *Discovery* series.

June 13-15—**Mutual Advertising Agency Network** meeting. Palmer House, Chicago.

June 14—**Wyoming AP Broadcasters Association** meeting, Torrington.

June 15-19—Annual convention of **Advertising Federation of America**, Atlanta Biltmore hotel, Atlanta, Ga. Speakers include: Emerson Foote, McCann-Erickson, New York; Ralph McGill, *Atlanta Constitution;* Arthur E. Tatham, Tatham-Laird, Chicago; Dr. Lyndon Brown, Dancer-Fitzgerald-Sample, New York; Edward R. Murrow, director of U. S. Information Agency; Fletcher Knebel, Washington correspondent for Cowles Publications; Sir Douglas Fairbanks Jr., former motion picture star and currently director of Scripto Inc.; and Paul Austin, president of The Coca-Cola Co.

*June 16-18—Annual spring meeting of the **North Carolina Association of Broadcasters**, Holiday Inn, Durham.

June 15-Aug. 6—Summer workshop in **closed circuit television teaching** by the Department of Radio & Television, Indiana University, Bloomington. James D. Perry, instructor in radio-TV and supervisor of the I.U. closed circuit teaching program, will be director of the workshop.

June 17—Effective date for new **FCC** rule allowing automatic logging and requiring daily, five-times-a-week inspection of transmitting facilities of AM-FM stations.

June 17—**Hollywood Ad Club** luncheon at the Hollywood Roosevelt. AAW day, ushering in the convention of the Advertising Association of the West, to be held June 22-27 with Hollywood as host club.

June 17-19—Forty-sixth national conference of **American Marketing Association**, Statler hotel, Washington, D. C. Conference theme is "Innovation: Key to Marketing Progress." "Innovations In the Measurement of the Advertising Media Audience: A Roundtable Discussion" at 9:15 a.m., June 17. Speakers include Roger N. Humphries, Procter & Gamble Co.; Donald Graham McGlathery, A. C. Nielsen Co.; Paul H. Chook, Alfred Politz Research Inc.; and William M. Weilbacher, C. J. LaRoche & Co. "Innovations In Measuring Advertising Effectiveness" at 9:15 a.m., June 18. Speakers include Robert J. Fisher, Ford Motor Co.; Seymour Banks, Leo Burnett Co.; Steuart Henderson Britt, Northwestern University; Russell H. Colley,

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U. S. Patent Office

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We were grateful and delighted last year— Thank you, again*...



**We are especially gratified to receive this coveted recognition for two consecutive years.*

To WGN-TV, Chicago, for continuous, year-around safety education programming with special reference to the series "The Other Guy," the "Morality in Driving" campaign and the series "Your Right to Say It."

WGN TELEVISION
—better programming through dedicated, effective community service



Morning's At Seven

Once upon a time, a gloomy sage wrote, "How can anything be good about a day that begins with getting up in the morning?"

But that was long before "Today" came along to stir up the juices of post-dawn America.

For millions and millions of viewers, mornings haven't been the same since. It'll be hard for many of them to believe—even *in* their fully-awake state—that this two-hour, five-day-a-week panorama of news, features and entertainment is approaching a 12th anniversary.

But it's so. Twelve years is an eternity, as television longevity is measured; but the nicest part is that the continuing "Today"—as an all-important element in NBC-TV's exciting, varied schedule for '63-'64—is as bright and as enterprising as it was a dozen years ago.

During this current season alone, it's brought viewers such assorted items as:

Down-to-earth interviews with cabinet mem-





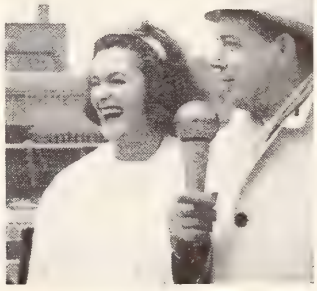












bers, Governors and Congressmen—as well as dozens of visiting statesmen from abroad;

The classical music of the Fine Arts Quartet and the Jazz of the Gramercy Five;

Informal meetings with show-business celebrities like Elia Kazan and Peter Ustinov;

Out-of-town originations ranging from New Orleans at Mardi Gras time to the Netherlands at tulip time;

Shoes-off chats with such authors as Erskine Caldwell, Eugene Burdick and James Jones.

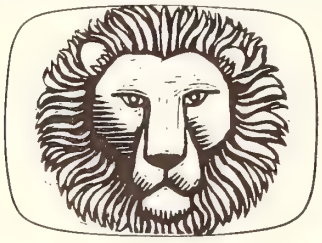
With an extremely able cast that includes host Hugh Downs, Jack Lescoulie, Pat Fontaine and Frank Blair—all early-hour bloomers—"Today" is as alert to the latest in science and sports as it is to a behind-the-scenes story at the United Nations.

This sort of coverage is typical of "Today's" versatility. We need hardly add that it's also representative of our entire programming credo—a credo more evident than ever in the creativity and scope of NBC-TV's schedule for the Fall.

NBC

Look to NBC for the best combination of news, information and entertainment.

METRO-GOLDWYN-MAYER TELEVISION PRESENTS



View from the Lion's Den

The pre-emptive Rights of Spring

■ We have very few official rites that celebrate and honor the advent of Spring in this efficiency-prone, punch-card society. Even the change to daylight saving time is not yet a nationally proclaimed event. But human nature at this time of year also blossoms forth and pre-empts the ruts and routines to fling a little. It's a right we never hesitate to take. And it takes many forms. Take baseball. Practically everyone does in various sized doses. Hope springs that it's "another year" for the Mets (or this is the year the Dodgers don't blow it). But whatever the town or league, local pride and enthusiasm pre-empt all other important matters in favor of baseball.

■ So it was in *Pittsburgh* back on April 9, a Tuesday. WIIC-TV and Schmidt's Beer inaugurated the baseball season in rousing fashion with a one-time special showing of MGM's light-hearted baseball picture*, "Angels In The Outfield." They pre-empted network programming from 7:30-9 PM and hit a home run in ratings. The score was 20 for WIIC, 18 and 9 for the two other stations. This brought them from third place in the March ARB to first in the ARB coincidental. Perhaps it's presumptive to think such things can happen at other times, any time. But stations do have pre-emptive rights and with the right program and promotion, some fresh sales might be sprung more often. We have another example, for instance.

■ History was made in *Milwaukee* on Sunday night, March 31. It occurred during prime time, 7-9 PM. Historic event was the all-time high rating for a locally-programmed feature film in Milwaukee. The station that did it was WITI-TV— the picture**, MGM's "The Tender Trap." ARB registered a 34 rating and 51 share, greater than the scores of the next two competitors combined. It was another case of pre-empted time — and with premium priced spots. This policy is to be repeated during the summer with these other MGM features—"Somebody Up There Likes Me," "The Big Hangover" and "Pat and Mike." This may be the start of a new rite of summer television.

** An MGM-TV 30/63 picture starring Paul Douglas and Janet Leigh ** An MGM-TV 30/63 picture starring Frank Sinatra and Debbie Reynolds.*

No.1 of a series

management consultant; and Leroy E. Purvis, Gallup & Robinson Inc.

June 18-20—Annual convention of Electronic Industries Association, Pick-Congress hotel, Chicago.

June 19-21—Annual meeting of **Virginia Association of Broadcasters,** Williamsburg Inn, Williamsburg, Va. Miles David, vice president of Radio Advertising Bureau, will head a team that will provide successful and interesting ideas for local selling, programing and sales-audience promotion. Speakers will be FCC Commissioner Frederick W. Ford.

June 20-22—**Florida Association of Broadcasters** convention, Robert Meyer hotel, Jacksonville, Fla.

June 21—**Colorado AP Broadcasters Association** meeting, Durango, Colo.

June 21-22—**Colorado Broadcasters Association** convention, Strater hotel, Durango. Speakers will include Donald McGannon, president of the Westinghouse Broadcasting Co., and FCC General Counsel Max Paglin. Don Dailey and Tom Bostic, presidents of the Missouri and Washington State broadcasters associations, respectively, will also address the CBA meeting.

June 21-Aug. 17—**Twenty-First Stanford Radio-Television Film Institute,** sponsored jointly by Department of Communication of Stanford University and San Francisco stations: KPIX (TV), Westinghouse Broadcasting Co.; KQED (TV), Bay Area Educational Television Association; and KNBR-AM-FM, NBC. Courses meet alternately on the campus of Stanford University and in the San Francisco studios of the cooperating stations.

June 22-27—**Advertising Association of the West** annual convention at Ambassador hotel, Los Angeles. Junior conclave, June 22; business sessions, June 24-26; president's dinner, June 26; golf tournament, June 27.

*June 24-28—Meeting of **National Association of Broadcasters** radio, TV and combined boards, Statler-Hilton, Washington.

*June 24-29—Ninth annual **Writers' Conference,** McKendree College, Lebanon, Ill.

*June 24-29—**International Telefilm Show,** within the framework of the 13th International Film Festival Berlin (Germany) 1963.

*June 26-29—Second annual executive conference of **New York State Broadcasters Association,** Gideon hotel, Saratoga Springs, N. Y. Panelists Joseph Morris, editor of *Advertising News of New York* and Arthur Perles, editor of *Radio-TV Daily.*

*June 27-29—**Wisconsin Broadcasters Associated** meeting, The Northernaire. Three Lakes, Wis. June 28 speakers include FCC Commissioner Frederick W. Ford, Radio Advertising Bureau President Edmund C. Bunker, and John Hurlbut, owner-manager of WVMC Mt. Carmel, Ill.

*June 27-29—**Maryland-D. C. Broadcasters Association,** Sea Scape hotel, Ocean City, Md.

*June 30-July 12—**Fifth annual Advertising Federation of America** marketing management and advertising seminar, Harvard Business School, Cambridge, Mass.

*June 30-July 4—Annual convention of **Kiwanis International,** Convention Hall, Atlantic City, N. J. Ward Quaal, executive vice president of WGN Inc., Chicago, will speak July 2 on "Responsibility for Developing, Strengthening, and Preserving Free Enterprise."

July 10-14—**Annual convention of American Federation of Television and Radio Artists,** Ambassador hotel, Los Angeles. Keynote speakers will be California Governor Edmund G. Brown and Mayor Samuel W. Yorty.

*July 11-13—Annual convention of **Idaho Broadcasters Association,** Moscow, Idaho.

*July 14-16—Summer convention of **South Carolina Broadcasters Association.** Location to be announced.

*July 14-26—**Fourth annual NAB Executive Development Seminar,** Harvard Business School, Cambridge, Mass. The general outline of subject matter includes: (1) development of the executive (2) formulation and execution of competitive strategy (3) organization and delegation of work (4) planning, budgeting and controlling costs (5) management of people (6) review and appraisal of management performance.

OPEN MIKE

Hawkeye hospitality

EDITOR: In the past, when preparing for an annual General Assembly of The United Presbyterian Church in the U. S. A., we have found broadcasters in the host city to be very cooperative and receptive to our material.

However, the situation in Iowa [where this year's assembly was held in Des Moines May 14-22] was so unusual in our experience, we would like to bring it to your attention. This is the first time that broadcasters outside the general assembly city, excepting network programs, have shown such an avid interest in our programs.

Two television programs taped during the assembly were requested by eight stations outside Des Moines. Also, 25,000 copies of the assembly broadcast schedule were distributed throughout the state.

Chairman of the local broadcast committee was Herb Plambeck, WHO Des Moines.

We would like to give an extra "thank you" to the stations—*Margareth Gibbs, director, promotion and distribution, division of radio and television, The United Presbyterian Church in the U. S. A., New York City.*

Divine guidance

EDITOR: Thought you might be interested in this prayer which I have used on many occasions and which has constituted the basic concept under which this station has been operated:

A broadcaster's prayer

Dear God: Give me the wisdom to know right from wrong, truth from falsehood, honest opinion from propaganda.

Give me the courage to face all issues without fear with the inherent faith that in fulfilling Thy will I may discharge to the utmost my responsibility as a broadcaster under God.

Give me the strength, strength of body to withstand the rigors and strains of never satiated public demands as a mediator of conflicting opinions and ideologies, strength of mind to refuse at all costs the temptations to prostitute my services as a broadcaster to selfish or partisan purposes, strength of spirit to defend at all cost the freedom of the individual as a creature of God.

Let me serve mankind with this most powerful force for good in Thy Holy Name. Amen.

Recently someone suggested that the prayer be made available for others in broadcasting.—*Robert T. Mason, president,* WMRN *Marion, Ohio.*



A new name in broadcasting? Almost.

It is and it isn't. It's more suitable. The meaning is clearer. Westinghouse Broadcasting Company is a good name, but sometimes confusing. Some people think we're a network. A few even think we're the Electric Corporation. (We're actually a wholly-owned subsidiary.) We're a Group of six radio and five television stations in eight major U.S. cities.

Neither a network, nor an aggregation of individual stations, the Group is a new and significant development in the broadcasting industry. We are eleven local stations united by a common philosophy about broadcasting. We have financial, creative manpower and management resources greater than the individual station. We have the local operating flexibility no network can match. These resources represent an opportunity as well as a responsibility to serve our communities in ways neither individual stations nor networks are capable of doing.

If you've seen "The Steve Allen Show," or "The Children's Specials" on television, or heard "America Sings," or "Africa: Peace Corps Plus One" on radio, or listened to reports from our Washington and European News Bureaus, you have an idea of how Group projects augment local and network schedules and represent a new source of programming for the industry.

It was to emphasize the uniqueness of the broadcasting Group, as well as to clear up any existing confusion about who and what we are, that we decided to be known as Group W. So please call us Group W from now on. It stands for the same dynamic broadcasting that's always been associated with the Westinghouse Broadcasting Company.

GROUP W

WESTINGHOUSE BROADCASTING COMPANY

WBZ · WBZ-TV BOSTON · WINS NEW YORK · WJZ-TV BALTIMORE · KYW·KYW-TV CLEVELAND
KDKA · KDKA-TV PITTSBURGH · WIND CHICAGO · WOWO FORT WAYNE · KPIX SAN FRANCISCO

DOMIN

...IN ONLY

WNYS-TV SYRACUSE,

New York, now dominates the most important, heavy viewing early evening station hours in the market. This was promised; THIS HAS BEEN ACCOMPLISHED.

WNYS-TV

SYRACUSE, NEW YORK

abc

NOW-SELLING THE HEART OF

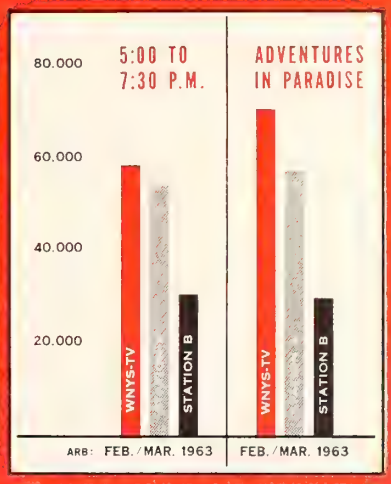
WONDERFUL NEW YORK STATE

ATION

SEVEN MONTHS!

THE RESULTS ARE IN.
NOW, WNYS-TV
DOMINATES THE VIEW WITH . . .

MORE MEN
MORE WOMEN
MORE TEENS
MORE CHILDREN



Monday through Friday, 5:00-7:30 P.M., WNYS-TV programming now delivers more of anybody—more of everybody—early every weeknight evening.

Similar increases have been achieved in Daytime, Prime Time and Late Night hours, too. Check your February/March ARB thoroughly. Or, get the complete story on WNYS-TV's fantastic growth from any PGW Colonel. Before you buy Syracuse, get the facts on the station that has lived up to its promise—and then some!

WNYS-TV

SYRACUSE, NEW YORK



William H. Grumbles, President & General Manager
Jeff Davidson, National Sales Manager

MONDAY MEMO

from GRAHAM D. HAY, Compton Advertising, New York

Is TV pricing itself out of the market?

The Long Island Railroad raises its rates 3% and a hundred closed-door meetings are held to determine how to fight the increase. Unemployment rises by one half of one percent in a month and the country's leading economists are rushed to Washington to suggest remedies. A basic national commodity announces its first general price rise in over three years and is asked by the government to justify the increase.

Everywhere today maximum effort is to hold the price line and where this is not economically feasible, justification is demanded for the increase. An outstanding exception to this today, however, exists in television where time charges are allowed to spiral onward and upward, almost unchecked. At best, there are lethargic efforts on the part of advertisers and agencies to question, to protest, to demand justification for the increases.

There are increases which are completely of merit and subject to little argument. No reasonable advertiser or agency can argue with a rate increase which corresponds percentagewise with a similar and sustained increase in value to the advertiser. Yet most station price hikes are significantly higher than any documented audience increases—increases frequently not sustained in subsequent rating reports, a condition which rarely brings a rate reduction. Neither can the reasonable, realistic advertiser argue the justice in a price rise to cover higher operating costs. But certainly this is an area of gradual cost increase to stations and cannot explain frequent and drastic rate jumps.

Increased Audience? ▪ Certainly a realistic advertiser will recognize the value of increased penetration and an increasing population which provides the potential for more viewing. But the population increase is only about 1½% a year and penetration is already so high (over 90%) that an estimate of a 1% increase yearly is optimistic. In larger markets, saturation is almost complete already.

Whether price increases are predicated on 'real' or 'false' values, however, does not in any sense lessen the advertiser's right nor the agency's responsibility to inquire about the reasons for increases whenever and wherever they occur. Ours is a young industry and the incidence of big annual audience increases with consequent justifiable big annual price increases is very fresh in our minds. Perhaps it is our youthfulness that dulls the significance and unreasonableness of some of the increases we are subjected to daily or, perhaps, the large increase and the placid reaction have become accepted ways of life in the television business.

As in all business, however, there has to be a point of leveling off. It is inconceivable that prices can continue to increase at a rate twice, or more, that of increased value. It is equally inconceivable that advertisers and agencies accept increases without question or protest, or without remedial action where the increase cannot be justified. This has placed the price of advertising outside the realm of reasonably profitable marketing.

Definition Of Increase ▪ What kind of increases are we discussing here? Is it a 2% increase when the last previous increase was two years back, or a 5% increase with the last increase just a year ago? The 2% increase is unheard of in our business today, the 5% a rarity. The norm lies between 10-15% and the 20% and 25% increase is not infrequent. A check of one network's rates from January 1962 to January 1963 showed that about 40% of this network's stations increased rates in this 12-month period and that these stations had an average rate increase of 12%. (Hidden in this average—one 60% increase and many 25% increases.) At the 12% rate, time charges for this network's full lineup will go up 12% in 2½ years.

Advertisers and agencies would be deluding themselves if they imagined their average gross message delivery increasing even 6% in this same period.

We do not intend here to single out network increases although with their one base rate (gross night hour) their increases are relatively easily gauged. Station rate increases are more insidious because they are confused and clouded with package plans, section and preemptible arrangements, fluctuating time classifications, special program rates, bonus spots, seasonal discount structures, and programs vs. participation rates to the point where it is virtually impossible to document precisely the actual degree of increase.

Only Part Of Problem ▪ The actual monetary price, however, is only that part of the iceberg which shows above water. The last few years have seen significant inroads made in the rights and benefits of advertisers. Today advertisers enjoy less competitive product protection than ever before, and indeed in some cases no protection at all is provided. Networks have adopted a uniform six-month rate protection policy, but on local spot business it's every station for itself with protection sometimes as little as 28 days.

As the industry grows older the hours of waste time spent in unraveling billing problems and understanding what must be the most complicated rate charts in the world grow longer.

It is no simple matter today to pinpoint a rate increase or to pinpoint the precise extent of the value (if any) accompanying the higher price. It is fairly clear, however, that advertisers are still subjected to increases which cannot, in the large majority of cases, be matched with like increases in value. It is clear that to a large degree television rate increases are today pegged to what the traffic will bear, or to what the advertiser will stand for.

It is the advertiser (who pays the freight) and the agency (who guards his interests) that are most affected by fluctuating prices and values. It is, therefore, the joint responsibility of advertiser and agency to question these increases, to protest where the increase does not seem justified, to react as the occasion demands, and to exert every effort to keep the medium from pricing itself out of the market.



Graham D. Hay is broadcast media supervisor for Compton Advertising, which invested approximately $30 million in spot TV in 1962 and handles a considerable portion of Procter & Gamble business. He joined Compton in 1951 as a broadcast buyer. Earlier he served for a year and a half with the Biow Co. in a similar capacity. Mr. Hay is a graduate of the University of Missouri's School of Journalism where he majored in advertising. He lives in Flemington, N. J.

8 in a series of original drawings by Baltimore artist Aaron Sopher



FAVORITE THROUGHOUT MARYLAND *OCEAN CITY, MARYLAND*

WBAL-RADIO 1090 NBC **BALTIMORE** *MARYLAND'S ONLY 50,000 WATT STATION*

NATIONALLY REPRESENTED BY McGAVREN-GUILD COMPANY, INC.



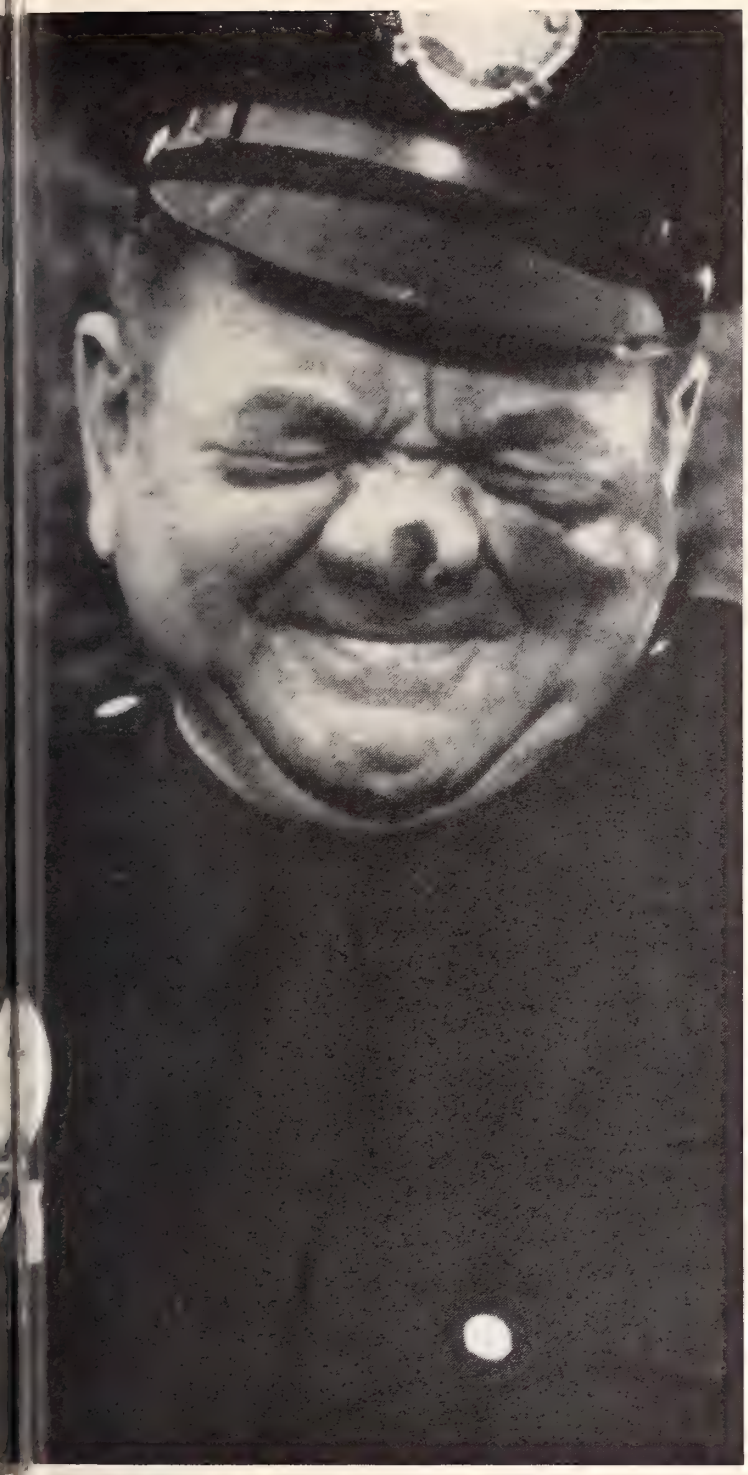
A Gal Named Grindl

The final "e" in the name "Grindl" was not lost in some mishap or dropped in the interests of numerology. Nope. The fact is that the name has *always* been spelled that way, and it's really just as un-fancy as the gal herself.

The gal herself, as you've probably heard by now, is actually Imogene Coca, whose "Grindl" series promises to be one of the comedy highlights of NBC-TV's versatile Fall agenda.

Even in a 1963-64 schedule boasting established favorites like "Du Pont Show of the Week" and "Bonanza," together with new entries like "Espionage" and "Mr. Novak," Miss Coca's return to the medium is a major event.

What makes it doubly welcome, though, is her choice of vehicle. For not since she and Sid Caesar were weaving their priceless comedy magic over five seasons of NBC's "Your Show of Shows" has the incomparable Imogene had so ideal a showcase for her protean talents.

















Series creator David Swift (he also invented "Mr. Peepers") has cast her as a trouble-inviting girl-of-all-work who, through the undismayed efforts of a temporary-employment agency, finds herself in a different job each week.

All the positions—maid, bank-teller, baby-sitter and you-name-it—have one element in common ... complications. As a clad-in-white kitchen aide in a hospital, Grindl may find herself unintentionally whisked into the surgery room with the similarly-attired operating staff. As a newly-hired housemaid tidying up a basement, she may find her chores enlivened by the discovery of a fresh grave (with corpse to match).

Whatever the circumstances, it is always her good fortune to win out over adversity just before the final commercial. Instinctively realizing the inevitability of the happy ending, she never loses faith in her future. Indeed, as impersonated by the marvelous Miss Coca, Grindl is proof positive that life's a game well worth the candl.

NBC

Look to NBC for the best combination of news, information and entertainment.

MIDGETS, MERMAIDS AND ELEPHANTS P.T. BARNUM

An American legend in his own lifetime, Phineas Taylor Barnum styled himself "The Prince of Humbugs". His advertising copy surpassed anything in the subsequent history of publicity in intensity and selling power. Here was a salesman of gigantic stature, who sold the world such exotic oddities as Tom Thumb, the Fiji Mermaid and Jumbo. Today, their very names are imbedded in the language we speak. Barnum was a showman but above all, Old P.T. was a salesman! Showmanship and effective selling keynote the Balaban policy. Original programming and dominant personalities make KBOX a powerful voice to sell your products and services with maximum effect under the Big Top in Big D. KBOX is a showman—but above all, KBOX is a salesman!

KBOX DALLAS

WIL
St. Louis
KBOX
Dallas

THE BALABAN STATIONS

In tempo with the times

John F. Box, Jr., Managing Director

Sold Nationally by Robert E. Eastman



BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
May 27, 1963, Vol. 64, No. 21

NOW A CRISIS IN THE RADIO-TV CODES

Broadcasting was in a turmoil last week over what to do about the advertising time allowances in the National Association of Broadcasters' radio and television codes. The turmoil was precipitated by an FCC proposal to adopt the code's restrictions on commercial time as part of the FCC's regulations. As one broadcaster described it last week: "The FCC has opened a hell of a big can of worms."

A great debate was in the making.

Broadcasters were united in their determination to fight the FCC proposal but were split into many camps over the tactics of defense to be used. Substantial numbers of them were inclining toward the view that the time standards of both codes ought to be relaxed as a means of encouraging more stations to become code subscribers. (At latest count only 37% of all radio stations and 70% of television stations were code subscribers.) Some influential broadcasters were arguing that a relaxation of code standards at this time would be politically foolhardy.

The preponderance of sentiment among leading broadcast advertising agencies, like that of the broadcasters, was in opposition to the FCC plan. But a majority of agencymen were critical of suggestions that the NAB loosen its standards. And some of the nation's biggest advertisers went on record with strong proposals that standards be tightened. In their view television schedules —under the present NAB allowances—are overburdened with commercial and promotional material.

- The position of the agencies is described in the story beginning on this page.
- The advertisers' attack on present commercial practices is reported on page 30.
- The debate raging among broadcasters, who must come to grips with the problem at meetings of the radio and television code boards within the next three weeks, is described in detail beginning on page 28.

Agencies: Keep the Feds off our backs

MOST AGREE THAT BROADCASTERS SHOULD ENFORCE THEIR OWN CODES

The leading advertising agencies in television and radio appeared last week to be lining up unmistakably against the FCC's proposal to adopt and enforce the commercial time limitations of the broadcasting industry codes.

The opposition ran slightly stronger than 2 to 1 among executives queried by BROADCASTING. This computation gave the FCC the benefit of occasionally expressed beliefs that its move might be condonable if there were no alternative.

A number of agency executives said they opposed the FCC's action even though they "knew" broadcasters as a whole would never enforce their own codes voluntarily.

Yet without exception those voicing an opinion on this point opposed the suggestion that the National Association of Broadcasters, which developed the codes, water down or eliminate their commercial restrictions.

Reps Against FCC Plan ▪ A smaller sampling by BROADCASTING among station representation firms at all levels—those handling large, medium and small-market stations—found practically unanimous opposition to the FCC's move.

The agency executives' views for the most part were personal and did not necessarily represent their companies' "official" attitudes. But in virtually all cases the executives are in positions to help decide what the "official" attitude will be—if one is taken.

The NAB has solicited the help of the top 50 radio-TV agencies in supporting the code standards and asked them to "encourage cooperation with the codes and code stations at every opportunity" (BROADCASTING, May 20). The NAB did not ask agencies to take a stand on the FCC move to adopt the code's commercial standards, however. Agency executives giving approval to the FCC's action divided into two camps: those giving outright approval and those giving conditional or reluctant approval, as to a necessary evil.

One member of the former group, a media vice president at an agency billing $20 to $25 million a year in television and radio, said he thought the FCC's action was "quite realistic" because "it takes into account the practical experience of broadcasters" in self-discipline.

He did not think the commission's proposal, if adopted, would affect agencies' buying practices. He did think that it "should give both advertisers and agencies a stronger feeling that broadcasters are working with them."

Nobody Obeys ▪ In a similar vein another media vice president took the position that the codes are basically sound but "nobody" follows them. If the codes become "law," he thought, then "somebody will follow them."

Others thought the FCC intervention, while undesirable, might be "a necessary evil."

A stronger FCC supporter, a broadcast supervisor, said flatly: "I think an FCC ruling applying to all stations is a great idea. It's got to be done by law. It cannot be done any other way. So many stations today who are code members refuse to live by it anyway. There is only one way to stop overcommercialization — through government rules."

The preponderant opinion, however, took the tack that even if self-regulation isn't working as well as it might, the government still should stay out. One vice president put it this way:

"There is a lot of triple-spotting and quadruple-spotting going on, especially by smaller stations, but nevertheless, if FCC adoption of these rules is the only way you can put teeth into the codes, I'm still not in favor of it."

He added, however, that he thought the suggestion that the NAB drop its commercial limitations was equal to "sticking your head in the sand" and would only aggravate the problem.

No Feds Wanted ▪ A group of media

Broadcasters have policed selves for 34 years

The history of broadcast self-regulation, covering a period of 34 years, has been controlled by the thesis that nobody likes to be regulated but since it's necessary, broadcasters should do it themselves.

This 34-year period has been marked by a series of codes and standards, all of which have been designed to do a dual job—keep broadcast programing and commercial ethics at a level that will forestall organized public criticism and at the same time keep the government out of supervision of station management.

Past code crises were overshadowed last week as impact of the FCC's proposal to adopt the National Association of Broadcasters' commercial time standards was felt inside broadcasting and around the advertising industry (BROADCASTING, May 20). The action recalled a stiff FCC rebuke handed the NAB in 1945. This scolding was directed at NAB code language that banned membership solicitations on radio stations. It grew out of a union (UAW-CIO) complaint to the FCC based on the refusal of WHKC Columbus, Ohio, to sell time because of the code's ban on solicitation.

Standards Adopted ▪ The FCC's blunt comments led the NAB that year to drop its code of ethics, adopted in 1929 and revised in 1939, and to substitute "recommended" standards of practice. These standards were overhauled in 1948 and a television code went into operation March 1, 1952. The final major step in code history occurred in June 1961 when a unified NAB Code Authority was set up to administer both radio and TV codes.

From the first, the TV code had built-in enforcement procedures and a paid subscription policy with enforcement in the hands of a code board that reports to the NAB TV Board of Directors.

Radio codes and standards were based on voluntary enforcement until 1958 when a pledge-of-allegiance format was adopted for stations. A Radio Code Board was appointed in 1960; a system of fee payments imposed, and non-NAB members became eligible to become code subscribers.

As it stands now the NAB Code Authority consists of Robert D. Swezey, who was active in writing both radio and TV codes after World War II, director (appointed Oct. 1, 1961); Edward H. Bronson, TV manager; Charles M. Stone, radio manager; Harry H. Ward, assistant TV manager; Stockton Helffrich, manager, New York office; Frank Morris, manager, Hollywood office. Code headquarters are at NAB's offices, 1771 N. Street N.W., Washington 6, D. C.

Here is a breakdown of industry participation in the two codes:

RADIO—1,830 of 4,946 stations, 37%, subscribe to the radio code.

TELEVISION—410 of 580 operating commercial stations, 70.5% are subscribers plus the three major networks.

Radio stations pay a monthly subscription fee based on half the highest one-minute announcement rate. TV stations pay the highest onetime hourly rate per year, but no less than $300 and no more than $1,200; TV networks pay $13,000 a year each.

First Discussion ▪ Adoption of commercial and program standards and ethical codes was discussed at the first broadcast meeting ever held—the first annual radio conference was called Feb. 27, 1922 by Herbert Hoover, then secretary of commerce in charge of the federal licensing system.

That is the year, NAB's somewhat incomplete records indicate, the association was formed but the first president of the association, Eugene F. McDonald Jr., late head of Zenith Radio Corp., did not take office until 1923. He served a two-year term.

Actually the problem of self-regulation wasn't seriously attacked until the Radio Act of 1927 was passed and the Federal Radio Commission was organized in 1928. The first code of ethics was adopted by the NAB March 25, 1929. It was designed to protect the public "through the observance of canons of ethics aganist the kind of broadcasting that would not be acceptable in the American home," NAB records show.

This model of brevity provided the industry with a set of ideals that kept it out of serious trouble. It was augmented, and somewhat supplanted for a time, by the National Recovery Administration's (NRA) code authority under the umbrella of the first Roosevelt administration. The original New Deal "Blue Eagle" was replaced May 1, 1934 by a "Code Eagle" that told the public broadcasters were "cooperating with the vast majority in stamping out unfair practices and methods of competition, and in giving your employes a square deal by paying code wages." All the NRA routine disappeared after the structure was knocked out of business by the U. S. Supreme Court in its anti-NRA decision.

After a confusing interlude, the NAB was reorganized in 1938 and a self-regulatory program based on an industry code was proposed. Member stations were polled in 1939 and a preliminary code was submitted that summer to the NAB convention.

Code Adopted ▪ A revised code was adopted at the convention and it

executives at one big agency pondered the question of FCC intervention and came back with this verdict:

"We don't want the Feds on our backs."

Their consensus was that overcommercialization is essentially a broadcasting industry question and that its solution therefore rests primarily on the NAB. They felt that it is up to the NAB to recruit more code subscribers and see that they abide by the standards.

"There is enough government regulation as it is—the FCC should stay clear out of this problem," according to a media official at another leading agency. He felt there is "no easy solution." He thought "some stations are greedy and over-zealous." But he contended that television is "sufficiently mature" to come up with answers that will ease the problem.

Others said that although they felt strongly that the codes should be more widely and more strictly supported, they thought this decision is one that stations must make voluntarily.

Although agency executives frequently accused stations of ignoring or deliberately violating code restrictions, occasionally an agency official came to the stations' defense.

Have the Ability ▪ An executive vice president of one major agency said that "we believe the industry has the capabilities and intelligence to regulate itself and does not need the imposition of government control. The NAB has done a fairly effective job of policing its members and enforcing its code."

Even non-subscriber stations generally adhere to "customary commercial limits," he added.

Like a number of other executives, he did not foresee much effect on agency-broadcaster relations if the FCC does adopt the NAB standards. But, he added, "if it happens, it will be one more example of unwanted and unneeded government interference in pri-

went along smoothly until the mid-1940's when labor union people went to the FCC with a complaint that WHKC Columbus, Ohio, refused to sell it time for a program involving membership solicitations on the ground the NAB's ethical code forbade such sponsorship.

After getting its spanking from the FCC, the industry's association devised a set of guideposts labeled "standards." These replaced the old code, and eliminated language covering bans on the sale of time for membership solicitations and controversial issues.

Within two years a new set of standards, to which a set of dull teeth had been added, went into operation July 1, 1948.

Television was getting underway and it became a new target as group agitators were shocked by the medium's use of night club entertainers who dabbled in off-color gags and by the controversial costuming of some feminine performers. The word "cleavage" caught on with the public as costumes occasionally became daring. Demand for a TV code developed. An NAB code committee was formed and after heated deliberations a specially tailored television code went into operation March 1, 1952.

The television code started out with four networks and 69 stations as subscribers. It helped quiet FCC and congressional agitators who had been calling for vigorous remedies such as "blue-stocking" citizen advisory groups under government auspices and/or FCC mandates.

After the basic moral complaints had subsided, television ran into agitation based on 15-minute and half-hour program-length commercials on behalf of cosmetics and other products. These pitchmen were responsible for a series of TV code "interpretations" which met the problem head-on and are credited with achieving important results. These used loss leaders to lure customers.



Monitoring of radio stations under NAB's enlarged checkup program is conducted by these fulltime monitors at work in Washington (l to r): DeLores Bukenholz, John Mandelbaum, Wilma Gregg and Tom Meredith. They use tape recordings and stop watches. In addition NAB has retained Air Check Services with facilities in 400 cities.

Commercial Standards ▪ Much of the agitation in the post-war code history has been centered around the TV commercial time standards. In essence these set a rough rule-of-thumb—one minute of commercials to five minutes of programing. Details have been argued frequently. The main development was the shift in 1954 from "recommended" time standards to language that said the time standards "are as follows." The standards still exist after nearly a decade but changes have been made in specific rules (BROADCASTING Yearbook, 1963), including a ban on more than three successive commercials and differentiating between prime and non-prime time.

The most dramatic television code development occurred in June 1959 when the television board, on recommendation of the television code board, pulled the code seal from 19 station subscribers because they wouldn't drop commercials for Preparation H, a hemorrhoid remedy. Another 17 stations resigned from the television code.

The NAB code structure, enforcing both radio and television codes, has a budget estimated at a little over $450,000 for the year.

Both the radio and television code boards will meet in the next few weeks. They will report to their respective NAB radio and television boards of the NAB at the summer meeting to be held June 24-28 at the Statler-Hilton hotel in Washington.

vate enterprise."

A top media executive at another major agency expressed the hope that the FCC would stay out of the picture. He thought the FCC action would prove beneficial to the agency's function but said his agency would disapprove of government encroachment even so.

He thought it "unwarranted" for smaller-market stations to seek exceptions, or a loose interpretation of the code as applied to them. "An industry agreement shouldn't have exceptions," he asserted.

Should Make Good ▪ He contended that station operators should not complain when an agency demands make-goods—as he said his does—when discrepancies are turned up by monitoring.

Among station reps, this attitude toward smaller-market stations was sharply challenged.

"You can't legislate if it means the economic existence of stations," said one representative who specializes in medium and small-market outlets. In many markets, he contended, stations cannot hew to the NAB standards and survive.

A similar note was sounded by an official at a firm that handles a number of major-market stations.

He also claimed that radio-TV has "enough regulation as it is." Though he conceded that there are "abuses," he believed that the industry, through the NAB, should take more forceful steps to correct them.

He added: "there are abuses in the newspaper and magazine fields, too. But nobody is suggesting that they be regulated. I realize, of course, that radio and TV use the airwaves and there is justification for some government regulation. But I think we have enough controls today."

Other reps said that they—and many of their stations—feared that a future FCC may make the restrictions even harsher than those proposed now.

Question: not whether to fight but how?

CODE BOARDS MUST MAP INDUSTRY'S COURSE AGAINST FCC'S POWER GRAB

One of the toughest problems in the history of the National Association of Broadcasters is faced by its radio and television code review boards. They must decide, within the next few weeks, how best to fight government adoption of the industry's commercial time standards.

The FCC's announced plan to adopt the codes' commercial limitations has aroused nationwide protest from broadcasters. Their feeling that the codes should be policed within the industry is shared by agencies, advertisers and members of Congress.

NAB president LeRoy Collins and code authority director Robert Swezey have strongly denounced the FCC plan.

As the NAB's *TV Code News* will tell subscribers in the June issue this week: "The FCC's proposal . . . has stirred up the hottest controversy in years." Nor is all the "controversy" directed toward the FCC announcement of 10 days ago (BROADCASTING, May 20, 13), as a king-size dispute is raging within the industry on (1) how best to fight the government encroachment and (2) what the industry, itself, should do about its own controversial "voluntary" time standards.

Radio Board Meet ▪ A partial answer for radio will come this week at an NAB radio code review board meeting today (May 27) and tomorrow in Washington.

The FCC action caused new demands for abolition of the time standards from both the radio and TV codes. Adherents of this view want immediate action which, most code board members indicate, they are not likely to get although some "relaxation" of the standards will be prominently considered by both the radio board and the TV code review board which meets June 10-11 in New York.

However, in a speech last week Mr. Swezey said the time standards are ineffective and have outlived their usefulness. He recommended an immediate study to find substitute standards while retaining in the interim the present commercial restrictions (see page 39).

Swezey Explains ▪ Expanding on his views later in his Washington office, Mr. Swezey said temporary amendments to the time standards should be considered very carefully before adoption pending the proposed study. "The whole roof [time standards] is rotten so why put on another shingle," he said of myriad proposals before the code boards to amend the commercial provisions.

Immediate adjustments which cannot wait for the overall review would be acceptable, he said, but the prime urgency is to keep the FCC from pursuing an earlier error of the industry and "freezing" the time standards into government law.

Mr. Swezey submitted his proposal to NAB officials and members of the radio and TV code boards prior to his talk last Tuesday (May 21) in Pennsylvania. Governor Collins said Thursday he would "certainly admit many weaknesses are inherent in them [time standards], but we don't intend to ditch them."

While Governor Collins did not specifically endorse Mr. Swezey's plan for an intensive study for new criteria to replace the present time standards, the NAB president said that he and the code director are in harmony. "I certainly support the spirit of what Mr. Swezey is trying to do," he said.



Code director Swezey

Governor Collins maintained that despite the inherent inadequacies in the codes and the 62% of radio and 30% of TV stations which do not subscribe, the self-regulation efforts of broadcasting are the best such example in America's free enterprise system.

A Congressional Voice ▪ Representative Kenneth Roberts (D-Ala.) took the House floor last Thursday to condemn the FCC's 4-3 vote to seek industry comments on federal adoption of the commercial time standards. "(It) is a very definite form of rate-setting which I believe to be outside and beyond present regulations," he told the House.

"If this proposal is permitted to be placed in effect, it would mean the establishment of and control of time a station may devote to commercial broadcasting and thereby determine station rates . . ." he said. "Further, the proposal completely ignores the economic facts of life."

The time standards dilemma will head the agenda at both the radio code meeting this week and the TV session next month. Each board will be facing dozens of proposals to amend or repeal entirely the time standards, including President Collins's announced intention to seek relief for small-market stations, particularly radio (BROADCASTING, May 13).

Cliff Gill, KEZY Anaheim, Calif., is chairman of the radio code review board but he is ill and is not expected to attend the meeting this week. Other members are Richard Dunning, KHQ Spokane, Wash.; Robert B. Jones Jr., WFBR Baltimore; Elmo Ellis, WSB Atlanta; Herbert L. Krueger, WTAG Worcester, Mass.; Robert L. Pratt, KGGF Coffeyville, Kan.; Richard M. Fairbanks, WIBC Indianapolis; Lee Fondren, KLZ Denver, and Richard Mason, WPTF Raleigh, N. C. Charles H. Stone is the NAB code manager for radio.

One of the radio members expressed confidence that the code board would make a definite recommendation to the full NAB board on amendments to the time standards this week while another member gave an unqualified no to the same question. Everybody, including small-market daytime stations, can live within the maximums, the latter said.

Strong Supporter ▪ A member of the radio code board said last week that "I am personally a supporter of the code as it now stands." He deplored the low percentage (38%) of radio stations which subscribed to the code and said the industry is "leading with its chin" in its failure to support the code.

He said the present maximums based on minutes are legitimate and easy for any licensee to follow and should not be replaced by a percentage based on total weekly time. This broadcaster disputed the often heard complaint that the time standards are the reason a majority of the radio stations do not belong to the code. "Eighteen minutes is saturation," he said, "and to go over this in any given hour would be an excess of commercials."

Advertisers and agencies agree, he maintained, that the present time standards in the codes are legitimate and workable.

The present limitations on minutes are "very proper," another radio code board member said in supporting the

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And the fact that some of them have been with us for as long as 16 years proves one thing for sure. They must be getting their money's worth!

Assuming that you don't work here and are not familiar with the market, you may appreciate this particular group testimonial. We could talk all day about the "cut" and quality of our audience — and not say it half so well. Or convincingly.

If it's further evidence of results you want (in another category) we welcome the chance to provide it. Call your Petry office or write us direct.

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820

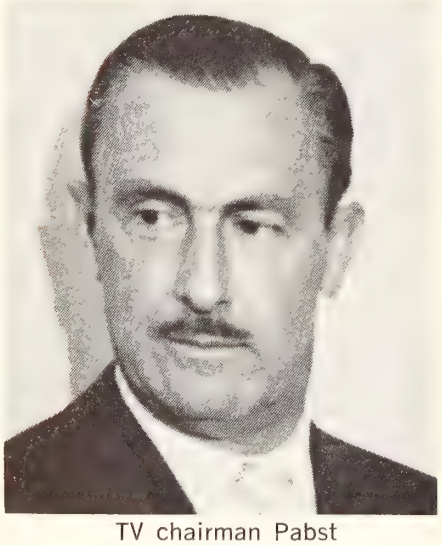
WFAA-AM-FM-TV
Communications Center / Broadcast services of The Dallas Morning News / Represented by Edward Petry & Co., Inc.

above view. He, too, attacked the industry's "lackluster" support of the radio code in maintaining that there has to be a specific, well-defined point at which another commercial becomes one too many.

At the same time, however, this member endorsed Mr. Swezey's proposal for a broadcasting-advertising study of commercials.

The Other Side ▪ Another radio code board member took the opposite view. "I look for a definite recommendation for a change in the time standards at next week's meeting," he said. He endorsed Mr. Swezey's recommendation that the time standards have outlived their usefulness and said a study such as the code director proposed would be very desirable.

Those stations who say they cannot



TV chairman Pabst

live under the rigid time standards have a legitimate complaint, he said, in agreeing that too much emphasis is placed on commercial "minutes" by the present codes. At the same time, the member expressed a hope that there would be a substantial increase of radio code subscribers in the immediate future.

William D. Pabst, KTVU(TV) Oakland-San Francisco and chairman of the TV code review board, predicted that his group definitely would recommend changes at its June meeting. And, a majority of the TV board members appear to share the view of their chairman that changes must be made immediately but there is far from unanimity as to what the changes should entail.

Political Implications ▪ Some members of the code boards, believed to be in a minority, think it would be politically foolhardy to relax the time standards at this time. Many broadcasters, however, are urging complete repeal as the most effective counter-attack against the FCC. Mr. Pabst expressed the hope that his committee could consider changes without being affected materially by the FCC's position.

In addition to sentiment for relaxation of the standards for hardship cases, support is growing for a percentage standard instead of limitations based on minutes.

This plan, according to its advocates (particularly TV), would put a ceiling on the percentage of time that might be devoted to commercials in a broadcast day, with a slightly higher ceiling on the commercial time permitted within any one hour.

Thus the revised TV code, might say that not more than 25% of the time in one broadcast day could be devoted to commercials, and no more than 30% of the time in any one hour. The 30% would be exactly equivalent to the maximum for any one hour in the radio code, it was pointed out. The 25% would be slightly higher than the radio ceiling, which limits the average to 14 minutes per hour over a week's time. Accordingly it was felt the 25% figure might need to be reduced, so as not to exceed the radio code.

The suggested TV maximum of about 25% would compare with 21% to 27% allowable under the present TV code if its maximums were converted to percentages of the entire broadcast day, according to analyses reported for some stations.

FCC Triggers ▪ All agree the threat of FCC action has triggered the demands and talk about time standards, although Mr. Pabst points out the subject was under review prior to the commission announcement. This is borne out by the appearance of nine TV stations before the board during the NAB convention in Chicago April 1-3 pleading for amendments to the code. These presentations undoubtedly had a large influence on the code board members, the members themselves say.

The FCC action has forced the code boards to make their own decisions which undoubtedly will be influenced by tactical considerations—how best to oppose the FCC proposal and at the same time make the codes appeal to more prospective subscribers.

A TV code board member admitted that body will give "very serious consideration" to outright repeal of the time standards-Governor Collins' and Mr. Swezey's views not withstanding. "This board does not rubber stamp," he stressed. He was strongly opposed to any relaxation or dual standards to take care of small-market stations. Of the code director's proposal for a study, he said: "Bob was just engaging in a little wishful thinking. Such a plan is not the normal procedure to follow at this time."

Veteran Speaks ▪ A radio-TV executive for over 25 years who is not presently a member of either code board said "we will have greater chaos than ever" if the time standards are repealed entirely. There must be some sort of commercial standards, he said, in speaking from the experience of operating a radio station before there were any standards.

The biggest trouble today, he noted, is that too many persons are in radio-TV as an investment and they are not really "broadcasters." The broadcasters, he said, have brought their present troubles on themselves and "it may be too late already." "We have gone over the hump," he added, in commenting on the regulatory picture in general, "We are in trouble, in deep trouble."

States Respond ▪ Several state associations and individual stations already



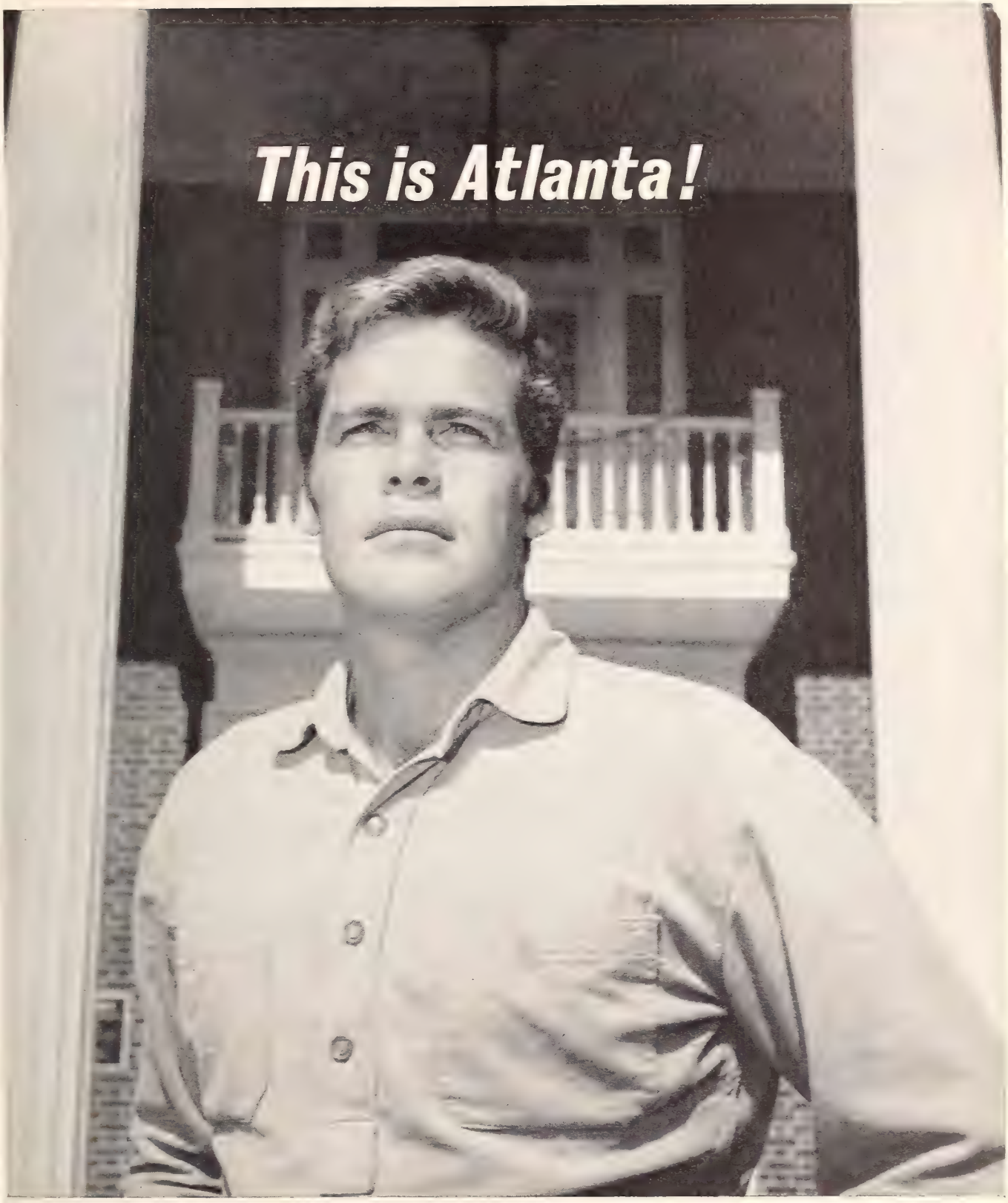
Radio chairman Gill

are responding emphatically to the FCC proposals. Many are also requesting that the NAB relax its own time standards.

The Georgia Association of Broadcasters held a special meeting last Saturday (May 25) to discuss a proposed three-prong attack on the FCC. The Georgia broadcasters were to discuss:

- A joint court suit using a "guinea-pig" station to test the FCC's power to invade programing through restrictions on commercials.
- A special meeting of the Southeast radio-TV seminar sometime in June as a "mass demonstration" against the FCC proposal.
- A statewide radio-TV campaign to amass public opinion in favor of free broadcasting.

GAB also sent telegrams to the state's 12-man congressional delegation urging them to "investigate the FCC's breach of freedom." In addition, GAB Executive Secretary Jack Williams wired Governor Collins urging the NAB to organize a nationwide drive for an on-the-



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air campaign to mass support for radio and TV. "Now is the time for great leadership," Mr. Williams told the NAB president.

Mel Burka, WTIP Charleston and president of the West Virginia Broadcasters Association, labeled the FCC proposal a "flagrant example of ambitious bureaucracies seeking more power under the guise of consumer protection." In a telegram to his congressional delegation, Mr. Burka urged them to devote their "most urgent attention to this matter." If Congress stands by, he said, and permits "four appointive, regulatory executives to usurp the concept of broadcasting as a competitive enterprise, the protective chasm between free broadcasting and state controlled broadcasting will have been abridged in a most dangerous manner."

Last Wednesday, the North Carolina Association of Broadcasters adopted a resolution charging the FCC action constitutes a "flagrant violation" of constitutional rights. The move is detrimental to a democratic society and is "but another incident of usurpation of rights and authority . . ." by the FCC, NCAB said in the resolution, copies of which were sent to the state's representatives in Congress and to members of the FCC.

The Illinois Broadcasters Association adopted a similar resolution last week. Other states have taken earlier actions protesting the FCC plan (BROADCASTING, May 20).

And Stations ▪ "As an owner-operator of a small town station, I do hope that you are not as anti-business as reports would seem to indicate," John D. Kennedy, president of WDRK (FM) Greenville, Ohio, wrote FCC Chairman-designate E. William Henry. "Government control and coercion" is not the way to bring about improvement in programing, Mr. Kennedy said.

An FM-only station, he said WDRK has no trouble living within the NAB time standards but that "it doesn't make sense to me" for the government to place a limit on commercials. As long as a choice of broadcast signals are available to an individual, he maintained, overcommercialization is impossible. "After all, commercials are advertising, and advertising stimulates sales and sales create jobs and the more jobs we have makes for a healthier economy." Mr. Kennedy said.

"Rather than discourage advertising in radio and TV, the government should be interested in increasing it. This is the kind of thinking we should be getting from Washington," he added.

Richard Combs, general manager of KLKC Parsons, Kan., said that his station has wanted to subscribe to the code but cannot because KLKC's spot schedule exceeds the code maximum in one 15-minute period daily. A daytime-only station, he pointed out, KLKC must respond to demands of local advertisers.

The FCC's proposal, he said, could result in a loss in the gross national product, a drop in local sales and taxes, loss of personal incomes and subsequently loss to the federal government of tax revenue. "We [the local broadcasters] are in a much better position to recognize and react to local needs than any Washington expert," Mr Combs said. "Can't the government do-gooders find some confidence in public opinion and its influence—or is it really the public our 'public servants' have so little faith in?"

A TV Voice ▪ "Time standards in our American system of free enterprise broadcasting are none of the code review board's business," according to the operator of a small market TV station. "None of the NAB's business. None of the FCC's," he stressed.

This particular broadcaster, a former member of the NAB TV board, said that he has been a "subscriber and ardent supporter of the TV code for almost 10 years . . . But, along with a great number of other smaller market people, I have had to look the other way in the time standards category. I've been forced to by economic laws."

The code board has allowed the emphasis to be moved from those code areas which truly affect the public good and morals to the amount of commercial minutes telecast, he said. "Now the industry finds itself threatened with being boxed in by the federal government making into a rule, that which started out as an industry-imposed standard of excellence."

Sometimes, this broadcaster said, he feels the code board wants to dwell on the matter of time standards in order to justify its existence. "You can teach an orangutang to count the number and length of a station's commercial announcements," he said. "The qualitative judgment of how a station is serving its community is somewhat more difficult."

The present time standards are based on a false premise—that time rates vary from large station to small station in direct proportion to the variance in cost of operation, the TV manager said. "Let's face it," he continued. "The numbers and lengths of spots in this present code result from a play of forces in large markets. . . . We in the small markets cannot survive with the same rule."

What is the magic of three minutes commercial time in a prime half-hour? he asked. "I suspect it is three minutes because it is this level of commercial saturation which networks have found the traffic would bear," he answered. "The only solution is for the code board to recognize that the subject of time standards is a matter of individual business judgment."

Dual standards, as some favor, are not the answer, he said. "The more I think about it, the more convinced I become that this is not the solution Where do you draw the line? What about the in-between markets? What are your definitions [of small markets]?"

This broadcaster said that he has talked to many TV broadcasters in small markets and the consensus is that if time standards become mandatory, small stations will be reduced to becoming relay stations for networks. "Surely, this would be a greater sin against the public good than a shifting of the emphasis of the code," he said.

Radio Speaker ▪ A small-market radio operator took an identical view on the aural code as that of the TV subscriber above. The president of a state association, he, too, said that he is a code subscriber but looks the other way on commercial time standards. "I will sell one spot per 15 minutes on Monday and be above the maximum on Thursday and Friday," he said. "This is an economic necessity for me and hundreds of other small stations."

He said the big problem with the government is that nobody sits on the FCC who is known or cares about the realities of broadcasting. "They are glamor boys who want to make a name for themselves at the expense of radio and TV," he charged.

Support from churches

The National Council of Churches last week voiced support of the FCC's proposal to adopt the commercial time limitations of the National Association of Broadcasters' radio and TV codes as a part of FCC rules.

The council's pronouncement, which will be presented for adoption at its spring policy meeting June 6-8 in New York, calls for "reduction" by the FCC of air advertising time to conform to the NAB's codes.

The pronouncement also calls for: "strict" FCC enforcement of station and network program policies to ensure that they operate "in the public interest, convenience and necessity"; FCC control of the networks, and "divorcement of advertisers and their agents from control of program content."



From ITT: A gentle 'touchdown' every time you fly

A perfect landing is one of the most beautiful, and complex, achievements of electronic technology. In this vital area of avionics, the ITT System has exercised leadership for over 50 years—since it introduced the equi-signal radio range, direct ancestor of today's Instrument Landing Systems. In the interval, ITT companies have pioneered many of the most significant advances in navigational aids, air traffic control, and radar.

ILS. ITT companies have provided more than 100 complete Instrument Landing System installations for use in a score of countries. This basic guidance facility is so widely used that every 30 seconds, somewhere in the world, an aircraft is brought to a safe landing with its aid. New Instrument Low-Approach Systems, accurate within inches, are now being introduced at major airports. And ITT airborne ILS receivers and altimeters have guided autopilots through more than 10,000 successful blind landings.

DME. ITT-developed Distance Measuring Equipment—heralded as the "missing link" in air navigation—gives pilots distance readings accurate within 1000 feet . . . quintuples the number of jets that can be accommodated in a given air space.

TACAN. This advanced system, which includes DME and a very accurate bearing indication, provides complete, continuous position information in the air. Combined with an air-ground data link, it gives ground controllers full information on the identity, speed, course, altitude and position of as many as 120 aircraft in only six seconds.

Other complete navigational systems developed by ITT for commercial and military aviation include: VOR (very-high-frequency omnidirectional radio range) . . . VORTAC (VOR plus Tacan) . . . LORAN-C.

ITT's contribution to avionics is typical of its activity in every major area of electronics—in telephony, telegraphy, telemetry and television . . . space and missile systems . . . computing, automation and data communications . . . electronic defense systems . . . consumer products and industrial components. The total of this activity makes ITT the world's largest international supplier of electronics and telecommunications.

Public Relations Department, International Telephone and Telegraph Corporation, World Headquarters: 320 Park Avenue, New York 22, New York.

worldwide electronics and telecommunications

ITT





KDAL

spans the second largest market in Minnesota and Wisconsin!

As this new 25-million-dollar bridge spans Duluth-Superior, so KDAL-Television spans three states and Canada through its 100,000 watts on Channel 3 plus 18 licensed translator stations.

Take a second look at the Duluth-Superior-Plus market—it's bigger than you think! And it's getting bigger by the minute!

In 1962, building permits requested showed a 70.2 per cent increase in value of construction over 1961.

Vigorous new industries are moving into the Duluth-Superior area, bringing with them new jobs. In Duluth alone—plans call for the entire redevelopment of a major part of the downtown area—and the construction of a multi-million-dollar municipal center and convention hall!

This is the new, dynamic Duluth-Superior market! And KDAL—serving over 250,000 television homes—delivers it all!

KDAL
A WGN STATION

Duluth-Superior-Plus
Take a second look

KDAL—CBS Radio—Television 3. Represented by Edw. Petry & Co., Inc. and in Minneapolis/St. Paul by Harry S. Hyett Co.



OUR HATS ARE OFF

...to all broadcasters who have the strength to say "no" to false, misleading and unethical automobile dealer advertising... who have the wisdom to recognize that such advertising smears all dealers for the profit of a truly-evil minority, undermines the power of radio and television by destroying believability in advertising, and swindles the public. We urge every broadcaster to establish high standards for acceptance of automobile advertising. We ask every newsman to guard against shallow reporting that links quality, franchised new-car and truck dealers with this destructive minority. NADA pledges itself to fight dishonest advertising. We appreciate your co-operation.

THE NATIONAL AUTOMOBILE DEALERS ASSOCIATION

Official Organization of America's Franchised New-Car and Truck Dealers

2000 "K" Street N.W., Washington 6, D.C.

Please write for a free copy of "Recommended Standards of Practice for Advertising and Selling Automobiles," prepared by NADA and the Association of Better Business Bureaus, Inc.

Swezey would modify commercial time limits

Broadcasters are "barking up the wrong tree" in placing the emphasis in the radio and television codes "virtually entirely upon the limitation of the time devoted to commercials," Robert D. Swezey, code authority director for the National Association of Broadcasters, said last week.

Speaking before the Pennsylvania Association of Broadcasters in State College, Mr. Swezey said there is "absolutely nothing to be gained by the FCC's pursuit of our error." This was a reference to FCC rulemaking to adopt the time standards from the radio and TV codes (BROADCASTING, May 20; also see story, page 27).

The time standards are inadequate, he said, "because the essence of the problem is not how *much* time is used for commercials but *how* that time is used." Mr. Swezey recommended an "immediate and intensive survey" of commercials now being broadcast by a committee composed of both broadcasters and advertisers.

"Such a study might well provide us with a much more intelligent and effective basis for dealing with commercial standards than the time limitations presently contained in our codes," the NAB code director said. The present, rigid time standards should remain in force only until such a study can come up with an acceptable substitute, he said.

Present Dilemma ▪ In relation to the present codes dilemma, Mr. Swezey said broadcasters should ask themselves if they are working toward a solution of the problem or "are you a part of it?" Although the industry had expected the FCC rulemaking for some time (BROADCASTING, April 1), Mr. Swezey felt the actual notice was "sudden and it will obviously take a little time for industry reaction to take shape." He said a sound position must be established which can be intelligently and forcefully supported in good faith and to do this the industry must ask itself and the commission these questions:

- What is the real problem?
- What is the best practical solution?
- Is this solution one which can be achieved only through the exercise of government controls?

The answer to the third question is an unqualified no, the code director indicated.

The FCC's plan cannot be productive, Mr. Swezey stressed. "It will produce a mish-mash of complaint, criticism and suggestions which will defy evaluation and which do not go to the heart of the problem. The commission's adoption of code time standards would be ineffectual since the standards themselves . . . still fall far below meeting the full requirements," he said. "Commission adoption of them cannot cure their inherent inadequacy" in measuring only the amount of time devoted to commercials.

He asked how "this blundering behemoth [the government]" can function in the sensitive area of professional and artistic perception, good taste and second-by-second control of a program schedule. "It is patently absurd to think that this is possible," he said of the FCC rulemaking.

Research Needed ▪ What broadcasters and advertisers need is an increased knowledge of the needs and desires of the people related to commercials and a greater sensitivity for public reaction.

Mr. Swezey said that a step in the direction of the kind of study he had in mind was taken by the research project financed by CBS-TV and described in the book, *The People Look at Television* by Dr. Gary Steiner (BROADCASTING, Feb. 18). That study found that viewers of all economic and educational levels were to some extent disturbed by commercials and that the trouble was caused at least as much by content and placement as by number of commercials.

"This bit of controlled research," said Mr. Swezey, "is more reliable and usable than the welter of heterogeneous unweightable, promiscuous complaint and comment which will presumably pour into the commission."

Meaningful Guides ▪ Mr. Swezey advocated a joint study by broadcasters and advertisers to find out more about commercial effects—in the hope of eventually developing guides for commercial presentation that could replace the present time standards in the codes. He urged, however, that "hasty modifications" of the codes be avoided.

"It is my thought," said Mr. Swezey, "that out of such a study a pattern might evolve which would establish rather clearly, some simple, basic do's and don'ts of commercial presentation. These might then be appropriately edited, endorsed by the broadcasters and advertisers, and widely circulated. . . . In the meantime, no reasonable efforts should be spared to convince the commission that far from remedying the situation any regulation of the sort it is presently proposing would result merely in making it much more difficult for the industry to take a more intelligent and productive approach."

The best way to convince the FCC, he suggested, is for broadcasters and advertisers to move "boldly forward in our own voluntary recognition of the need for establishing more meaningful standards for the production and presentation of commercials."

MGM-TV, Drewry's Ltd. ake 10-market deal

A multi-market licensing agreement ade directly with a television adver- ser has been set up by MGM-TV.

The advertiser, Drewry's Ltd., South end, Ind., brewery, has licensed three ost-1948 feature films in 10 markets. Drewry's has also purchased full spon- orship of the films in five additional narkets where prior license agreements ad already been set by stations. The hree films are "Angels in the Outfield," "Green Fire" and "The Tender Trap."

Markets which Drewry's licensed directly, and stations showing the films are: WJBK-TV Detroit, WWTV(TV) Cadillac, WJIM-TV Lansing, WJRT(TV) Flint and WLUC-TV Marquette, all Michigan; WANE-TV Fort Wayne and WTHI-TV Terre Haute, both Indiana; KRNT-TV Des Moines and WMT-TV Cedar Rapids, both Iowa, and WSPD-TV Toledo, Ohio.

Drewry's also purchased sponsorship on WGN-TV Chicago and WHBF-TV Rock Island, Ill.; WISH-TV Indianapolis and WSBT-TV South Bend, Ind., and WOOD-TV Grand Rapids, Mich.

Dr. Pepper makes $150,000 'Clark' buy

The first national sale on the *Dick Clark Radio Show* has been made to the Dr. Pepper Co. in 20 markets, it was reported last week by Stanley Kaplan, executive vice president of Mars Broadcasting Co. The agency is Grant Advertising Inc., Dallas.

Dr. Pepper is investing approximately $150,000 in the campaign for 10 to 20 spots a week in the two-hour syndicated show, varying from market to



Commercials in production . . .

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager. Approximate cost is listed, where given by producer.

F. K. Rockett Productions, 6063 Sunset Boulevard, Hollywood 28.

Southern California Rambler Dealers, two 58's for TV, live on film. Joe Denove, production manager. Agency: Anderson-McConnell. Stu Heineman, account executive. Stanton Webb, FKR producer; Jim Leiker, agency producer. Approximate cost: $5,000.

Audio Products, 630 Ninth Avenue, New York.

Bristol-Myers (Excedrin), one 60 for TV, live on film. Pete Mooney and Jack Hennessy, production managers. Agency: Young & Rubicam. Ralph Ward, agency producer. Approximate cost: $25,000.

Raymond Scott Enterprises Inc., 140 West 57th Street, New York 19.

Burger Beer, five jingles for radio. Charles Barclay, production manager. Agency: Midland Advertising. Joseph Godar, agency producer.

Warner-Lambert (Listerine), four electronic and musical scores. Charles Barclay, production manager. Agency: J. Walter Thompson. Bruce Allen, agency producer.

market for periods ranging from 13 to 52 weeks. Mr. Kaplan called the sale a "breakthrough" for a syndicated radio show, and added that he has made presentations to 20 other advertisers, who are now considering the program.

The show is produced by Mars in conjunction with Mr. Clark. It went on the air in January and now has been sold in 45 markets.

UNUSUAL SYNDICATION

'Funny Company' has plenty to smile about in 57 markets

A total of 57 television stations claimed to be reaching about 60% of all U. S. TV homes have signed for *The Funny Company* and another 20 stations will probably be signed within the next two weeks, Eddie Smarden, radio-TV director of Carson/Roberts, Los Angeles, said last week. Under normal syndication, at least an additional 50 stations would have been signed, he said, but, as he had told meetings of station representatives in February (BROADCASTING, Feb. 11), the distribution plan for this five-minute juvenile series is anything but usual.

The program was developed for Carson/Roberts' toymaker client, Mattel, which puts almost all its advertising dollars into television ($7.5 million this year). To encourage stations to broadcast *The Funny Company,* which Mattel believes has the ingredients to win the approval of juvenile viewers, their parents and their teachers, the toy company agrees to buy one-minute participations or adjacencies in the program on a two-year noncancellable contract at the same price the station pays for an unlimited three-year license for the series. Mattel is interested primarily in the late afternoon after-school hours, but many stations also plan to run the animated programs in the morning hours for pre-school viewers and at least one station, WDAU-TV Scranton, Pa., plans to include a five-minute episode in its early evening news program for the adult audience.

Kenneth C. T. Snyder, who resigned as senior vice president of Needham, Louis & Brorby, Hollywood, to become president and executive producer of The Funny Co., producer of the series (BROADCASTING, March 25), said that 42 scripts have been written and 38 programs sound-recorded and in the hands of four animation units, with 15 now in the final editing-dubbing stage and scheduled for completion by the end of June. After that, a minimum output of 15 episodes a month is scheduled.

This is somewhat advanced from original plans, he explained, but the speed-up was forced by the desire of most of the subscribing stations to start the series this fall instead of waiting until January, when Mattel planned to start its tie-in advertising. In some markets, where it can be done without disturbing previous commitments, Mattel will begin using the series as an advertising vehicle in the fall.

Mr. Smarden said he had been wrong in February when he had said that Mattel was financing production of *The Funny Company.* Mattel does have a three-year license to handle distribution of the series in the United States and Canada, so that it can insure the program's placement on stations the firm and its agency believe best suited to the toy advertising.

Distribution outside the Mattel territory is being handled by Desilu Sales.

New rep firm in Seattle

William L. Simpson, former general sales manager, KOL-AM-FM Seattle, has opened a new rep firm, in Seattle, to give regional service to Pacific Northwest broadcast outlets.

Among first clients are KALE Richland, Wash.; KORE Eugene, KSLM Salem, and KFLY Corvallis, all Oregon.



*A.C. Nielsen "Fast MNA's" of all new syndicated comedies.

THEY CAN'T BUILD A THING...BUT RATINGS

32 Break-em-up half hours ready for Fall '63 Start

ABC FILMS, INC.
1501 Broadway, N.Y. 36, N.Y.—LA 4-5050

360 N. Michigan Ave., Chicago, Ill.—AN 3-0800 / 190 N. Canon Drive, Beverly Hills, Calif.—NO 3-3311 / P. O. Box 653, Covington, LA-737

Does clutter stifle commercials?

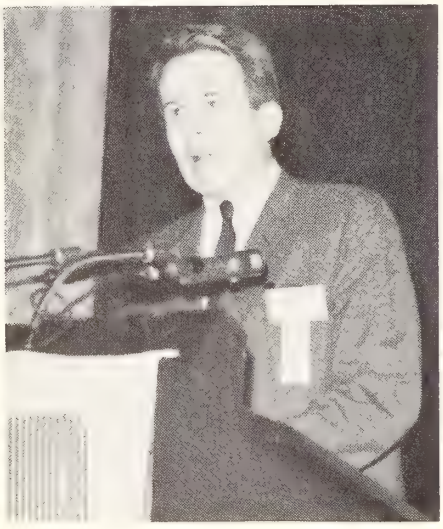
BURGARD QUOTES SURVEY TO PROVE IT DOES; BANZHAF CRITICAL TOO

The nation's most powerful advertisers were told last week that "clutter," triple-spotting and inadequate product protection were cutting the value of their television dollars in half—or worse.

This warning was sounded by John W. Burgard, vice president of Brown & Williamson Tobacco Corp., one of the country's top 25 TV spenders, last Monday at the spring meeting of the Association of National Advertisers (also see page 46).

Mr. Burgard, chairman of the ANA broadcast committee, also renewed the bid for some sort of "guaranteed circulation" in television. At least, he said, there ought to be a direct relation between the cost and the size of audience for shows of the same type.

In his attack on so-called overcommercialization Mr. Burgard was joined by Max Banzhaf, staff vice president of Armstrong Cork Co. Mr. Banzhaf



Brown & Williamson's John W. Burgard believes a dollar spent for a commercial in a "clean" position is worth two dollars for the same commercial in a "cluttered" spot.

also stressed the values of programing with strong appeal to select audiences, as opposed to weak appeal to bigger audiences. He and Mr. Burgard agreed advertisers almost certainly would buy it if networks would offer it at "reasonable costs."

Mr. Burgard reported that studies by an unidentified advertiser had shown that the effectiveness of a commercial is increased 32% to 40% when presented alone rather than in the so-called "clutter" of credits, promos, billboards etc.—and that it may be 24% to 64% more effective alone than within 15 minutes of a competitor's message in the same program.

Position Advantage ▪ Mr. Burgard said the unidentified ANA member found, on the basis of 2,500 telephone interviews in 30 markets within an hour after the broadcast, that 40% more people recalled the brand advertised in an "island" position than the one advertised in a "clutter" position.

Among the same group, he continued, 35% more people could remember specific copy points of the island-position commercial than of the clutter-position message.

The same advertiser, Mr. Burgard said, also tested kinescopes of the same show before two panels of approximately 200 persons each. One commercial was found to be 38% more effective when presented alone than the same commercial in a clutter position on the same show. Another commercial—for another brand—was 32% more effective in an island position than in a clutter position.

In a third study, Mr. Burgard reported, commercials for two competitive brands were tested (1) alone and (2) in the same program but with 15 minutes separation. One commercial was 24% more effective when tested alone than when presented on the same program with its competitor. The other commercial was 64% more effective when tested alone.

On the theory that the weaker commercial logically would suffer more than the stronger, Mr. Burgard averaged the 24% loss and the 64% loss to get an average loss of 44%. Then, acknowledging that researchers would "scream that I'm adding apples and oranges," he continued:

"If we add up the 40% loss in recall, the 38% loss in sales effectiveness due to clutter, and add in the 44% loss due to competitive adjacency, we get a 122% loss. I can't subtract that, so I add it, and I think I am justified in saying that one dollar spent for a commercial in a clean position with adequate product protection is worth at least two dollars spent for the same commercial in 'clutter' without product protection."

Lacks Foresight ▪ "The broadcasters are shortsighted indeed to arbitrarily engage in practices which so seriously damage the efficiencies of a great medium. The advertiser or agency who accepts this situation without a careful study to determine just how much the effectiveness of his advertising has been depressed is equally shortsighted."

Mr. Burgard showed the results of ANA monitoring of so-called clutter (details on page 43). His committee has been publicly protesting clutter between network programs for more than a year and a half, but feels the networks have done nothing to clean it up and that, indeed, the situation has been aggravated by the "triple-spotting" that results from using promos to fill out 40-second station breaks in many cases.

In one case the ANA clutter study showed 6 minutes 47 seconds elapsed between the last act of one show and the start of the next; in this period were 17 separate elements including credits, promos, triple back-to-back billboards etc. Mr. Burgard noted that only four of the 17 elements were paid commercials, and that only one—a 73-second program teaser—could be classified as entertainment.

In another case, with the break at midprogram, the non-entertainment segment was limited to 2 minutes 13 seconds and was composed of 11 separate elements, while in another instance—between programs—26 elements appeared, consuming 10 minutes 13 seconds.



Armstrong Cork's Max Banzhaf is critical of the unnecessary credits, billboards and extraneous plugging that fails to consider the limits of the public's patience and tolerance.

New Development ▪ Mr. Burgard chided advertisers and broadcasters for their attitudes toward triple-spotting. Although the practice of scheduling three commercials back to back in a station break "has just about disappeared," he said, a new form of triple-spotting has developed.

With the station-break length increased from 30 seconds to 40, he as-

serted, stations often find they have an unsold 10 seconds to fill, and use it for a program promo. These are defined by the NAB Code as commercial material, Mr. Burgard noted, so that "in effect, we have triple-spotting back with us—three back-to-back 'demands for action' on the part of the viewer."

But, he said, "this time, unfortunately, no one seems inclined to do anything about it: neither the majority of advertisers, though there is significant evidence that it has a depressing effect on their paid commercial, nor the broadcasters, though it violates their code.

"The ANA opposed the lengthening of the station break when first proposed and pointed out the disadvantages. That's all an association can do. Any progress in eliminating this new type of 'triple-spotting' is up to the individual advertisers and their agencies working with the broadcasters."

On "guaranteed circulation," which advertisers and agencies have intermittently called upon broadcasters to provide, Mr. Burgard said the virtual disappearance of single sponsorship of programs has left the networks in practically complete control of programing.

"Since the advertiser now has to buy what the network programs, if he is to use television at all, it is not surprising that the feeling is growing that the price of a program should bear some relation to the size of the audience delivered," he asserted.

Audience Guarantee ▪ "Sometimes this is referred to as 'guaranteed circulation.' I believe most of you will agree that term is an oversimplification. At

Are you bugged by commercial jamming? Here's sample

Know what television "clutter" looks like? Below are three samples as offered last week by the Association of National Advertisers' Broadcast Committee, which for a year and a half has been publicly urging the TV networks to clean it up (but doesn't think they've made any progress).

John W. Burgard of Brown & Williamson Tobacco Corp. said the committee, which he heads, monitored "typical" prime-time programs on the three network-owned TV stations in New York, and that these samples came from the monitoring report. Here they are as presented to the ANA spring meeting (also see page 42), with excerpts from Mr. Burgard's comments on each:

▪ **Opening of show, and five minutes preceding:**

"In the 6 minutes 47 seconds from the last act of the preceding show to the first act of this show, 17 different elements flew across the viewer's screen, only one of which —the 73-second teaser—was entertainment. Only four were paid commercials. This is about the best you can expect since the preceding program was a half-hour show with a fairly clean ending (perhaps because the station got in a little quick to make room for a 60-second commercial plus an ID). Note the triple back-to-back billboards. I call this to your attention since this network insists on triple opening billboards at the beginning of each half-hour, feeling that closing billboards are too interruptive at the middle break." The so-called clutter elements:

	ELEMENT	START OF ELEMENT
	Last Act of Show in Progress	
1.	60-second Commercial	7:27:19
2.	Show Bumper (card or other static devise used to separate the programing from the commercial)	7:28:20
3.	Show Production Credits	7:28:24
4.	Promo for Another Show	7:28:40
	STATION BREAK	
5.	60-second Commercial	7:28:51
6.	10-second Commercial	7:29:51
7.	Station Identication (VO)	7:30:00
	NETWORK	
8.	Network Color Promo	7:30:02
9.	Teaser Opening	7:30:17
10.	Show Billboard	7:31:30
11.	Commercial Billboard	7:31:34
12.	Commercial Billboard	7:31:41
13.	Commercial Billboard	7:31:48
14.	Film Title, Acting Credits	7:31:55
15.	60-second Commercial	7:32:42
16.	Show Title	7:33:43
17.	Show Production Credits	7:33:51
	Begin Act I	7:34:06

▪ **Middle break:**

"It is an accepted practice to slot hour programs so that they will hold the audience through the middle break and to discourage the viewer from switching to a show on another station starting 30 minutes later. Here this was accomplished by limiting the non-entertainment segment between act two and act three to 2 minutes 13 seconds, with only 11 different elements in it." The elements.

	ELEMENT	START OF ELEMENT
	Act II in Progress	
1.	Bumper Card	7:57:47
2.	60-second Commercial	7:57:53
3.	Bumper Card	7:58:55
4.	Promo for Another Show	7:59:00
	STATION BREAK	
5.	20-second Commercial	7:59:05
6.	10-second Commercial	7:59:25
7.	Station Identification (VO)	7:59:34
	NETWORK	
8.	Show Billboard	7:59:36
9.	Commercial Billboard	7:59:40
10.	Commercial Billboard	7:59:46
11.	Commercial Billboard	7:59:52
	Begin Act III	8:00:00

▪ **End of show and five minutes thereafter:**

"The time from the end of the last act to the end of monitoring ran 10 minutes 13 seconds. There were 26 elements in all. This break also turned up a mistake in setting up the monitoring—we only had them tape the first five minutes of the following show; as you will see from the last line, they cut off before getting to the first act." The 26 elements:

	ELEMENT	START OF ELEMENT
	Act IV in Progress	
1.	Show Film Promo	8:24:47
2.	60-second Commercial	8:25:01
3.	Show Trailer for Next Week	8:26:02
4.	60-second Commercial	8:27:04
5.	Acting Credits	8:28:05
6.	Promo for Another Show	8:28:08
7.	Promo for Still Another Show	8:28:26
8.	Acting Credits (cont'd)	8:28:30
9.	Productions Package and Acting Credits	8:28:46
10.	Network Identification	8:28:54
11.	Promo for Another Show	8:29:06
12.	Network Identification	8:29:16
	STATION BREAK	
13.	20-second Commercial	8:29:17
14.	10-second Commercial	8:29:38
15.	10-second Show Promo	8:29:48
16.	Station Identification	8:29:58
	NETWORK	
17.	Network Color Promo	8:30:00
18.	Show Title	8:30:13
19.	Teaser Opening	8:30:24
20.	Show Titling	8:32:54
21.	Bumper	8:33:29
22.	Acting Credits	8:33:32
23.	Commercial Billboard	8:33:50
24.	Commercial Billboard	8:33:59
25.	60-second Commercial	8:34:09
26.	Commercial Still in Progress at End of Checking	8:35:00

Mr. Burgard stressed that credits, titling, bumpers, promos and the other elements are necessary to a certain extent; it is when they become repetitive, unduly long, too numerous or otherwise unnecessarily interrupt or detract from the time available for entertainment that they become "clutter" in the ANA committee's view. Broadcasters, while indicating they are sympathetic to this general viewpoint, also have maintained that a number of the so-called "unnecessary" elements are inserted only at the insistence of advertisers and their agencies.

The French have a word for it—'sell'

French and English are mixed with amusing and, it is hoped, effective results in a set of nine radio commercials for the new motion picture "Irma la Douce." Spots—two one-minute, three 30-second, two 20-second and two 10-second—were produced by Klein/Barzman, Hollywood, featuring Shep Menken and Lee Zimmer, with music by Billy May. The spots started Saturday (May 25) in New York in a saturation campaign preceding the picture's premiere in that city June 6 and will be used in other cities.

Typical is this 20-second spot:

French: Irma la Douce . . . un film charmant.

Man: Irma la Douce . . . a delightful motion picture.

French: Comme vedettes Jack Lemmon. . .

Sound: Kiss.

French: Et Shirley MacLaine. . . .

Sound: Pop—champagne.

French: Mis-en-scene, en couleur, Billy Wilder.

Man: Directed in color by Billy Wilder.

French: Irma la Douce est sexy.

Man: Irma la Douce is—spicy.

French: Oh-ho-ho.

the same time, however, I believe you will agree that, for the same type of show, there should be a direct relation between the cost and the size of the audience.

"I stress 'for the same type of show' because advertisers' evaluation of a show will be based on qualitative as well as quantitative measurements. Just as we today pay more per thousand for a special or selected audience in print media, we would undoubtedly pay more per thousand for a special type of audience in television.

"Qualitative measurements will and must differ with each advertiser and, indeed, for various brands promoted by the same advertiser. Regardless of his particular qualitative measurement, however, each advertiser needs a reasonably accurate quantitative measurement of his audience. To get this he needs meaningful ratings."

Mr. Burgard said that in general the ANA broadcast committee thought present national ratings are suitable for timebuying purposes but had "some reservations about the validity of local television ratings" (see story page 46).

Another Criticism ▪ Mr. Banzhaf told the convention that overcommercialization "is destroying some of the effectiveness of television, and unnecessarily so."

Mr. Banzhaf described overcommercialization as "the shortage of program content—the unnecessary credits, billboards and extraneous plugging—the triple and quadruple spotting—and other practices that fail to consider the limits of the public's patience and tolerance."

"Here," he said, "is an area where clearly the fundamental objective of serving a public need is being put in second place and advertising income is being given prime consideration."

Mr. Banzhaf said media's main responsibility to advertisers—as to media owners, government and public—is "to put service to some segment of the public first in the order of their objectives."

The responsibility of advertisers toward media, he continued, should be in the same vein—"to judge media first and foremost according to their ability to furnish us at a reasonable cost with an eager and interested audience, regardless of its size."

Mr. Banzhaf said that "if we [advertisers] demand favors from the media that are not in the reader's, listener's or viewer's best interest—and if media accede to those wishes—we both suffer. The medium loses its vitality and appeal and eventually its profits—and we lose an effective means for advertising our products. Multiply this a few times and our costs increase, our unit effectiveness is lowered and our profits go down."

Yardsticks Inaccurate ▪ Charges that advertisers won't let media deal with controversy, or require that media dilute programing or editorial material in order not to "offend" segments of the public, are much less justified than the accusers make it appear, according to Mr. Banzhaf.

"A more germane argument," he said, "is the inaccurate yardsticks we use to purchase media, and media's foolish propensity to tailor their properties to meet them, instead of manufacturing a product of great merit to the public and then selling us on those merits. This has been most noticeable in the magazine field during the last several years."

He cited "some very alert radio stations" and specialized publications which, he said, met television's challenge by concentrating on satisfying the needs of specific segments of the market and thereby "carved out unique positions for themselves and have been rewarded handsomely for it."

On the other hand, he said, some publications have sought to increase their circulation figures by continually broadening their editorial appeal, with the result that "in trying to appeal to everyone, all too often they appealed to no one."

Mr. Banzhaf said that "as many advertisers have learned, popularity does not always equate with effectiveness. There are companies and products that would be substantially ahead if they could sponsor programs that appealed strongly to a select audience rather than weakly to a larger one—and they'd probably buy such programs, too, if the networks could find a way of making such programing available at reasonable costs."

Business briefly . . .

United States Packaging Corp., a newly formed company manufacturing and marketing a line of convenience food items and household products, will use television as principal medium for the introduction of its "Heat 'n Serve" products. Geyer, Morey, Ballard Inc., Chicago, will be the agency for the new company, which has home offices in Michigan City, Ind.

Fonda Container Corp., a division of Standard Packaging Corp., starts a national television advertising campaign today (May 27) on seven ABC-TV daytime shows promoting the introduction of its new paper plate product, "Firmware." Agency is Smith, Henderson & Berey, New York.

Procter & Gamble Co., for Lilt home permanent, has bought a one-hour musical special starring Jo Stafford on CBS-TV (Sunday, Aug. 18, 9-10 p.m. EDT). Agency: Leo Burnett Inc., Chicago.

Howard Stores Corp., through Mogul Williams & Saylor, conducting 14-city radio campaign in conjunction with print media contest for annual Father's Day promotion. Four-week campaign, using 20 stations, consists of 400 one-minute announcements. Promotion, tied in with Commonwealth of Puerto Rico, includes contest offering week-long vacations in San Juan.

W. F. Young Co. (Absorbine Jr.) will start a participation campaign on various CBS-TV programs next month to continue throughout the summer and also will use announcements on Mutual and NBC Radio and spot TV buys in selected markets. Agency: Ted Gotthelf Associates, New York.

Philco Corp., through BBDO, New York, has bought a series of four one-hour programs on ABC-TV during the 1963-64 season. The series, *The World Over,* consists of "What Ever Happened to Royalty?," "The World's Girls," and "The Festival Frenzy," in addition to a fourth program studying the Soviet woman.

A Question of Content...Not Semantics!

Any station can program information... and many do...but does their information mean anything? Breezy conversation on topics of limited interest or chit-chat between personalities can be construed as information. But is it?

At KMOX Radio, talk has a purpose... to inform, entertain, educate or amuse... to fill the listener's continuing need for knowledge of our ever-changing world...to permit him to share intimately in ideas and events of vital interest.

Whatever form the information takes... political debates, a medical forum on cancer, discussions of the world's religions, broadcast editorials or an analysis of juvenile delinquency... KMOX Radio listeners are assured of thought-provoking, meaningful programming.

CONTENT, not semantics, separates information from talk!

KMOX RADIO

Ratings may not mean performance

GERHOLD POINTS OUT THAT VIEWER MAY NOT SEE THE COMMERCIAL

A sharp criticism of program ratings as a measurement of advertising performance was expressed last week by Paul E. J. Gerhold, vice president and director of marketing services of Foote, Cone & Belding.

Mr. Gerhold told a meeting of the Association of National Advertisers that the findings of a study conducted by FC&B cast doubts upon the usefulness of program ratings to advertisers. He said the study shows that ratings alone cannot reflect accurately whether the viewer actually sees all of the program; how much exposure there is to the commercial and how many commercials the viewer remembers a day later.

He proposed that advertisers and agencies join together on a well-financed research program to develop more sophisticated data about TV advertising effectiveness.

Mr. Gerhold's remarks concerning the relationship between program ratings and advertising effectiveness were based on a hitherto secret study, which involved 11,000 interviews among housewives in the Borough of Queens in New York during March and April 1961. The interviews were conducted by telephone.

Mr. Gerhold said that more than 20,000 dialings were made to designated homes and more than 11,000 interviews were actually completed. During the 40 interviewing days, 342 specific one-minute commercials were studied, representing the network daytime television programs carried on ABC-TV, NBC-TV and CBS-TV, Monday through Friday, 10 a.m. to 4 p.m., and evening programs broadcast from 7:30 to 10 p.m. including weekends.

An initial call was made to determine whether the housewife actually was home during the time the program was carried. A follow-up call was made 23 hours later (if the housewife had been home the previous day) to determine whether (1) she had viewed any part of the program; (2) she could possibly have seen the commercial; (3) she could remember being exposed to the commercial and (4) she could demonstrate this exposure with recall of the content.

Simple Clue ▪ The middle commercial of each program was used in the test. In each interview, the product and brand for the one commercial that was being checked were identified and a simple clue used to describe the beginning of the commercial.

The results of the study, as outlined by Mr. Gerhold, were:

▪ 14.4% of the homes were tuned to the average evening network television program. (Mr. Gerhold noted this was "surprisingly" almost four whole rating points lower than the 18.3 average rating shown by one rating service for the whole New York metropolitan area for the same programs in the period of the study.)

▪ 9.4% of the housewives viewed some part of the average evening network television program.

▪ 6.8% of the housewives had a chance to see a specific commercial on the program.

▪ 3.8% of the housewives could remember the next day that they actually had seen the commercial.

▪ 2.5% of the housewives could remember and could prove they saw it by recalling something it said or showed.

Mr. Gerhold commented: "Am I right in guessing that you have never heard such small figures to describe the reach and performance of evening network television?"

The portion of the study devoted to daytime network television showed that of 100 tuned homes, 66 housewives viewed a given program; 49 possibly were exposed to the commercial and 20 could recall some of the content of the commercial 23 hours later.

In general, the study also indicated that full or alternate sponsorship attained better recall ratings than did participating sponsorship; commercials broadcast alone did considerably better than those broadcast together with some other type of announcement; commer-

ANA PLEDGES COOPERATION

Will support NAB's three-point plan to solve audience measurement problems

A tentative timetable for the National Association of Broadcasters' three-point program for the solution of audience-measurement problems began to emerge last week.

The first clues were given by Donald H. McGannon of Westinghouse Broadcasting, chairman of the NAB research committee, in a session which explored the ratings problems during the spring meeting of the Association of National Advertisers.

The ANA meanwhile made clear that it will cooperate fully with the NAB efforts but feels that ratings are largely a broadcasting responsibility. ANA does not wish to be represented officially on the supervisory body. This essentially was the view expressed by John W. Burgard of Brown & Williamson Tobacco Co., chairman of the ANA broadcast committee, and augmented by other ANA officials.

Mr. McGannon reviewed the NAB committee's plans for a Broadcast Audit Service (BAS), development of minimum criteria and minimum standards for ratings services, and evolution of long-range methodology work (BROADCASTING, May 6, et seq). In this review he told the ANA meeting that:

▪ The committee hopes to have developed the minimum criteria by the end of this year. Some committee members think it may take longer, but a "crash program" is planned to complete this phase as quickly as feasible.

▪ A definitive plan for auditing the ratings services is anticipated by late this summer. Auditing at first may center on compliance with the services' announced standards and methods, with the minimum criteria added to the audit as they are developed. An existing CPA firm may get the auditing assignment. The committee hopes that the ratings services will pay most of the auditing costs.

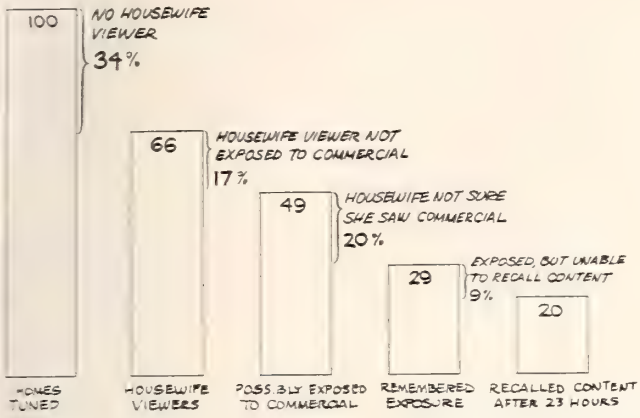
▪ Current committee thinking anticipates that the methods study will encompass four areas: national television, local television, national radio and local radio.

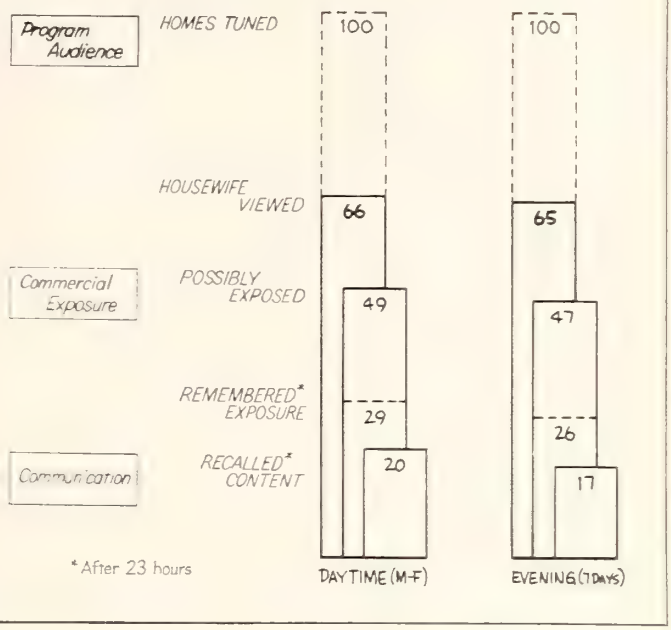
Mr. McGannon noted that the Radio Advertising Bureau is working on its own radio-only methodology project, and that the RAB and NAB groups are conferring in hopes of working out a common approach. "Pride of authorship" is not an issue in efforts to resolve the differences, he said.

Mr. McGannon said the NAB "wants to maintain the closest possible liaison with you," so that what emerges from the project will be satisfactory to advertisers as well as broadcasters.

At another point he said that LeRoy

This chart from Foote, Cone & Belding (below) shows that out of 100 viewers 34 don't actually see the program and 20 can recall the commercial 23 hours later. The adjoining chart (r) points up there is little difference in the pattern between daytime and evening programs.





cials carried on audience-participation shows and situation comedies were twice as effective as those shown on westerns, and commercials in evening programs for soaps, waxes or household supplies achieved almost three times the impact of cigarette commercials.

The significance of the study, Mr. Gerhold observed, is that sets tuned into a program are only one factor among many that influence advertising effectiveness. Others he cited are: the times of the broadcast, commercial environment, nature of the program and the nature of the product.

"What this says to us, very simply, is that program ratings are an inadequate measure of advertising performance, an unsatisfactory basis for improving television advertising efficiency," Mr. Gerhold asserted. "Making television decisions on this basis is like judging a baseball team on the number of runners it gets to first base. It's interesting information and even useful information. But it doesn't score the ball game."

Study Limitations ▪ Mr. Gerhold acknowledged the limitations of the FC&B study. He noted that it was made two years ago and covered only one borough in New York over a two-month period in one television season. But he suggested that the study be considered in terms of the value of this kind of research.

He indicated that it is up to the agencies and advertisers to undertake this type of research, adding that it is "unlikely that the broadcasting industry or the rating services would lead us from the rating figures that are big and easy to make and familiar to use to studies that seemingly reduce the dimensions of advertising."

Collins, president of NAB, planned to bring together representatives of broadcasters, the Television Bureau of Advertising, the RAB, the ANA and the American Association of Advertising Agencies—even though some of these may not be "official" members of the group.

In his report Mr. Burgard made clear that ANA in all likelihood will not be an official member—a view that was confirmed by other ANA officials in response to newsmen's questions. They said ANA would cooperate as fully as possible with NAB, had already held some discussions with AAAA about a joint committee for that purpose, but did not wish to serve on any tripartite organization running the show.

ANA Position ▪ Mr. Burgard presented the ANA broadcast committee's position on this and other ratings questions—and also challenged the notion that increasing the accuracy of local TV ratings would be insupportably costly.

If the TV industry would spend 1% of its gross billing "for adequate projectable ratings at all levels," he said, the result would be $20 million a year, "and professional researchers assure me that this amount would more than pay for such a service."

Mr. Burgard summarized the ANA committee's position on ratings thus:

"1. Ratings are primarily the responsibility of the broadcasters since they are essential to all phases of their operation:

"2. Ratings are an important quantitative guide to our purchase of broadcast time, which must be qualified by other research on qualitative data. The more accurately ratings reflect the total audience, the better;

"3. The principal national television ratings now available are suitable for our purposes of buying time, and we have confidence in their relative usefulness so long as used for the purpose designed, that is, the measurement of national audience.

"4. We have some reservations about the validity of local television ratings and feel that in this area an accuracy equivalent to national television ratings would be desirable for buying purposes. (I might mention that this local information is most desirable in measuring national audiences, just as a breakdown of sales by markets is needed to intelligently analyze your national sales.)

"5. It is not felt that the formation of a tripartite group representing advertisers, agencies and broadcasters to audit ratings services or supervise a cooperative service is desirable or feasible.

"6. We applaud the general direction of the NAB plan toward setting standards and auditing the execution according to those standards. We stand ready to work with the NAB, through a joint ANA-AAAA committee, in establishing standards of measurement that would be most useful to us as buyers of broadcast time."

'Clutter' On TV ▪ The ratings discussions were part of an ANA two-day meeting in New York that delved frequently into television, with specific

presentations on the effects of so-called "clutter," triple-spotting and other practices on commercial effectiveness (see page 42), and a study of television's performance as opposed to its ratings (see page 46).

Among other features:

Dr. Carl Rush, senior vice president in charge of research operations for Ted Bates & Co., urged that copy research figures be used purely as guides and that top agency personnel be given the opportunities to make "the most intelligent use of the figures."

It would be a "critical mistake," he said, to evaluate TV commercials "solely on a single number or set of numbers." He noted that modern copy research methods are "extremely valuable" in providing data on the probable effectiveness of advertising before it is run and prior to large investment of media dollars. But he said it would be "wrong to allow our desperate quest for factual support to result in the use of these numbers alone as final judges."

Thomas C. Dillon, general manager of BBDO, told the advertisers that the concept of freedom of the press would be a joke if there were no advertising, because "the entire news communications system of the U. S." is supported by advertising.

He also said that advertising agencies are "very small pumpkins" financially, with the profits of the entire agency business estimated at $6 million a year less than the $22 million earnings last year "by CBS alone."

Public Acceptance ▪ David C. Stewart, president of Kenyon & Eckhardt, stressed the effects of the "education explosion" on advertising acceptance by the public. "The real problem is in the field of advertising creativity," he said. "We must face squarely up to the fact that many old and time-honored advertising techniques will become obsolete as our audience grows in understanding and maturity."

Alfred Seaman, president of Sullivan Stauffer, Colwell & Bayles, reviewed results of an AAAA study showing that consumers are neither particularly critical nor effusively enthusiastic about the advertising they see, and urged advertisers and agencies to make their messages more attractive and noteworthy (BROADCASTING, April 29).

Harry McMahon, television consultant, screened a series of foreign-made commercials and advised American advertisers to "involve the viewer more actively" in their own commercials "by using pictures and a few well-chosen words to tell a story."

Roger H. Bolin, director of advertising for Westinghouse Electric Corp. and a former chairman of ANA, was presented the ANA's Paul B. West Award for his professional and personal contributions to advertising. The award is named for the late president of ANA, who died in 1960 after heading the organization for 28 years.

Network selling pace is slower

ALL THREE NETWORKS HAVE MORE TIME AVAILABLE FOR NEXT SEASON

The advance selling pace for the TV networks, which locked up their prime-time schedules for the fall earlier than ever, is slower than it was last year.

That appears to be the assessment of the sales popularity of the new, 1963-64 nighttime programs as well as the carry-over shows.

Of the three TV networks, CBS-TV is closest to the sellout point (though this point is never really reached by any network). It, however, still lags behind its sales pace compared to the same approximate time last year.

Last spring, CBS-TV had some 50 minutes open to sell to advertisers. Today it has a few times that amount of time available. Included are the whole of *The Great Adventure* (Friday, 7:30-8:30), 15 minutes in *Route 66* and *The Nurses*, about a half of *East Side, West Side* (Monday, 10-11), and 15 minutes in the *Judy Garland Show* (Sunday, 9-10). There are also some pieces available in such participation shows as *Rawhide, CBS Reports* and *Hitchcock*.

NBC-TV is at about the same point —about 4 hours or so weekly still available—as it was last spring. Much of this time is in open participations, the bulk in such shows as *Sing Along with Mitch, Redigo* (all of it unsold), *Richard Boone Show* (nearly half available) *Espionage, Robert Taylor* and *International Showtime* (each about two-thirds available), and a half of *Joey Bishop*.

ABC-TV had the most time available last spring, and this year has pieces still available in most of its participating shows which run through much of each night's schedule. But it also has programs bearing the SRO sign, among them the new quiz, *100 Grand* on Sunday, *Combat* and the *Greatest Show on Earth* on Tuesday, *Ozzie & Harriet* and *Ben Casey* on Wednesday, *Donna Reed, My Three Sons* and *Sid Caesar-Edie Adams* on Thursday, and *Fight of the Week* and *Lawrence Welk* on Friday and Saturday respectively.

Big Buys Made ▪ Though each of the networks has time for sale, the major, prime-time availabilities are spoken for.

A prediction made in the TV industry that production costs may have leveled somewhat seems to be borne out by BROADCASTING's annual show cost estimates. The weekly tab is placed at $8.3 million in regularly scheduled shows (see chart, pages 50 and 51). This is up some $400,000 from the 1962-63 season's $7.9 million weekly, a previous high. In the 1961-62 season the figure was at $7.1 million, indicating that while costs continue to rise, the acceleration is not as great.

Other trends and statistics on the next season:

▪ There will be more new shows. This season started with 31 new shows. The new season will start with 35, according to current listings.

Of the 35 shows, 16 will be on ABC-TV (3 more than the start of the current season), 11 on NBC-TV (1 more for that network) and 8 new programs on CBS-TV (the same as this season).

▪ Color would appear unchanged in comparing the schedules of this season's with next fall's. This season, NBC-TV had 14 program periods scheduled to be filled at least in some weeks with color. Next season it will have 13 shows. ABC-TV this season offered two shows in color (movies and *Flintstones*). Next season ABC-TV plans three color series (*Wagon Train, Flintstones* and *Greatest Show on Earth*).

▪ Fewer shows will be returning. At the start of this season, there were 63 shows returning. Next season the total will be 52. But there were more shows overall in prime time (after 7:30) for the 1962-63 season: A total of 94 compared to 87 for next season.

The Cooper audience

Combined U. S. radio and TV audiences of 122 million people tuned in to reports of Major L. Gordon Cooper's space flight on May 15 and 16. This figure was announced by A. E. Sindlinger & Co. in a report which shows "increasing mobility" in both broadcast media. The report said that one-half of the radio audience and one quarter of the TV audience of the Cooper flight used out-of-home sets. A breakdown of the Sindlinger figures: 36.3 million saw the flight on TV; 12.7 million listened on radio and 73 million got news of the flight by both radio and TV.

One hour and 45 minutes ahead!

UPI's broadcast newswire was one hour and 45 minutes ahead of the other service on the most dramatic crisis of the Cooper space flight.

Credit for this first beat from outer space goes to Alvin B. Webb, UPI's man at Cape Canaveral since 1959.

Webb and his fellow staffers at the scene typify UPI's policy of top talent on the top stories.

The policy pays off—consistently.

UPR113

B U L L E T I N

(CAPE CANAVERAL)---OFFICIAL SOURCES SAY GORDON COOPER MAY HAVE TO RESORT TO HAND-OPERATED EMERGENCY CONTROLS TO BRING HIS SPACECRAFT OUT OF ORBIT.

PB229PCD 5/16

United Press International

A UPI MAN IS AT THE SCENE

DETAILED WRAPUP OF FALL TV SCHEDULES

This chart details next fall's nighttime programs, how much they cost, who packages them, the time of night scheduled and starting date. Also shown are advertisers and agencies which sponsor them. "Available" denotes an unsold period.

Production costs are estimated by BROADCASTING on the basis of data from various sources. Costs are computed in most cases to represent the price of a single original in a series and does not include agency commissions or averaging of first-runs against reruns.

Agencies are in parentheses ( ); production firms in brackets [ ]; starting dates indicate the beginning of the fall cycle; new programs are in boldface; continuing show titles or familiar formats are in italics; (C) denotes color, either as a full series or in part. Program periods start at 7:30 p.m. to the conclusion of the period generally regarded in television as "prime-time" (usually 11 p.m.).

In all cases, advertisers listed in program periods reflect sponsorship in October of this year as now reportable in network sales offices. The duration of the purchases is not indicated.

SUNDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	**Jaimie McPheeters** $120,000 A.C. Spark Plugs (Brother); Alberto-Culver (Compton); L&M, Quaker Oats (both JWT); Nationwide Ins. (Sackheim); Remington (Y&R) Time available [MGM] 9/15	**My Favorite Martian** $57,500 Kellogg (Burnett); Toni (North) [Jack Chertok] 9/29	*Wonderful World of Color* (C) $110,000 Kodak and RCA (both JWT) [Walt Disney Prod.] 9/15
8:00		*Ed Sullivan* $134,000 Pillsbury (Burnett) P. Lorillard (L&N) Whitehall (Bates) Lever (SSC&B) [CBS] 9/29	
8:30	**Arrest & Trial** $180,000 L&M, Ford, Libby McNeil (all JWT); Union Carbide (Esty); Schick (NC&K); Colgate (Bates); Armour (FC&B); Remington (Y&R); Polaroid (DDB); Goodrich (BBDO) Time available [Revue] 9/15		**Grindl** $42,000 P&G (Burnett) [Screen Gems] 9/15
9:00		**Judy Garland** $156,500 General Mills (D-F-S); Menley & James (FC&B); American Tobacco (SSC&B). ¼ available [Creative Management Ltd.] 9/29	*Bonanza* (C) $115,000 Chevrolet (Campbell-Ewald) [NBC] 9/22
9:30			
10:00	**100 Grand** $55,000 Alberto-Culver and El Producto (both Compton) [Larry-Thomas Prod.] 9/15	*Candid Camera* $59,000 Bristol-Myers (Y&R); Lever (JWT) [Banner-Funt] 9/15	*du Pont Show of the Week* (C) $80,000 du Pont (BBDO) and **News Specials** [NBC] 9/15
10:30	**FDR or News, Public Affairs** $40,000 Available [Sextant] 9/15	*What's My Line?* $46,000 J.B. Williams (Parson); Kellogg (Burnett) [CBS-Goodson-Todman] 9/8	

WEDNESDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Ozzie & Harriet* $55,000 Am. Gas (L&N); Am. Dairy (Compton); Green Giant (Burnett) [Stage Five Prod.] 9/18	*CBS Reports* $87,000 Travelers Insurance (Y&R) Time available [CBS] 9/25	*Virginian* (C) $175,000 P&G (B&B); Alberto-Culver (Compton); Carnation (EWR&R); Noxzema (SSC&B); Bristol-Myers (Y&R); Miles Labs (Wade); L&M (JWT) [Revue] 9/18
8:00	**Patty Duke Show** $57,000 Pepsi-Cola (BBDO) Time available [UA TV] 9/18		
8:30	*Price Is Right* $45,000 Block Drug (Grey) Half available [Goodson-Todman] 9/18	**Glynis Johns Show** $55,000 Ralston Purina (Gardner); R. J. Reynolds (Esty) [Desilu] 9/25	
9:00	*Ben Casey* $135,000 Alberto-Culver (Compton); P&G (B&B); Brown & Williamson (Bates); Noxzema (SSC&B); Bristol-Myers (OB&M); Quaker Oats (JWT); Armour (FC&B) [B. Crosby Prod.] 9/18	*Beverly Hillbillies* $65,000 R. J. Reynolds (Esty) Kellogg (Burnett) [Filmways] 9/25	**Espionage** Buick, Pontiac (both M-E) ⅔ available [Poatus Prod.] 10/2
9:30		*Dick Van Dyke* $56,500 Lorillard (L&N); P&G (B&B) [Calvada Prod.] 9/25	
10:00	**Channing** $126,000 Available [Revue] 9/18	*Danny Kaye* $156,500 Armstrong (BBDO); American Motors (GMB); Ralston Purina (Gardner) [CBS] 9/25	*Eleventh Hour* $120,000 Brown & Williamson (Bates); Warner-Lambert, Scott Paper (both JWT); Union Carbide (Esty); Buick, Coca-Cola, Pontiac (all M-E); Schick (NC&K); Jergens (C&W) [MGM] 10/2
10:30			

THURSDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Flintstones* (C) $55,000 Green Giant (Burnett); Welch (Manoff); Best Foods (L&N) [Screen Gems] 9/19	*Password* $35,500 R.J. Reynolds (Esty); Speidel (M-M) [Goodson-Todman] 9/26	**Robert Taylor Show** $92,000 Buick (M-E); Schick (NC&K) ⅔ available [Four Star] 9/19
8:00	*Donna Reed Show* $55,000 Nabisco (M-E); Campbell (BBDO) [Screen Gems] 9/19	*Rawhide* $115,000 Bristol-Myers (Y&R); Coca-Cola (M-E); Philip Morris (Burnett) Time available [CBS] 9/26	
8:30	*My Three Sons* $70,000 Hunt Foods (Y&R); Quaker Oats (JWT) [Don Fedderson] 9/19		*Dr. Kildare* $120,000 Colgate (Bates); Singer (Y&R); Alberto-Culver (Compton); L&M, Scott Paper, Warner-Lambert (all JWT); Glenbrook Labs (D-F-S) [MGM] 9/26
9:00	**Jimmy Dean** $125,000 Star-Kist (Burnett); Pepsi-Cola (BBDO); Polaroid (DDB) Time available [Ban-Dean Prod.] 9/19	*Perry Mason* $115,000 Clairol (FC&B); Hertz (NC&K); Pillsbury, Philip Morris (both Burnett); Sterling Drug (D-F-S) [Paisano Prod.] 9/26	
9:30			*Hazel* (C) $55,000 Ford (JWT) [Screen Gems] 9/26
10:00	**As Caesar Sees It** $65,000 Consolidated Cigar (PKL) [Stonewall Prod.] and **Here's Edie** $65,000 Consolidated Cigar (L&N) [Ediad Prod.]	*The Nurses* $123,500 Brown & Williamson, Whitehall (both Bates); P&G (B&B) ¼ available [CBS] 9/26	**Kraft Mystery Theater** (C) $115,000 Kraft (JWT) and **Perry Como Specials** Kraft (JWT) [Revue] 10/3
10:30	Station time		

MONDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	**Outer Limits** $125,000 L&M (JWT); Schick (NC&K); Pontiac (MJ&A); Remington (Y&R); Goodrich (BBDO); P&G (Compton) Time available [UA TV] 9/16	*To Tell the Truth* $42,000 R. J. Reynolds (Esty); Whitehall (Bates) [CBS-Goodson-Todman] 9/9	*Monday Night Movies* (C) $200,000 Miles Labs (Wade); Carnation (EWR&R); Sunbeam (FC&B) Sterling Drug (D-F-S); Bristol-Myers (Y&R); Maybelline (PKG); Union Carbide, Leeming (both Esty); Lorillard (L&N); Vick Chemical (Morse); Beecham (K&E); American Tobacco (SSC&B); Jergens (C&W); Buick, Coca-Cola, Pontiac (all M-E) [20th Century-Fox/MGM] 9/16
8:00		*I've Got a Secret* $45,000 General Foods (Y&R); Toni (North) [Goodson-Todman] 9/9	
8:30	*Wagon Train* (C) $196,000 R.J. Reynolds (Esty); Menley & James (FC&B); Schick (NC&K); Firestone (Sweeney & James); Starkist, Green Giant (both Burnett); Colgate, Mobil (both Bates); Pontiac (MJ&A); Whitman Candy (Ayer); Nationwide Insurance (Sackheim); Pepsi-Cola, Goodrich (both BBDO); Block Drug (SSC&B); Remington (Y&R); Polaroid (DDB) [Revue] 9/16	*The Lucy Show* $70,000 General Foods (Y&R); Lever (JWT) [Desilu] 9/30	
9:00		*Danny Thomas* $60,000 General Foods (B&B) [Marterto] 9/30	
9:30		*Andy Griffith* $60,000 General Foods (B&B) [Mayberry Enterprises] 9/30	**Hollywood Story** $35,000 Timex (W&L); Purex (Weiss) [Wolper Prod.] 9/30
10:00	**Breaking Point** $119,500 Alberto-Culver (Compton); Brown & Williamson, Colgate (both Bates); Armour (FC&B); Block Drug (SSC&B); du Pont (Ayer) Time available [Bing Crosby Prod.] 9/16	**East Side, West Side** $124,500 Philip Morris (B&B); Whitehall (Bates) ½ available [CBS-Susskind] 9/23	*Sing Along with Mitch* (C) $85,000 Buick, Pontiac (both M-E); Block Drug (SSC&B); L&M (JWT); Polaroid (DDB) Time available [All American Features] 9/23
10:30			

TUESDAY

	ABC-TV	NBC-TV	CBS-TV
7:30	*Combat* $121,000 American Tobacco (BBDO); Miles Labs (Wade); Beecham (K&E); Firestone (Sweeney & James); Union Carbide (Esty); Colgate (Bates); Pontiac (MJ&A); Armour (FC&B); Block Drug (SSC&B) [Selmur-ABC] 9/17	*Marshall Dillon* (Gunsmoke reruns) For local sale	**Mr. Novak** $110,000 Bristol-Myers (Y&R); Frito-Lay, Noxzema (both D-F-S); Buick, Coca-Cola, Pontiac, (M-E); Warner-Lambert, Scott Paper (both JWT) Time available [MGM] 9/24
8:00		*Red Skelton* $142,500 Best Foods (L&N); S.C. Johnson (FC&B); Philip Morris (B&B); Lever (BBDO) [Cecil Barker Prod.] 9/24	
8:30	*McHale's Navy* $69,000 R. J. Reynolds (Esty); Schick (NC&K); Nationwide (Sackheim); Remington (Y&R); [Revue] 9/17		**Redigo** $53,000 Available [Screen Gems] 9/24
9:00	**Greatest Show on Earth** (C) $122,500 American Tobacco (SSC&B); Kaiser (NC&K); Alberto-Culver (Compton) [Desilu] 9/17	**Petticoat Junction** $59,000 Whitehall (Bates); P&G (Compton) [Filmways] 9/24	**Richard Boone Show** Reynolds Metals (L&N); Polaroid (DDB) About half available [Goodson-Todman] 9/24
9:30		*Jack Benny* $76,500 General Foods (Y&R); State Farm (NL&B) [J&M Prod.] 9/24	
10:00	**The Fugitive** $125,000 P&G (B&B); Brown & Williamson, Mobil (both Bates); MMM, Pontiac (both MJ&A); Menley & James (FC&B); Beecham (K&E); Remington (Y&R); duPont (Ayer) Time available [UA TV] 9/17	*Garry Moore* $146,000 Oldsmobile (Brother); S. C. Johnson (NL&B); R.J. Reynolds (Esty) [Red Wine Prod.] 9/24	*Telephone Hour* (C) Bell System (Ayer) [Henry Jaffee Ent.] 9/24 and *Andy Williams Show* (C) S&H Green Stamps (SSC&B) [Barnby Prod.] and *NBC News Specials*
10:30			

FRIDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*77 Sunset Strip* $115,000 Menley & James, Armour (both FC&B); R. J. Reynolds, Union Carbide (Esty); Schick (NC&K); Starkist, Green Giant (both Burnett); Colgate, Mobil (both Bates); Pontiac (MJ&A); Jergens (C&W); Block Drug (Grey); Remington (Y&R); Goodrich (BBDO) [Warner] 9/20	**Great Adventure** $127,000 Available [CBS] 9/27	*International Showtime* $60,000 A. C. Gilbert (BBDO); Warner-Lambert (JWT) ⅔ available [NBC] 9/13
8:00			
8:30	**Amos Burke** $135,000 Menley & James (FC&B); Pontiac (MJ&A); L&M (JWT); Union Carbide (Esty); Polaroid (DDB); P&G (Compton); Block Drug (SSC&B); Remington (Y&R) Time available [Four Star] 9/20	*Route 66* $119,000 Chevrolet (C-E); Philip Morris (Burnett) ¼ available [Screen Gems] 9/27	**Bob Hope Show** $200,000 Chrysler (Y&R) [Revue] 9/27
9:00			**Harry's Girls** $60,000 Colgate (D'Arcy) [MGM] 9/13
9:30	**Farmer's Daughter** $46,000 Clairol (FC&B); L&M (JWT) [Screen Gems] 9/20	*Twilight Zone* $59,000 American Tobacco (SSC&B); P&G (B&B) [Cayuga Prod.-CBS] 9/27	*Jack Paar* (C) $110,000 Speidel (M-E); Lorillard (L&N); Miles Labs (Wade); Hertz (NC&K); Block Drug, Noxzema (both SSC&B) [Jack Paar] 9/20
10:00	*Fight of the Week* $60,000 General Cigar (Y&R); Gillette (Maxon) [ABC] 9/20	*Alfred Hitchcock* $120,000 Philip Morris (Burnett); P&G (B&B) Time available [Revue] 9/27	
10:30	*Make That Spare* $17,000 B&W, Whitehall (both Bates) Time available [ABC] 9/20		

SATURDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Hootenanny* $75,000 Polaroid (DDB) Time available [Dankar] 9/21	*Jackie Gleason* $143,500 Colgate (Bates); Drackett (Y&R); Philip Morris (Burnett); Ralston-Purina (Gardner) [CBS] 9/28	**Lieutenant** $85,000 Sterling Drug (D-F-S); Pontiac (M-E) ⅔ available [MGM] 9/14
8:00			
8:30	*Lawrence Welk* $55,000 Whitehall (Bates); J.B. Williams (Parkson); Bristol-Myers (Y&R); Block Drug (SSC&B); Sinclair (GMM) [Teleklew] 9/21	**Phil Silvers Show** $60,000 General Foods (B&B) [CBS] 9/28	*Joey Bishop Show* (C) $49,000 Lorillard (L&N) ½ available [Belmar Prod.] 9/14
9:00		*The Defenders* $127,000 Lever (OB&M); Bristol-Myers (Y&R); Allstate (Burnett); Brown & Williamson (Bates) [CBS] 9/28	*Saturday Night Movies* (C) $200,000 Union Carbide, Leeming, R. J. Reynolds, Chesebrough-Ponds (all Esty); Maybelline (P-K-G); Buick, Coca-Cola, Pontiac (all M-E); Sunbeam, Menley & James (both FC&B); Vick Chemical (Morse); Insurance Co. of North America (Ayer); Jergens (C&W) [20th Century-Fox/MGM] 9/21
9:30	**Jerry Lewis** (to 11:30) $191,000 L&M (JWT); Pontiac (MJ&A); Star-Kist, Green Giant (both Burnett); Beecham, U. S. Plywood (both K&E); Block Drug (SSC&B); Gulton Industries (Compton); Armour (FC&B); Polaroid (DDB); Goodrich (BBDO) Time available [Jerry Lewis Prod.] 9/21		
10:00		*Gunsmoke* $128,500 Johnson & Johnson (Y&R); P&G (B&B); Alberto-Culver (Compton); Whitehall (Bates) [Norman MacDonnell] 9/28	
10:30			

Insurance companies increase TV spending 39.5%

Television billings of insurance companies rose to $20,860,500 last year. The figure represented a 39.5% increase from the $14,952,-700 in TV billings in 1961, according to a survey of more than 100 insurance firms by Television Bureau of Advertising.

The top 11 insurance advertisers accounted for $17.6 million of the 1962 total. This represented 57.9% of total media expenditures for the leading advertisers in 1962.

Prudential Insurance Co. of America led the insurance advertisers in TV billings again with $4,006,629. New to TV were Liberty Mutual, Metropolitan Life and the Institute of Life Insurance.

Of the total television billings, spot TV expenditures rose to $5,113,800 from $3,748,600 and network TV expenditures increased to $15,746,-700 from $11,204,100.

Five of the top insurance advertisers placed their entire TV billings on the networks. Only one advertiser in the top group, Blue Cross/Blue Shield concentrated all of its TV money in spot.

CONSUMER SERVICES—INSURANCE ADVERTISER TIME AND SPACE BILLINGS

	1962 Network TV	1962 Spot TV	1962 Total TV	1961 Total TV	1962 Magazines	1962 Outdoor	1962 Newspapers	1962 Total	1962 % TV
Prudential	$ 4,006,629	$	$ 4,006,629	$ 4,093,756	$ 546,265	$ 58,418	$ 256,215	$ 4,867,527	82.3
Allstate	2,788,071	1,111,610	3,899,681	3,208,089	1,236,672	....	351,962	5,488,315	71.1
Nationwide	2,145,162	361,900	2,507,062	210,030	601,194	....	628,330	3,736,586	67.1
State Farm	1,922,856	36,860	1,959,716	2,125,275	1,496,343	120,299	229,284	3,805,642	51.5
Blue Cross/Blue Shield	....	1,104,070	1,104,070	888,710	1,005,455	....	343,351	2,452,876	45.0
Mutual of Omaha	1,026,581	....	1,026,581	1,279,445	300,415	....	....	1,326,996	77.4
Institute of Life Insurance	555,858	165,560	721,418	....	....	....	1,623,207	2,344,625	30.8
Liberty Mutual	713,805	....	713,805	....	261,743	....	....	975,548	73.2
Metropolitan Life	674,246	....	674,246	....	2,648,498	....	194,189	3,516,933	19.2
Continental National	163,944	356,810	520,754	200,440	92,750	....	534,397	1,147,901	45.4
Kemper	519,545	....	519,545	464,082	274,805	....	28,950	823,300	63.1
TOTALS	$14,516,697	$3,136,810	$17,653,507	$12,469,827	$8,464,140	$178,717	$4,189,885	$30,486,249	57.9

Sources:
Television: TvB-Rorabaugh and LNA-BAR
Newspapers: Bureau of Advertising
Magazines: Leading National Advertisers
Outdoor: Outdoor Advertising Inc.

UNITED FRUIT'S 'CHIQUITA' RETURNS

$2.5 million campaign to introduce quality banana line

United Fruit Co., whose last big national advertising campaign 19 years ago introduced a lively Latin named "Chiquita" and an accompanying radio jingle warning against keeping bananas in the refrigerator, this summer will spend $2.5 million to revive Chiquita's name with the public.

Of the total advertising budget, 90% of the campaign will go into national and local television advertising in 71 markets, with the remainder in newspapers and Sunday supplements. It is a more sedate "Chiquita" who headlines this campaign, however, with less of the flair which made the "Chiquita" jingle a popular musical novelty in its own right. Company officials felt that the "Chiquita" song and caricature had come to be identified more with the banana industry in general and less with United Fruit Co. specifically.

Hence, the traditional brand name "Chiquita" is being retained, but only as a designation for the company's premium banana product. Beginning June 10 in U. S. markets, the "Chiquita" brand banana will carry a stamp-size seal on its skin distinguishing it from competing brands and also from United's lower quality bananas. To assure closer quality supervision for its premium brand, United ships the "Chiquita" bananas from Central America packed in cardboard cartons—40 pounds to the carton—as opposed to the former method of loading the bananas unprotected in bulk. BBDO, the company's agency for 25 years, is handling the campaign.

Introducing the plans in a special presentation on board one of the company's banana boats docked in New York harbor last week, executive vice president John M. Fox reported that "extensive consumer research told us the American housewife wanted some assurance that the banana she bought looked as good inside as it did on the outside."

The company's director of advertising and marketing services, David L. Ladd, said that the branded bananas had already reached 50% of the company's Canadian markets and would begin to reach American markets June 10.

Mr. Ladd said that a local advertising campaign will accompany the branded bananas into each market. Newspapers will be used for the first six weeks on a "crash" introduction basis, while television will be used from the beginning and on a longer, steadier basis. By the time the product has reached all 71 of the company's major markets sometime this fall, national television advertising will begin with 20 and 60 second spot announcements and participation sponsorships.

The partial-year, $2.5 million for 1963, budget will go up to $4 million for 1964. Joseph Crowley, United Fruit's account executive at BBDO, explained the advertising strategy: "We feel that we could get the immediate reach by use of a newspaper and Sunday supplement campaign, but we felt that television would give us greater frequency in the long run. All the newspaper advertising will be done in the first six weeks, after which television will be used exclusively."

The original introduction of the "Chiquita" campaign on radio in 1944 is estimated to have cost $1 million. By 1960, however, the company's advertising budget had dwindled to practically nothing. It was then that various face-lifting projects were undertaken by the vast tropical concern, and the television campaign was one of the results.

Wolper specials sold

East Ohio Gas Co., Cleveland, has signed as the first multi-market advertiser to buy full sponsorship of the six, one-hour special documentaries that are being produced by David Wolper for United Artists Television. East Ohio Gas has bought the package for showing in Cleveland and Youngstown. Earlier the Liberty Mutual Insurance Co. purchased one-half sponsorship in 25 markets (BROADCASTING, May 20). The series has been bought in 29 markets, including station sales to KLZ-TV Denver and WFGA-TV Jacksonville, Fla.

Of all radio stations in the Metro Washington 5 county area—

WOOK IS



1st* in 13 half-hour segments or 6½ hours every day, Mon. thru Fri. and rates a strong second in total audience.

On Saturdays WOOK radio has almost double the audience of any other station

WOOK radio offers advertisers a lower cost per thousand than any other station in the metropolitan area—
WOOK Radio—1340—a Division of United Broadcasting Co.

*Pulse Washington, D. C., 5 County Area, Jan.-Feb. 1963.

WOOK
Washington, D. C.

WOOK-TV
Channel 14
Washington, D. C.

WFAN-FM
Washington, D. C.

WINX
Rockville, Maryland

WSID
Baltimore, Maryland

WSID-FM
Baltimore, Maryland

WJMO
Cleveland, Ohio

WCUY-FM
Cleveland, Ohio

WBNX
New York, N. Y.

WANT
Richmond, Va.

WFAB
Miami, Florida

WMUR-TV
Manchester, N. H.

THE UNITED BROADCASTING COMPANY



Represented Nationally By: **New York:** U.B.C. Sales, Robert Wittig, Suite 401, 420 Madison Avenue • **Chicago:** U.B.C. Sales, Warren Daniels, 410 N. Michigan Ave., Wrigley Bldg.
Atlanta-South: Dora Clayton Agency, 502 Mortgage Guarantee Bldg., Atlanta 3, Georgia • **Hollywood:** Jim Gates, Gates-Hall, 6331 Hollywood Blvd.

The rocky road that agencies must travel

WESTERN GROUP REMINDED OF ITS OBLIGATIONS AT PALM SPRINGS MEET

The responsibility of advertising agencies to the advertisers who pay for the ads the agencies create and to the public who watch, hear and read these commercial messages and then buy or fail to buy the advertised products and services, was the unannounced theme of the 13th annual conference of the Western States Advertising Agencies Association, held May 16-19 at the Riviera hotel in Palm Springs, Calif.

More than 250 agency, advertiser and media executives and their wives heard reports and discussions of these major topics, and such associated themes as the ability of research to determine the correct advertising approach to achieve the desired results and to measure the effectiveness of the advertising in achieving them, the relationship of advertising to government and the economics of agency operation.

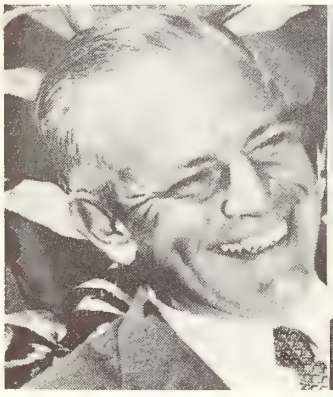
The relations of agencies with their state governments received special attention. Leonard Shane, chairman of the WSAAA government relations committee, reported that a bridge between advertising and government in California has been established to provide free access for the state's advertising fraternity to present its views and advice to state officials on any legislation affecting advertising or any regulation of advertising practices.

Stanley Mosk, California attorney general, addressing the Saturday luncheon, stated that although competition sometimes causes advertisers "to violate their professional ethics and standards of good taste and occasionally to violate the law . . . I know of no case where a responsible advertising agency has been instrumental in the perpetration of fraud.

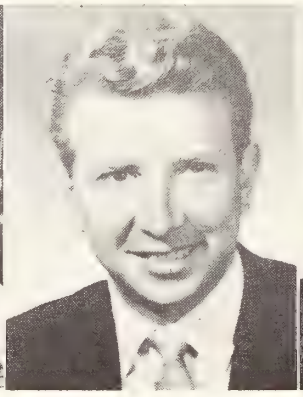
"Of course," the attorney general continued, "this is to the credit of your industry, but it illustrates the difficulty you must face in responding to the loose charges, often heard, that the advertising industry is guilty of deceit. The people have no way of distinguishing between legitimate, agency-produced advertising and misleading or tasteless promotions. It all appears in the same newspapers or on the same TV channels."

Keep Trash Away ▪ Pointing out that "publishers and broadcasters have been successful in keeping much trash away from the people," Attorney General Mosk asked how the advertising industry can "prevent the misuse of direct mail techniques," adding that "in our experience, direct mail solicitations are the most offensive. . . .

"The conclusion is inescapable that the advertising industry needs government to protect it from the vicious practices of some advertisers. We are allies, not adversaries. Your industry can be effective, as it has been in the past, by developing and upgrading standards of taste. You should help government and law enforcement by calling our attention to practices which you suspect may be in violation of the law. Cooperation will attain far more than coercion," Mr. Mosk said.



K&E's Lewis



KCRA-TV's Cooper



Attorney General Mosk

Helen Ewing Nelson, California's consumer counsel, appointed by the governor to keep him and the state legislature informed on matters concerning the interests of the state's consumers, emphasized Mr. Mosk's remarks about the wide view the consumer takes of advertising. "When a retail clerk tells me that this ribbon is washable, she's advertising to me," Mrs. Nelson said. Similarly, she commented, what the salesman at the door tells the housewife and the instruction she reads on a package are both advertising. And, "to government, as to the consumer, advertising includes many things which the advertising agencies have little to do with."

The consumer wants advertising to tell him the truth and also to treat him with respect by telling him what he needs and wants to know about a product before he buys it, the consumer counsel said. He feels offended by a container only two-thirds full, or with false sides or bottom, and by a 15-ounce "pound" package. "The advertising agency, as a bridge between buyer and seller, can do much to maintain the mutual respect so necessary in our free society," she stated. "Advertising more and more will be judged by whether or not it fosters the faith we have in each other."

Unfair Or Misleading ▪ Mrs. Nelson welcomed a suggestion by Robert Pickering, head of Pickering Advertising, San Francisco, that legislation be drafted to make it unlawful for a "bunco artist" to represent fraudulent selling schemes as advertising and said that her own staff tries to use the phrase "unfair selling practices" instead of the "false and misleading advertising" terminology of the statute books.

Advertising's accountability does not end at our national borders, William B. Lewis, chairman of Kenyon & Eckhardt, reminded the agency executives in his keynote address. "Beyond the contributions advertising makes to our domestic economy, it can and must be a vital force in improved welfare and education throughout the world," he said.

"We live in a world in which two out of three children go to bed at night without enough to eat. We also live in a world with another similar statistic—a world in which two out of three people do not know what is going on in the world, or even in their own country. It seems to me that one of advertising's great responsibilities is to use the tools it has developed to improve communications between the peoples of the world."

"The sales productivity of advertising is being questioned more frequently," William Dover, vice president, John G. Knight Co., market research organization, told a session on consumer marketing. "Top business management, responsible for the appropriation, if not the allocation, of millions of advertising dollars, now is demanding more exact information on the contribution of advertising to the marketing of commodities and services." He explained management's growing interest in advertising results by quoting Dr. Bernard Skull, Federal Reserve Board economist, that sales per dollar of advertising have been on a downward slide "from $116

of sales-per-dollar-of-advertising in 1947 to $90 in 1960."

Rate Chaos ▪ Newspapers and radio were given a hard time by the assembled agency executives during a session on "The Chaos in Media Rates." The dual local-national rate policies of newspapers were lambasted for permitting the local retailer to buy space more advantageously than the national advertiser or his agency, thus making the agency look foolish in the eyes of its clients. Radio got its lumps for not sticking to its published rates and for permitting its local salesmen and national representatives to quote better rates than those on its card. "*Standard Rate & Data* is obsolete, so far as buying time is concerned," Marvin S. Cantz, WSAAA president, declared. "It's hazardous to try to buy time in a distant market without having a buyer on the spot," he said. His statement received full endorsement from Jack Melvin of The Melvin Co., Las Vegas, Nev., who asserted, "I can buy time in Los Angeles for less than *Standard Rate & Data* and this puts the agency in a funny position."

Robert Forward, executive vice president and general manager, KLAC Los Angeles, argued that that city's major stations do not cut rates nor do they have a national-local rate differential. "What we do have," he said, "is a growing number of package plans, each designed to meet the needs of a special group of advertisers. It's not chaos, just something for everybody. . . The need is not for simpler rate cards, but for more sophisticated timebuyers."

Research and intuition are both helpful in creating effective advertising, Ernest Dichter, head of the Institute for Motivational Research, and William Tara, creative consultant, agreed. "Most products have an artistic soul and unless you can reveal this you aren't really communicating," Dr. Dichter said. "This takes intuition, creativeness and research."

Dorothy Corey, president, Facts Consolidated, said that if the goal of an advertising campaign is properly defined its results can be measured. "Once the goal is defined," she counseled, "work with the smallest sample you can, one which can be reproduced comparably year after year. That way, you can control your costs and your sample."

Ratings Future ▪ Reviewing the history of the congressional investigation of broadcast ratings, Roger Cooper, research director of KCRA-TV Sacramento, Calif, said he looks for legislation to be proposed as the solution to the current problems. The way to avoid this, he said, is by an industry plan of self-regulation, but he warned that such a plan can succeed only if it also has the support of advertisers and agencies.

Reminded of the failure of previous tripartite efforts to control broadcast audience measurements, Mr. Cooper said that the Cooperative Analysis of Broadcasting and Broadcast Measurement Bureau were both measurement services operated in competition with private companies. His recommendation is for advertiser-agency-broadcaster supervision and standard-setting of measurements to be conducted by at least two competitive privately operated services, he stated.

The outlook for the next five or 10 years is for the big agencies to get bigger, with an intramural battle whether there will be an all-inclusive agency, such as Interpublic seems aiming to become, or fragmentation into a number of various individual services, such as package design, publicity and the like, Ira Rubel, management consultant, told the agency executives. If an agency becomes a collection of specialists and the advertising generalist disappears, the problem arises how well the specialists can understand the overall picture of their clients' advertising policies and problems.

The expansion of agency size and the increase in the number of services offered to clients calls for a more flexible compensation system than the single media commission of 15%, Mr. Rubel said. Only agencies whose billings are chiefly in network television and national magazines can make out on media commissions alone, he commented, adding "they don't need a management consultant."

Compensation ▪ Where additional compensation is asked from the agency's clients, it ought to be related to "time taken, skill required and results accomplished," Mr. Rubel stated. Proper record keeping can make the first two items easy to calculate, he noted, but "one trouble with agencies is that too seldom can they demonstrate what the advertising they have produced has actually accomplished for the client."

Woodrow Wirsig, editor of *Printers' Ink*, called for built-in-obsolescence in all new products and for a law compelling everyone to spend a specified minimum each year for consumer goods (with a proportionate reduction in taxes) to prevent the economy from "grinding to a halt." Business has concentrated too long on improving production and now must focus its attention on how to increase distribution. "As advertising men, we must teach people to spend," he declared. "Thrift is no longer a virtue. A dollar saved may cost us our jobs."

The young have influence

Management of radio stations programed with music popular with teen-age listeners, accustomed to being told that "your ratings don't mean much because these kids don't buy anything but hot dogs, candy and Cokes," got some strong support for their program policy from market research specialist Bill Dover. Mr. Dover, for 25 years head of the business and market research department of the *Los Angeles Examiner* until its demise in 1962, told the Western States Advertising Agencies Association 13th annual conference:

"While important in merchandising because of the postwar birth splurge, it is the growing influence of these young adults of the family selection of products and of brands that is vital to marketing, both today and tomorrow. Their numerical strength, as a segment of the market potential, is inflated because their definite tastes and preferences exert a strong influence on the average family purchase of both ordinary and special commodities. This influence is apparent, from toothpaste to automobiles, from apparel to music, from magazines to food, from the use of words to the use of time. Keen merchandisers cater to the patronage of the young adult group and publicize their choice as an example to the more staid adults to stay young, think young, act young, with Elvis or with some other equally odd character currently intruding over the everyday horizon of American life."

Metromedia stations, sales arm rejoin RAB

The Radio Advertising Bureau, which is going its own way in the area of solving radio's audience rating problems but hopes to gain eventual cooperation of the National Association of Broadcasters, last week saw additional evidence of support with the return to membership of a major station group.

Metropolitan Broadcasting radio stations and their national sales arm, Metro Broadcast Sales, announced plants to join RAB effective June 1. The Metropolitan stations had been RAB members but left the organization in December 1961.

It is estimated that since March 1 of this year, RAB has been pledged $150,000 in membership dues. In this period NBC Radio, NBC O&O radio stations, Capital Cities Broadcasting Corp., and an additional number of independent stations joined the promotion organization.

Metropolitan's radio stations, owned



Edmund C. Bunker, RAB president (l) and John W. Kluge, Metromedia Inc., president, on occasion of Metromedia's rejoining RAB.

by Metromedia Inc. are WNEW-AM-FM New York, WIP-AM-FM Philadelphia, WHK-AM-FM Cleveland and KMBC-AM-FM Kansas City. (Metromedia has also purchased KLAC-AM-FM Los Angeles and WCBM-AM-FM Baltimore pending FCC approval.)

Edmund C. Bunker, RAB president, said the Metromedia move "comes at a time when financial and moral support is vitally needed by RAB in its efforts to improve the measurement of radio." John W. Kluge, president of Metromedia, who made a joint announcement of the new affiliation with Mr. Bunker also noted radio's need for "concerted action."

ABC-TV sold out for Winter Olympic coverage

ABC-TV reports it has sold out its planned prime time coverage of the 1964 Winter Olympics from Innsbruck, Austria, and network officials are now considering live coverage of some portions if a communications satellite is available.

Also sold are 15 pre-Olympic half-hour programs the network has scheduled as part of its exclusive Winter Olympics coverage. Sponsors and agencies participating in the Olympic and pre-Olympic coverage are the Firestone Tire and Rubber Co. (through Sweeney & James,) the Andrew Jergens Co. (Cunningham & Walsh), Liberty Mutual Insurance Co. (BBDO), P. Lorillard Co. (Lennen & Newell), Jos. Schlitz Brewing Co. (Leo Burnett) and Texaco Inc. (Benton and Bowles).

The pre-Olympic offerings will be half-hours (6:30-7 p.m., Saturdays) for the 15 Saturdays preceding the Olympics. Exact times have not been set for the Olympic coverage, but the network said it will come during prime time, and regular shows will be preempted to make room for the Olympics. Sixteen hours of coverage are planned between Jan. 29 and Feb. 9, with one hour each weeknight, and two hours on each of the four weekend days during the period.

Y&R gets $7 million Breck account

The appointment of Young & Rubicam as advertising agency for John H. Breck Inc. (toiletries), Springfield, Mass. was announced last week by Breck. The account bills an estimated $7 million, of which approximately $2 million is allocated to network and spot TV.

The Breck business has been handled by Reach, McClinton & Humphrey Inc., New York and Springfield, which places about $5 million, and N. W. Ayer & Son, New York, which places approximately $2 million. It was reported that $2 million of the overall $7 million will continue to be placed by Reach, McClinton & Humphrey for a brief period prior to the transfer to Young & Rubicam.

No reason was given for the reassignment of the account. Reach, McClinton recently lost almost $3 million in billing on the International Latex Corp. account to Y&R. Six months ago Charles D. Reach, chairman, reported he was selling his stock in the agency and would partially retire.

The acquisition of the Breck account almost compensates for the loss by Y&R last month of the $8 million Beech-Nut Life Savers Inc. business (BROADCASTING, April 29).

Rep appointments . . .

- WMHE Toledo, Ohio: Herbert E. Groskin & Co., New York, as exclusive national representative.
- WQXT West Palm Beach, and WYND Sarasota, both Florida; WBMD Baltimore; WTMT Louisville, Ky.; WEGP Presque Isle, Me.; WTKO Ithaca, N. Y.; WALG Albany, and WMOG Brunswick, both Georgia; WBZE Wheeling, W. Va., and KASH Eugene, and KAST Astoria, both Oregon: Vic Piano Associates Inc., New York, as national representative.
- KPUB Pueblo, Colo.: Country Music Sales, New York as national representative.
- WMAM Marinette, Wis.: Burn-Smith Co., New York, as national representative.

SELLING IS MORE THAN ADVERTISING

Hylan points out TV's role in accepting marketing award

William H. Hylan, television network executive turned television-radio agency executive, last week drew a clear distinction between television's commercial role and that of its print competitors.

"I believe magazines are a great advertising medium," he said. "However, I believe with equal firmness that telesion is more than an advertising medium—that it is actually a sales medium."

Mr. Hylan, who resigned as senior sales vice president of the CBS-TV network to become director of radio and television for J. Walter Thompson Co. a few weeks ago, emphasized this distinction in a speech accepting the 1962 "Marketing Executive of the Year" award of the Sales and Marketing Executives International Society in Philadelphia Wednesday (May 22).

But, he asserted, television is the victim of "one of the most bizarre paradoxes of present-day marketing," in that advertisers usually will pay a higher cost-per-thousand for print than for television. TV's best answer, he said, would be to conduct and circulate research "that goes beyond audience size to measure the impact of media on the audience."

It's Essential ▪ "In my opinion," he continued, "this kind of research is absolutely essential if television intends to grow as an advertising and sales medium.

"If there is a difference in impact—and there must be—between television and print; if television performs a function that can go beyond informing—and I sincerely believe it can; if there are ways and means of using the medium that do not fall into the patterns to which we have been accustomed by older media, then let the marketing community be so informed."

Triangle renews with Blair

The Triangle Stations has renewed its national representation sales contract with John Blair and Co., it was announced jointly last week by Roger W. Clipp, vice president and general manager of Triangle's broadcast division, and John Blair, head of the representative company. The Blair organization has represented Triangle for nine years.

Under the contract, Blair Television will represent WFIL-TV Philadelphia; WNHC-TV New Haven, Conn.; WFBG-TV Altoona, and WLYH-TV Lebanon-Lancaster, both Pennsylvania; WNBF-TV Binghamton, N.Y.; KFRE-TV Fresno, Calif. Blair Radio will represent WFIL, WNHC, WNBF, WFBG and KFRE.

Kemper slaps antitrust suit on ABC-TV

NIXON 'OBITUARY' IS CATALYST IN COUNTER SUIT

A new chapter was begun last week in the controversy over Howard K. Smith's program last fall on ABC-TV, "Political Obituary of Richard Nixon," which included comments by Alger Hiss.

The Kemper Insurance Co. of Chicago has charged ABC with violation of the antitrust laws because of the must-buy of its program contract requirements and affiliate practices. Kemper also seeks to block ABC's suit against Kemper which seeks damages of $452,000 for breach of a program contract canceled by the insurance firm after the Smith show.

Kemper took its case to the U. S. District Court in New York last Thursday (May 23). ABC's suit was filed earlier in New York State Supreme Court.

The Nixon program was aired Nov. 11 and was sponsored on ABC by a Kemper competitor, Nationwide Insurance Co. of Columbus, Ohio (BROADCASTING, Nov. 19, 1962, et seq.). Kemper until that time sponsored *Evening Report,* an ABC news program.

Violation ▪ The court suit explained that Kemper discontinued its news program because a "cross plug" for the program on Mr. Nixon had been included within the time of *Evening Report* on Nov. 9. Kemper charged that the cross plug "clearly violated a provision whereby ABC agreed not to promote any competing business during the Kemper time."

At the time of the discontinuance, Kemper alleged its reputation "had been damaged materially" because many persons hearing the plug for the Nixon program on Kemper time "thought Kemper was associated with the program featuring the convicted perjurer" Hiss, Kemper recalled last week. Kemper also claimed that the tenor of the program about Mr. Nixon "disgusted a large number of people and this had the effect of defeating Kemper's objective in sponsoring a television news program."

The Kemper antitrust suit charged that ABC tied the sale of *Evening Report* on 95 TV stations in markets desired by Kemper to sale of an additional 35 stations in markets where Kemper did not wish to advertise. Kemper said it finally acceded because the program was the type it needed in its advertising campaign.

The suit also includes general charges ranging through the entire field of network and affiliate station relationships.

Still another estimate of WSJS-TV's value

A radical difference of opinion as to the market value of WSJS-TV Winston-Salem, N. C., on April 30, 1956, has been evinced by witnesses testifying in recent weeks in Los Angeles Superior Court. Those called by Harned Pettus Hoose, counsel for Mary Pickford and her husband Charles (Buddy) Rogers, have valued the station in the neighborhood of $3 million. Horace W. Gross, vice president of Howard S. Frazier Inc., Washington management consultant, station appraisal and brokerage firm, put the price at that time at $2.8 million. Alvin G. Flanagan, vice president and general manager of KBTV(TV) Denver, on the stand the opening days



of last week, gave his opinion that a fair price would have been $3.2 million. Earlier witnesses called by Sherman Welpton Jr., representing Piedmont Publishing Corp., put a considerably lower valuation on WSJS-TV. Harold Essex, vice president and general manager of the station, said that on April 30, 1956, a fair price would have been $1 million (BROADCASTING, May 6). John Alden Grimes, an appraiser from Arlington, Va., figured it should have been $1.1 million. Litigation before Los Angeles Superior Court Judge Bayard Rhone, concerns the price Piedmont Publishing should pay for the Pickford-Rogers one-third interest in the station, under an option to buy this interest on April 30, 1956 (BROADCASTING, April 29).

SARNOFF ON EDUCATIONAL TV

Calls for examination of medium's purpose

NBC Board Chairman Robert W. Sarnoff called for "an examination in precise and realistic" terms of educational television's purpose and made special reference to ETV's instructional function in a talk delivered last week before the National Congress of Parents and Teachers in Miami Beach.

"Those who discount the teaching aspect of educational television would undermine one of its basic functions," he said. "At a time when all education is burdened by shortages of teachers and facilities, when educational requirements are outstripping conventional methods of instruction, the use of educational television as an integrated part of the educational system is not only indicated . . . it is imperative."

Mr. Sarnoff has been on record consistently as emphasizing the teaching function and the need for financial assistance from educational sources.

In his Miami Beach talk, Mr. Sarnoff said that "those who discount the educational community as a source for permanent financing of educational television are unrealistic in failing to recognize its need for stability and continuity of income."

In a talk two weeks ago, CBS President Dr. Frank Stanton said the financial base of ETV should be broad enough "to involve not just the educational and television worlds, but the churches, the civic organizations, the business community—the people . . . the great bulk of . . . support [should] come directly from the public."

Last week, Mr. Sarnoff specified that "it is particularly through [educational foundations and institutions] that a financial base can be established for educational television, in addition to the important resources furnished by viewer contributions."

In addition to teaching, Mr. Sarnoff said that ETV had opportunities to treat specific subjects with greater detail than commercial TV and to indulge in more program experimentation. "Both forms of television compete with each other, each in its own way, in seeking to engage viewer interest," said Mr. Sarnoff. "Viewed in this light, commercial and educational television are interacting, and by enriching each other, can enlarge the total contribution of television to the nation."

Dr. Stanton had urged that ETV "must succeed in its broadest, not its narrowest sense," but last week Mr. Sarnoff called it "semantic futility to argue whether fulfillment of these opportunities results in a 'broad' or 'narrow' service." ETV, he said "is by its very nature a specialized service . . . but within its own framework and purpose . . . can be as broad as the need fulfills."

Mr. Sarnoff's remarks were consistent with a similar statement he made on the occasion of an NBC gift of $100,000 to New York ETV outlet WNDT(TV) April 8. At that time he referred to WNDT's problem "in developing an operation which can help relieve the shortage of teaching facilities and assist educational organizations, while providing a specialized service to viewers of the community."

It was a correspondence regarding that gift between Mr. Sarnoff and WNDT President Dr. Samuel Gould which later touched off an FCC inquiry into whether commercial TV donors were seeking to influence ETV programing. A passage of Mr. Sarnoff's letter said that he was "impressed" by plans to devote "the bulk" of WNDT's service to direct teaching and the rest to "specialized interests not met by commercial broadcasters."

Mr. Sarnoff has called "unwarranted and untrue" any implication that he had attempted to influence WNDT programing, and said that any statements he made in the letter were based on conversations he had with Dr. Gould.

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Salant wants radio-TV access to U.S. Congress

Repeal of the ban on broadcast coverage of the committee hearings of the U. S. House of Representatives was called for last week by Richard S. Salant, president of CBS News, in a talk before the Broadcast Advertising Club of Chicago.

Mr. Salant, without going into detail, also called for "liberalization" of the

Senate rules which already permit broadcast coverage of committee hearings. Speaking Tuesday, he said that the barriers to free access to coverage of the news must be taken down "by public demand" rather than by TV and radio pressures for their rights since the nation's need for knowledge is of far greater importance.

The members of the U. S. House of Representatives are considered most "directly representative of the people," Mr. Salant observed. Therefore the refusal of the House to permit its public committee hearings to be covered by the broadcast media constitutes a "most flagrant" violation of the public's right to know, he indicated.

Mr. Salant said the various media "feed into each other and complement one another" but they are not interchangeable. "Each medium is distinctive," he said, and each has qualities superior to the others.

The joint journalistic venture on slum clearance coverage undertaken last week by CBS-owned WBBM-TV Chicago and *The Chicago Daily News* (story page 60) constitutes a "very interesting experiment" in the view of Mr. Salant. The joint project has the "potential of one of the greatest breakthroughs in journalism," he said.

Chicago's Broadcast Advertising Club last week also announced establishment of a trust fund for college scholarships to advertising and marketing students. Future grants will be made up to $1,000 each. The club has been giving annual scholarships since 1959.

WTIC's Steele feted

Tribute to Bob Steele, sports commentator and personality for WTIC-AM-TV Hartford Conn., was paid by 500 leading citizens of Connecticut and of the sports world at a testimonial banquet in Hartford last Wednesday. It marked his 26 years in broadcasting with the Travelers' stations.

Among figures who paid personal tribute to the 51-year old commentator were Governor John M. Dempsey of Connecticut; H. Meade Alcorn, former chairman of the Republican National Committee, toastmaster; Mayor William Glynn of Hartford; Paul W. Morency, Travelers Broadcasting president; FCC Commissioner Robert E. Lee; Red Smith, New York *Herald Tribune* columnist, and Charles Blossfield, business manager of the Milwaukee Braves.

WJIM joins NBC Radio

WJIM Lansing, Mich., last week became an affiliate of NBC Radio. The station, owned by Gross Telecasting Inc., Lansing, operates on 1240 kc with 1 kw daytime, and 250 w nighttime.

Roth's premises hit by NAB's Carlisle

ARIZONANS HEAR BOTH SIDES OF FSA PICTURE

Jack Roth, KONO-AM-TV San Antonio and president of the Texas Association of Broadcasters, took his fight against the industry's alleged lack of Washington leadership to Arizona May 18.

The Texan, after roundly criticizing LeRoy Collins, president of the National Association of Broadcasters, was immediately answered by William Carlisle, NAB vice president for station services. Broadcasting victories will not be won by the formation of any "rump" federation as proposed by Mr. Roth, Mr. Carlisle countered as both spoke before the Arizona Broadcasters Association.

Speaking as president of the TAB, Mr. Roth asked the Arizona broadcasters to support a proposed federation of state associations to be headquartered in Washington. "FSA is thought of as a proposal to weld in one mighty unit all of the state associations together with a singular head, a man from within our own industry," Mr. Roth said.

Speaking as an individual, and not as TAB president, Mr. Roth charged that Governor Collins has attacked the TAB and its president "for our unheard of audacity in discussing and requesting the interest of the other 49 states in the formation of FSA." Mr. Roth said that the majority of the industry's problems "are manifest in the fact that we do not have the leadership necessary to put our industry in its rightful position in the view of our government and this is the direct result of a man [Collins] who was brought in from the outside, a politician, a former governor who had not the slightest idea . . ." of the realities of radio-TV.

Divide And Weaken ▪ Mr. Carlisle said Mr. Roth's proposed federation, no matter how sincerely advocated, could only divide and weaken the efforts of the NAB. The national association fully endorses states' rights "but we would dislike seeing 50 experts ride off in 50 directions on matters of significance," he said. Such a group operating outside the NAB's aegis could possibly advocate a policy different from that of the NAB in regulatory matters, he warned—"a thoroughly dangerous posture for all concerned and a source of glee for our enemies."

NAB is at peak membership and financial strength and has "exceptional leadership," the association's vice presi-

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WBBM-TV, 'Chicago Daily News' cooperate on slum story

A joint journalistic effort by WBBM-TV Chicago and the *Chicago Daily News* hit the front page and the TV screen almost simultaneously last week as an in-depth running story about the city's slum problems and slum landlords.

Teams of reporters and cameramen from both the station and the newspaper secretly researched the subject during the past several months in preparation for the cooperative double-impact venture. A week-long series of newspaper articles and TV news programs broke on Monday with the first of two documentary shows on WBBM-TV and a front-page banner headline story in the *Daily News.*

The 30-minute TV documentary was aired in the 10:15 p.m. spot following the late news, and the second portion of the two-part documentary will be aired in that same period tonight (May 27). WBBM-TV carried other news reports on the story during the week, too.

The station and the paper claimed a "journalistic first." The *Daily News* observed: "It marks the first time that a metropolitan newspaper and a major television station have joined to present in the newspaper pages and on the TV screen simultaneously the facts on a major problem facing the community."

Co-operative Close-Up



From the *Chicago Daily News*

WBBM-TV assigned three newsmen and three cameramen to the project while the *Daily News* used five reporters and four photographers. The two teams operated from a secret headquarters in a downtown office building. Hugh Hill headed WBBM-TV's team. The *Daily News* reporters appeared on the air in WBBM-TV's coverage while a TV reporter bylined a story in the paper.

The *Daily News* observed that its reporters "had to adjust to traveling with a television camera and crew, where they normally might need merely pencil and paper. The television men had to accustom themselves to the nonpictorial drudgery of digging deeply into stacks of musty records."

The joint story was arranged by the editors of the *Daily News* and by Clark George, CBS vice president and manager of WBBM-TV. Mr. George said he couldn't recall who got the idea first. "It sort of grew like Topsy," he said.

Reaction to the joint TV-paper story appeared to be immediate. Another Chicago newspaper ran articles playing up extensive progress that has been made in slum clearance in recent years and one landlord paid up housing court fines of many years' standing.

On Thursday in the state capitol it was announced that a special committee of the House had been formed to investigate charges of slum rent gouging. The committee scheduled public hearings in Chicago starting the very next day.

dent said. The association now has 1,906 AM members (up 55 since Jan. 1) and 412 TV members (up from 396 at the end of the year).

The Arizona association tabled a resolution endorsing the Texas proposal for a state federation. At least three other state associations have officially rejected the TAB plan (BROADCASTING, May 20).

Sloan awards given for highway safety

Sixteen broadcasting organizations, commercial sponsors and individuals were presented with Alfred P. Sloan Awards for highway safety promotion during 1962 at a dinner in New York last Tuesday (May 21).

The winners of bronze plaques and their categories were: WAVZ New Haven, Conn., 1 kw or less radio station; WKMH Dearborn, Mich., over 1 kw radio station; WSBF-FM Clemson, S. C., noncommercial education radio station; CBS Radio, national radio network sustaining; WGN-TV Chicago, television station sustaining; KDKA-TV Pittsburgh, special award, television station sustaining; KDPS-TV Des Moines, Iowa, noncommercial educational television.

Bethlehem Steel Co., 1 kw or less commercial; Willard E. Robertson Corp., New Orleans, over 1 kw commercial; Bell Telephone Co. of Pennsylvania, regional radio network and group-owned station commercial; Metropolitan Life Insurance Co., national radio network commercial; H. H. Meyer Packing Co., Cincinnati, television station commercial; Glenbrook Laboratories, division of Sterling Drug Inc., television network commercial; RCA, special award, television network commercial.

The 1962 Sloan program included two creative awards of $1,000 each to a producer and writer for "work of exceptional originality in the treatment of highway safety." The producer award went to Carroll James of WWDC Washington and the writer award was shared by Edwin L. Beachler and Brian Scruby of KDKA-TV Pittsburgh.

Media reports...

Capital news bureau ▪ KDKA Pittsburgh has opened a news bureau in Harrisburg, Pennsylvania's capital, to cover political state news, with special emphasis on Governor William Scranton's weekly news conferences. Head of the bureau will be Mark Forrest, one of KDKA's political reporters.

New location ▪ Radio Free Europe Fund, New York, has moved to new offices at 2 Park Avenue, room 410. New telephone number: Lexington 2-1323.

New Jersey broadcasters oppose FCC proposals

The New Jersey Broadcasters Association went on record last week as opposing the FCC's proposals to limit the number of broadcasting stations, limit broadcast advertising and restrict the dissemination of information on horse-racing and other sports events.

In their spring meeting at Rutgers University, New Brunswick, representatives of 20 member stations were reported to have unanimously adopted a resolution to this effect.

The association also heard a report that its emergency weather network has gone into operation with 21 radio stations participating. Other speakers included Dr. Samuel Gould, head of WNDT(TV), educational station in New York, and Harry Daly of the Washington law firm of Daly & Ehrig. Fred Wood of WMVB Millville, president of the association, presided.



Boyoboy, do we carry national brands!

"In fact, we not only carry them," say WSAZ-TV Supermarket proprietors Tom Garten[1] (right) and John Sinclair,[2] "we do a bang-up job of displaying and selling them, too!"

Not only in Charleston and Huntington, they could add, but in the entire 72-county 4-state Supermarket area as well.

Of course, our gleeful friends admit their station WSAZ-TV deserves *some* of the credit for Supermarket's annual $2,044,160,000* in retail sales.



But, being modest, they'll also lay some of the laurels on the doorsteps of the 495,700 television homes** there. And on the doorsteps of the 2 million users*** of national brands who earn Supermarket's $4 billion yearly payroll.

Like *your* product to be carried in Supermarket? Call your Katz agency man soon.

(1. Vice President, General Manager, WSAZ-TV. 2. Manager, Charleston Operation, WSAZ-TV.) *SRDS (1/1/62-1/1/63) **ARB Coverage Study (fall, 1960) ***SRDS (Population—1/1/63)

Option time: its days are numbered

THAT AND CBS STATION PAYMENT PLAN SET FOR SCRAPPING BY FCC

The FCC is approaching its moment of truth this week on the question of network option time. And indications are the commission will vote to outlaw this venerable network technique for assuring station clearances.

The commission is also expected to strike down, as a violation of its rules, another network device for obtaining clearances—the CBS plan of graduated compensation for affiliates.

The commission is said to feel that both militate against a station's ability to choose its programs from among various suppliers.

The two issues are among several controversial and long-pending matters the commission hopes to dispose of in advance of Chairman Newton N. Minow's June 1 departure from the agency (BROADCASTING, May 20). Special meetings will be held today and tomorrow (Monday and Tuesday), in addition to the regularly scheduled Wednesday session.

The commission has been reconsidering the option-time issue since July 1961, when the U. S. Court of Appeals, at the agency's request, remanded it (BROADCASTING, July 3, 1961). The question was in the court as a result of an appeal taken by KTTV(TV) Los Angeles from the commission's 1960 order reducing option time in the four segments of the broadcast day from 3 to 2½ hours.

In its appeal, KTTV, an independent station, argued that option time violates antitrust laws, a position shared by the Department of Justice.

FCC's 1960 Position ▪ The commission, in its 1960 order, held that option time "is reasonably necessary" to network operations and that such operations were in the public interest. The vote was 4-3.

The commission asked the court to remand the question after former Commissioner Charles H. King, who voted with the majority, was succeeded by Chairman Newton N. Minow.

The only member of the four-man majority that supported option time in 1960 and who is still with the commission is Robert E. Lee.

It is believed that Chairman Minow along with new Commissioners Kenneth A. Cox and E. William Henry (chairman-designate) will vote to outlaw option time, and that they will be joined by one or more of the remaining commissioners—Rosel H. Hyde, Robert T. Bartley and Frederick W. Ford. All three voted for the remand.

Loevinger Opposes Option Time ▪ A delay in the commission vote on this issue beyond Chairman Minow's departure date wouldn't make any difference in the final vote. Assistant Attorney General Lee Loevinger, who is to replace Mr. Minow as an FCC member, endorses the view that the practice violates the antitrust laws.

However, the proposed option-time order now before the commission doesn't get into the question of antitrust violation. The commission, in its notice of proposed rulemaking in May 1961, said it wouldn't consider it.

According to one commission official, the language in the proposed order is

VHF drop-ins: biggest puzzle at the FCC

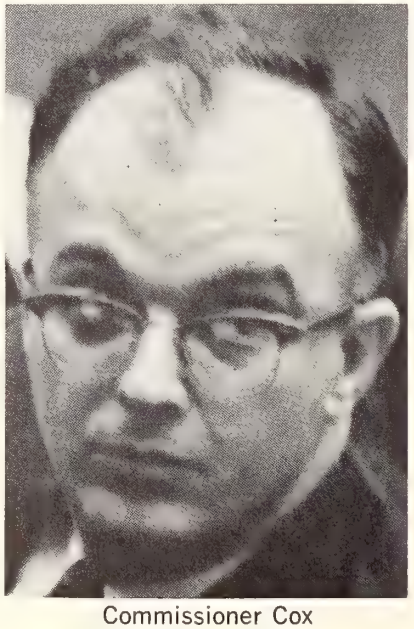
The FCC drop-in proposal has developed into a cliff-hanger as a result of a compromise solution that is being urged by Commissioner Kenneth A. Cox.

The commission two months ago instructed its staff to prepare an order that would reject the FCC's own proposal to drop short-spaced VHF channels into seven markets (BROADCASTING, March 11).

But there was no certainty among agency officials last week that the 4-3 majority by which those instructions were issued would hold up today (May 27), in a special meeting called to make a final decision on the question.

Commissioner Cox, who was in the minority two months ago, has fashioned a compromise that, he hopes, will ease majority fears that the drop-ins would constitute a set back to UHF development.

Under his compromise, the drop-ins would be approved—thus bringing the immediate service he feels is needed to the seven markets—but only as an interim measure. Successful applicants for the drop-in channels would be required to operate a parallel UHF station which would not be permitted to duplicate more than 30% of the VHF station's programing. At the end of seven years, the VHF channels would have to be surrendered.



Commissioner Cox
Compromise author

Opposing Argument ▪ The main argument heard against this proposal is that the commission could not bind the actions of a future commission and as a result, there is no assurance that the holders of the VHF drop-ins could ever be required to give them up.

Chairman Newton N. Minow had suggested a similar compromise but eventually voted against it and in favor of the final order denying the drop-ins. However, there were reports that he—and, possibly Commissioner E. William Henry, who is due to replace him as chairman next week—might swing over behind Commissioner Cox's proposal.

Chairman Minow is known to feel that the drop-in question is one of the most difficult he has had to face in his 27 months at the FCC. And, if the way could be found, he would like it settled by something more decisive than a 4-3 vote.

broad enough to bar not only option time but "anything like it." It's understood the document makes two major points:

▪ Option time tends to reduce the number of programing sources by putting independent producers and syndicators at a competitive disadvantage with networks in selling their product to stations.

▪ Option time isn't necessary to network operations. In reversing the position taken by the FCC in 1960, the new commission majority reportedly will say that networks have had considerable success in obtaining clearances in non-option time. (As one commission official put it privately, "affiliates are going to sign up for network programs willy nilly if they treasure their affiliations.")

Effect on Local Programing ▪ The commission is also said to feel that option time inhibits the production of local live programs by the stations—a matter of intense concern to the current commission. It's understood the commission feels that, with a certain number of hours optioned to the network, too little time is left for local programing.

The option-time issue has been building since 1957, when a special network study staff, headed by Roscoe Barrow, dean of the University of Cincinnati Law School, issued its report. The staff said the practice was a violation of the antitrust laws and should be abolished.



If the FCC votes this week to outlaw network option time, as is expected, it will be confirming a recommendation issued in 1957 by a special FCC network study staff headed by Roscoe L. Barrow (see picture), dean of the University of Cincinnati Law School. Dean Barrow's report urged that option time be prohibited—though for grounds other than those the FCC this week is expected to use. Dean Barrow said option time was a violation of the antitrust laws.

If the commission declares the CBS compensation plan a violation of its rules, as expected, it will be the second time it has done so. Almost a year ago, the commission held that the plan, under which the network compensation rate paid a station is increased with the amount of network programing it takes, violated the rules because it inhibited affiliates from taking programs from other networks (BROADCASTING, June 4, 1962).

New Version Submitted ▪ CBS asked the commission to reconsider its ruling and, at the same time, amended the plan to meet commission objections (BROADCASTING, June 25, 1962). The commission decided that the revised version wouldn't interfere with inter-network competition, but said it raised a new question—its effect on a station's willingness to carry local programs.

"The commission," it said a year ago, "believes the inevitable effect of the plan is to hinder affiliates from rejecting the programs of CBS which they believe to be unsatisfactory, unsuitable, or contrary to the public interest or from substituting programs of greater local or national importance for CBS offerings."

The commission reportedly will reaffirm this view this week. The network's original plan was declared a violation of the rules by a 6-1 vote, with Commissioner Ford the lone dissenter.

Commission action in outlawing both option time and the CBS compensation plan won't be the last word in either case. An appeal from the proposed option-time order would almost certainly be taken by the networks. CBS already has appealed the commission's action on its original compensation plan (BROADCASTING, Jan. 7). CBS contends the commission has no authority to regulate business arrangements between a network and its affiliates.

The plan is also the subject of another court suit—one filed against CBS by the Justice Department, which says that the plan constitutes an antitrust violation.

FCC grants Chicago TV channel, but—

The FCC last week indicated some misgivings about granting applications for new TV stations that will program for ethnic minorities. It also suggested the hope that such stations can be used to promote the kind of integration that will make specialized programing obsolete.

The commission made its feelings known in granting an application for a CP for a station on channel 44 in Chicago to Essaness Television Associates, which plans programing to serve the needs of Chicago's Negro community.

The FCC has granted several applications for such stations. But it began to re-evaluate its policy in this area after a grant to WOOK-TV Washington caused protests from Negro community leaders. They complained the station would merely extend the segregation policy to the airwaves (BROADCASTING, Feb. 18).

In a letter to Essaness, which was made public, the commission made it clear that it was granting the application on the basis of the company's promise that the proposed programing will not emphasize racial differences and that neither the programing nor advertising "will . . . exploit or demean the Negro audience."

The commission also noted that the company promised that "the ultimate purpose of your station's programing is to create a non-segregated society in which there will be cultural, intellectual and economic conditions of complete equality for the races in the Chicago area, so that there will no longer be any need for specialized programing of the kind which you propose."

The letter was approved by Commissioners Rosel H. Hyde, Robert E. Lee, E. William Henry and Kenneth A. Cox. Commissioner Robert T. Bartley dissented, and Chairman Newton N. Minow and Commissioner Frederick W. Ford did not participate.

The markets that had been ticketed for the drop-ins are Johnstown, Pa. (channel 8); Baton Rouge, La. (channel 11); Dayton, Ohio (channel 11); Jacksonville, Fla. (channel 10); Birmingham, Ala. (channel 3); Knoxville, Tenn. (channel 8); and Charlotte, N. C. (channel 6).

Also In Favor ▪ Besides Chairman Minow and Commissioner Henry, the March majority in favor of rejecting the drop-ins included Commissioners Robert E. Lee and Robert T. Bartley. Commissioners Frederick W. Ford and Rosel H. Hyde joined Commissioner Cox in minority.

Since the staff instructions were issued, the commission has been showered with petitions from both sides in the issue. Many of the proponents of the drop-ins, notably ABC, which is looking for third VHF affiliates in additional markets, have recommended dual VHF-UHF operaton as a compromise solution.

The argument of those opposing the drop-ins is that commission approval would hurt the development of UHF television and run counter to the intent of Congress in passing the all-channel receiver bill.

FCC UPHELD IN CATV CASE

Appeals court says commission can protect TV stations from antenna system inroads

A federal court has upheld the FCC's right to protect local TV stations from the inroads of community antenna systems—through its licensing powers over common carrier microwave relay licensees.

In a unanimous, three-judge decision last week, the U.S. Court of Appeals for the District of Columbia affirmed the commission's refusal to grant additional facilities to Carter Mountain Transmission Corp.

Carter Mountain brings TV signals from Denver, Salt Lake City and Billings, Mont., to a CATV system serving north central Wyoming. This is the same area served by KWRB-TV Riverton-Lander-Thermopolis-Worland, Wyo., which objected to the application. The FCC, after a hearing, upheld KWRB-TV's contention that the additional signals into its area would force it out of business.

The court's ruling is expected to strengthen the FCC's hand in its current negotiation with community antenna spokesmen on the proper form legislation should take giving the commission power to directly regulate CATV systems. It also affects about a dozen microwave applications which have been held in abeyance pending the outcome of the Carter Mountain ligitation.

The decision, written by Circuit Judge George T. Washington, held that:

- The FCC has every right to consider the impact of CATV on a local TV station, even though the application relates to a common carrier facility.

"It [the FCC] cannot let its decision in the radio carrier field interfere with its responsibilities in the television broadcasting field," Judge Washington wrote. He also noted that under Sec. 307 (b) requiring a fair and equitable distribution of frequencies among the states, the commission may weigh the effect on the community or communities to be served in a comparative hearing for the same facilities; therefore, he added: "It necessarily follows that in determining whether the authorization requested by appellant [Carter Mountain] would be in the public interest, the commission was entitled—if indeed it was not obliged—to consider the use to which the facilities and frequencies requested were to be put, and to weigh that use as against other legally relevant factors, including the effect on existing local stations."

- The commission's action does not constitute an unlawful extension of its authority to regulate CATV systems. The FCC does not now have authority over CATV systems, but has asked Congress for this power.

In denying Carter Mountain's application, the FCC said it would entertain a refiling provided the CATV system would agree to carry the local station on its lines and not to duplicate its programs from another station.

The court said: "The commission deemed adequate protection of the local station to be in the public interest, and instead of denying appellant's application outright, as it might have done, it offered the appellant the opportunity to secure what it was seeking if it protected the public interest."

- The FCC has sufficient grounds to decide that the increased facility for Carter Mountain might put KWRB-TV out of business. In developing this point, the court cited not only the economic status of KWRB-TV, but also its overall programing, local operations and programing for its area, its arrangements with the three networks and its public service record.

"The closing of the station would mean that no local programs of this type would be available to residents of at least half of the area served," the court said. It pointed out that more than half of the 74,000 people in the region live in rural areas and since it is uneconomical for a CATV system to serve rural areas they would lose their entire TV service. Moreover, it added, the 25,000 people in the urban areas also would be deprived of TV service unless they subscribed and paid for it via the CATV systems.

Joining Judge Washington in the decision were Chief Judge David L. Bazelon and Judge Wilbur K. Miller.

Misidentification may cost WHAS-TV

WHAS-TV Louisville faces a $1,000 fine for failing to announce that the sponsor of a half-hour documentary it broadcast April 29 on former Governor A. B. (Happy) Chandler was acting for a Chandler opponent in Kentucky's May 28 Democratic gubernatorial primary election (AT DEADLINE, May 6).

The station had announced that the documentary—which constituted an unflattering review of the former governor's public life—was sponsored by the "Committee for Good Government."

But, the commission said in a letter to WHAS-TV last week, the station "had reason to inquire . . . whether the true sponsor was in fact Edward T. Breathitt," one of Mr. Chandler's primary opponents.

The commission said the application for time "and the subsequent contracts executed by the advertising agency for the 'Committee for Good Government' indicated that the committee was in fact acting on behalf of Mr. Breathitt."

The commission, which acted on a complaint from Chandler supporters, said this constitutes an apparent violation of the agency's rules requiring sponsorship identification.

"Furthermore," the agency added, it regards the failure "to make an appropriate sponsorship identification [as] extremely serious . . . in view of the importance of political broadcasts to our democratic system of government."

The commission said it has determined that the station has incurred "an apparent liability of $1,000 for willfully failing to observe the sponsorship-identification requirements" of the Communications Act and the FCC rules. The proposed fine is the stiffest penalty the agency can levy for a single violation. WHAS-TV was given 30 days in which to give its reasons why it shouldn't be held liable or why the fine should be smaller.

Several other stations in Kentucky and nearby states reportedly had also planned to carry the film. However, after receiving word from the commission of the complaint that had been lodged against the Louisville station, they either dropped the program or identified it as being sponsored by Breathitt supporters.

Henry against ceiling on station sale prices

FCC Chairman-designate E. William Henry said in a television interview yesterday (May 26) that he opposes any ruling which would limit the sale prices of stations. The question was raised by Representative Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee, who interviewed Commissioner Henry on WOR-TV New York's television program, *Congressional Conference*.

Representative Celler pointed out that broadcasters who pay high prices for television and radio stations

(Philadelphia) are forced to "squeeze the last drop out of the lemon" to realize a profit on their investments, leaving little chance for cultural or educational programing.

Questioned about FCC considerations of antitrust violations in okaying license renewals, specifically the General Electric Co., Mr. Henry said he voted for a hearing on GE's qualifications when the majority ruled 4-3 against a hearing. The FCC instead instructed its staff to obtain further information on GE's qualifications Mr. Henry said (BROADCASTING, Jan. 21).

Bay Area seeks ch. 10 for interim operation

Bay Area Telecasting Corp. last week filed an application with the FCC for an interim operation of channel 10 Tampa-St. Petersburg. Bay Area is one of six applicants for the drop-in VHF channel, and would operate the facility pending a final decision in the proceeding.

In applying for the interim operation Bay Area said that it "is willing to undertake the risk in order that channel 10 service might be had." The "risk" referred to is that none of the other five applicants for the channel have indicated interest in such an interim operation, so there is no "sell out agreement" with a winning applicant. Such an agreement exists among the applicants now operating interim grants by the FCC. They are WOKR(TV) [ch. 13] Rochester, and WNYS(TV) [ch. 9] Syracuse, both New York, and WZZM-TV [ch. 13] Grand Rapids, Mich.

The five parties competing with Bay Area are: City of St. Petersburg (WSUN-AM-TV); Suncoast Cities Broadcasting Corp.; Florida Gulfcoast Broadcasters Inc.; Tampa Telecasters Inc., and WTSP-TV Inc. WTSP-TV Inc., had received a grant for channel 10 in January 1962 which was remanded six months later for further hearing (BROADCASTING, Dec. 10, 1962).

Proposed Facilities ▪ Bay Area's interim operation application proposed use of the antenna of WDAE-FM Tampa, utilizing an adjacent vacant lot for a transmitter and studio site. Bay Area said the antenna site falls 30 miles short of the required mileage separation from channel 10 in Miami (WLBW-TV), but that a directional antenna would avoid any interference. Bay Area estimated the construction cost at $100,000, a year's operation at $1.06 million, and revenue of $1.3 million—indicating a profit of about $240,000.

Bay Area said that it assumed an ABC-TV affiliation would be negotiated, but that no agreement has been made. WSUN-TV (ch. 38) is presently the ABC-TV affiliate in the area. WFLA-TV (ch. 8) and WTVT(TV) (ch. 13), both Tampa, are NBC-TV and CBS-TV affiliates respectively.

It was estimated by Bay Area that channel 10 should be in operation three or four months following an FCC interim grant. Bay Area also said it would welcome participation in the interim operation by any of the other five applicants, and that it would handle the filing of necessary amendments to its application.

FCC Hearing Examiner Millard F. French last week granted a joint petition by all of the applicants, except WTSP-TV, and extended to June 21 from May 21 time for filing proposed findings in the proceeding. Replies to the findings would be due July 19.

Short handed

The FCC is gaining a new chairman next week but losing a member. And it will have to get along with only six members for at least several days. Chairman Newton N. Minow will be succeeded as chairman by Commissioner E. William Henry on June 1. But Assistant Attorney General Lee Loevinger, who is to fill out the remaining five years of Mr. Minow's term, won't appear before the Senate Commerce Committee for his confirmation hearing until June 4. And the Senate normally waits at least a day before voting on a nomination that has been reported by committee.

FCC authority to levy fees is questioned

The FCC's new fees for licensees are being questioned by Representative Walter E. Rogers (D-Tex.), chairman of the House Communications Subcommittee.

Representative Rogers said in an interview last week that he wants to know whether the commission intends to charge broadcasters fixed fees on the basis of inferred authority or on a direct grant of power given to the agency by a legislative committee of Congress.

If the FCC believes it can act on the basis of what the Appropriations Committee may have said in an appropriation measure, then the agency may be on shaky ground, Representative Rogers said. The appropriations unit is not a legislative committee, he pointed out.

The commission adopted a final order for its schedule of fees earlier this month (BROADCASTING, May 13). The fee schedule becomes effective Jan. 1.



More and more progressive broadcasting stations are enjoying the efficiencies and savings in operating costs inherent in ATC automatic programming systems. Because of ATC's modular concept of automation, no two ATC systems are identical—each is tailormade to fit the exact programming requirements of the individual station, yet retains flexibility for future program changes. Every manager and chief engineer owes it to his station to get complete information on the ATC concept of automated broadcasting. Call Elmo Franklin or Bob Johnson (collect) for information on how ATC automation can meet the requirements of your operation.

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A plan to tidy up the ratings mess

NAB DESCRIBES TO HARRIS ITS CURE FOR CONDITIONS HE EXPOSED

The National Association of Broadcasters told the House Special Subcommittee on Investigations last week how it intends to insure that broadcast measurement will be more accurate and reliable in the future without government intervention.

LeRoy Collins, NAB president, said at a hearing Thursday (May 23) that the association was preparing to:

- 1. Set ratings standards so that it can offer a seal of approval to ratings companies which meet its criteria. It hopes to take applications within 60 days, he said.
- 2. Establish and operate an auditing service which would require ratings firms to expose their methods to inspection by professional researchers.
- 3. Finance methodology studies in four separate broadcast areas: local and national radio, local and national television.

The subcommittee's immediate response was a warm welcome to the broadcasters' prompt acceptance of responsibility to solve the ratings mess, but some members questioned the absence of any proposal by broadcasters which would seek to prevent abuses in the use of ratings by advertising agencies or broadcasters themselves. The congressional group has stressed since its hearing began almost three months ago (BROADCASTING, March 11 et seq) that it considers research abuses as important as accurate and reliable ratings.

One subcommittee member said he felt the public could wonder whether broadcasters were not creating a conflict of interest problem by trying to improve ratings themselves instead of leaving the solution in the hands of an outside, impartial party such as an academic or commercial research organization.

Representative Oren Harris (D-Ark.), subcommittee chairman, reminded association witnesses that if the NAB failed to obtain results satisfactory to the subcommittee, the group would be impelled to resolve the problem through legislation toward government regulation of ratings services.

Representative Harris requested, and was promised, step-by-step reports from the NAB to keep the subcommittee informed on the association's progress, and helped set the stage for another public hearing at which the NAB would later detail its progress.

He said he would reserve comment on the NAB plan, "not that I have any question in my mind about your efforts. . . . But we don't want to be led down the wrong path."

Situation Recognized ▪ Two weeks ago the Radio Advertising Bureau explained to the subcommittee its plans for a $200,000 methodology study and emphasized the need for individual treatment of radio's unique out-of-home audience measurement problems (BROADCASTING, May 20). Not only did last week's NAB proposal recognize radio's special situation, but it said local and national radio and television had individual research requirements.

(For the text of the NAB plan, see box on page 67.)

Governor Collins said the association proposal has the "affirmative support" of its TV and radio boards and has had the continuous participation of the radio and TV networks, which "have expressed approval."

The American Association of Advertising Agencies and the Association of National Advertisers have been briefed on the proposal, he said (see page 46), and the ANA pledged cooperation.

Three major ratings services "have indicated agreement with the soundness of this approach [see box] and a willingness to lend their support in its prompt implementation," he said.

The NAB will set two major criteria for ratings firms: ethical and statistical. The ethical requirement "seeks to address itself positively to the subcommittee's disclosures that there was a great deal wanting in the care, diligence, and efficiency of the ratings services in the conduct of their activities," said Donald H. McGannon, chairman of the research committee and president of Westinghouse Broadcasting.

To implement its auditing service,



Governor Collins and Mr. McGannon
An answer for the ratings mess?



Mr. Goldberg
The NAB's chief researcher

Mr. McGannon said, ratings firms "would submit, in response to a detailed questionnaire, a full disclosure of [their] operating procedures, techniques, criteria, etc. . . ." The NAB has not closed the door to an outside organization which might conduct subsequent audits of the raters, Mr. McGannon said.

Representative J. Arthur Younger (R-Calif.) said he had been hopeful broadcasters would "get away from the conflict of interests people will have in mind when you try to do this yourselves."

Governor Collins said three major ratings firms have promised their support to the association: The A. C. Nielsen Co., The Pulse Inc. and the American Research Bureau.

Asked if the Nielsen company had said it would agree to an "unannounced audit" procedure. NAB witnesses said they thought that the company had agreed that it would go along. Gov. Collins read from a telegram sent him by A. C. Nielsen Jr., company president, which again promised his firm's cooperation with the NAB. The subcommittee's inquiry was set off by receipt of a copy of a telegram sent to the NAB by Robert A. Pauley, ABC Radio president, who warned that the Nielsen company would not agree to such an audit.

No Violence ▪ Melvin A. Goldberg, NAB research director and an association vice president, said the companies "didn't disagree violently" when asked to make a financial contribution to the plan. However, they thought such costs should more properly be borne by the users of ratings, especialy broadcasters, he said.

Asked if the A. E. Sindlinger Co., whose methods and standards the subcommittee found satisfactory, had been ignored in the NAB's preparation of its proposal, Mr. Goldberg said all ratings firms would be contacted as the proposal was worked out.

Representative Gillis W. Long (D-La.) expressed concern that the NAB's ratings standards might become not a minimum, but a ceiling. It was his impression this is what has happened with the association's commercial practice code, Representative Long said.

"My impression is that you are trying to reduce the commercial practices code to minimum standards . . . and there is a danger this could happen with ratings," the congressman said.

"I would certainly hope not, sir," Governor Collins replied. The NAB is approaching its ratings standards from a professional standpoint, he added.

Representative Long said in a later interview that if broadcasters failed to live up to their own code, he saw "no reason to think they'll honor a code imposed on someone else" [the raters]. "This problem is serious enough," he continued. "Before we accept [the NAB plan] as a solution, we need . . . to be convinced it's going to work more effectively than their present self-policing practices are working."

It Should Work ▪ Governor Collins said of the proposal that "much of what we do will have to be by persuasion, reason. . . ." The ratings plan is something "novel," and "we think it

NAB's three-part ratings research plan

The three-part ratings research plan of the National Association of Broadcasters was presented Thursday (May 23) by LeRoy Collins, president, to the House Special Subcommittee on Investigations (see page 66).

The complete text of the proposal, entitled "NAB Industry Rating Research Plan," follows:

"Part I: The president of the NAB will appoint a rating council consisting of representatives of NAB and the presidents of the Radio Advertising Bureau and Television Bureau of Advertising (or their designees). The American Association of Advertising Agencies and the Association of National Advertisers will be invited to provide continuing advisory liaison representation. This rating council will, with the advice and assistance of broadcaster and technical and professional personnel, establish minimum criteria and minimum standards for rating services; and will establish and administer a system of accreditation of such services based upon adherence thereto.

"Part II: The rating council will, in addition, undertake the organization of a rating audit service (RAS) which will seek the disclosure, and provide for the auditing, of rating methodologies and procedures of implementation.

"As a first step in this behalf, RAS will obtain from the cooperating rating services essential information as to their present activities. A detailed questionnaire will be sent initially to each such rating service to determine present operations. The RAS will, from such information and other disclosures, from time to time, audit the services to determine performance.

"RAS will be directed by professional management selected by the rating council, and financed by the rating services and users.

"Reports of the RAS audits will be made to the rating council on a regular basis. The rating council, in turn, will examine the reasons for any noncompliance with the minimum criteria and standards, afford a reasonable opportunity for remedial action if a default is discovered, and rescind the accreditation of the individual service if this is not forthcoming.

"Part III: The NAB research committee will initiate immediately a comprehensive, continuing research program dealing with rating service methodologies, their improvement and adequacy.

"This program will be clearly separated into radio and television segments and supervised by appropriate subcommittees.

"Since national problems differ from local problems, and radio differs in its problems from television, methodological research will be conducted independently and simultaneously in all four areas.

"Special attention will be given to the serious problems inherent in local radio measurements and the inclusion of out-of-home or mobile listening.

"As part of this overall plan, the television networks, in cooperation with NAB, have initiated plans to undertake research studies directed toward the improvement of techniques for measuring the nationwide television audience."

The members of the NAB research committee: Donald H. McGannon, president of Westinghouse Broadcasting Co., Chairman; David C. Adams, senior executive vice president, NBC; Charles H. Crutchfield, executive vice president and general manager, WBTV(TV) Charlotte, N. C.; Thomas K. Fisher, vice president and general counsel, CBS Inc.; Simon Goldman, president and general manager, WJTN-AM-FM Jamestown, N. Y.; Robert F. Hurleigh, president MBS; Nathan Lord, manager, WAVE-AM-TV Louisville; Willard Schroeder, president and general manager, WOOD-AM-FM-TV Grand Rapids, Mich.; and Simon B. Siegel, executive vice president, ABC.

Melvin A. Goldberg is NAB vice president and research director.


...WITH HIM ALL THE WAY

On Major Gordon Cooper's 22-orbit spin-through-space, NBC News was with him all the way...and not merely in spirit. No other network, declared the nation's newspaper critics afterward, covered the event with such thoroughness, devotion and skill. Here is a sampling of the reviews:

ON PREPARATORY PROGRAMMING *"Only NBC saw fit to give us a preview last evening. Fascinating stuff it was, too..." Harriet Van Horne, New York World-Telegram and Sun.*

"NBC got there first with a space flight special Monday night." Harry Harris, Philadelphia Inquirer.

ON TUESDAY'S CANCELLED FLIGHT *"Alone among the TV networks, NBC demonstrated concern for the human element... the only network to see Cooper safely out of his Faith 7 capsule." Bob Williams, New York Post.*

"While ABC and CBS switched to regular programming...NBC stayed right with the story..." Rick Du Brow, Denver Post.

ON THE FLIGHT ITSELF *"NBC's coverage of Gordon Cooper's space-orbiting seemed by far the best." Jack O'Brian, New York Journal-American.*

"NBC's 'Today' show stayed on the air all night to keep the nation informed." Arthur E. Fetridge, The Boston Herald.

"NBC gave the viewers by far the lengthiest and most comprehensive report." Ben Gross, New York Daily News.

"For the second day in a row, NBC took the ball and ran away from other networks in covering astronaut Cooper's space flight." Al Salerno, New York World-Telegram and Sun.

"Coverage...was commendable, but NBC rates special mention." John Horn, New York Herald Tribune.

AND NBC RADIO COVERAGE WAS SINGLED OUT *"Much the most extended coverage of the flight came yesterday from NBC radio, and in many ways John Chancellor was the broadcasting star of the event." Jack Gould, The New York Times.*

Apparently, the general public feels as strongly as the reviewers about the consistent superiority of NBC's reporting, for more people kept pace with Cooper through NBC than through any other network. And NBC has continued to follow the astronaut's activities since his return-to-earth. Through both radio and television, we've covered his Saturday arrival in Hawaii; his Sunday press conference from Cape Canaveral; and his Tuesday reception by the President, Congress and the Washington public. On Wednesday NBC gave the nation's viewers a better-than-curbside seat at Manhattan's ticker-tape welcome for the good major. As we've been saying, we're with him all the way.



Look to NBC for the best combination of news, entertainment and information.

will work," he added. It would be unfair of the subcommittee to presume the code enforcement has not been successful and expect because of that experience that the ratings plan will fail, he said.

Asked when the association would implement its research studies and set up its auditing service, Governor Collins said he admired the RAB's "zeal and energy" (the bureau hopes to begin by Sept. 1), but the NAB has a broad area to cover.

The subcommittee also wondered whether the NAB's auditing organization would try to reproduce the tabulation of data performed by ratings services, a method employed by the subcommittee staff to expose inadequacies in the raters' procedures. Mr. McGannon said he could not state whether this would be done.

Robert E. L. Richardson, subcommittee attorney, in a pointed exchange with Mr. Goldberg, asked whether the researcher had any current bias toward any ratings service. Mr. Goldberg said he was interested only in truth and objectivity in research.

Governor Collins said at this point that he thought the research departments of the networks have failed to provide leadership to prevent situations which the subcommittee's investigation has disclosed. "We'll work with them [the networks]," the governor said, "but they will not dominate" implementation of the association's program.

Representative Harris said he hoped the NAB planned to require that all stations in any given market would be entitled to be rated.

Too Involved ▪ On the subject of ratings use, Governor Collins said the problem was very involved and "one for which I have no pat answer." However, he said, he does not agree that it is an area which "should be properly pursued by us." How can anyone control how an advertising agency considers ratings figures? he asked.

In a concluding exchange, Representative Harris likened the public's need to be informed about ratings inequities and their importance in broadcasting to the necessity for public disclosure of the payola and rigged quiz show scandals of 1958-60.

This ratings problem is something "of which the public never had any inkling whatsoever," he said. Asked if a public affairs program on broadcasting problems might not be helpful, Governor Collins said, "Well, I would agree with you the broadcasting medium doesn't acquaint the public . . . with what its struggles are."

Air Force-newsmen policies questioned

MOSS WANTS TO KNOW WHAT CORRECTIONS ARE COMING

A House information subcommittee asked the Air Force last week why it advises personnel to violate regulations prohibiting them from using force against newsmen seeking to approach and/or photograph aircraft which crash in civilian areas.

Representative John E. Moss (D-Calif.), chairman of the Foreign Operations and Government Information Subcommittee, said Monday (May 20) that his subcommittee already has pointed out several examples of such violations and wants to know what the service will do about rescinding its "erroneous guidance."

The subcommittee, which has been trying to correct similar violations by military authorities for several years, earlier this month told Defense Secretary Robert S. McNamara that "there has been a very disturbing trend" in incidents where military personnel have unlawfully obstructed newsmen in civilian areas, claiming their actions were to prevent breaches of security (BROADCASTING, May 13, CLOSED CIRCUIT, April 15). A few days later the Air Force let it be known it was considering stiffer regulations because of the wider use of nuclear arms aboard aircraft.

Limited Policy ▪ Representative Moss wrote Air Force Secretary Eugene M. Zuckert Monday that the service's regulation 190-10 "clearly states that: 'Military authority may not prohibit the taking of photographs . . . Air Force policy is limited to withholding consent.' "

He said the subcommittee has been told "about yet another incident." Broadcast newsmen seeking to cover the crash of an Air Force B-58 near Butlerville, Ind., last fall were prevented for 90 minutes from approaching closer than 1.5 miles from the crash scene by military police, Representative Moss said. An officer then permitted the newsmen to approach the aircraft, but withheld consent for photographs "and even to take notes. A night of arguments and discussions ensued between the reporters and the military and civilian police," he reported. Permission was granted just before morning.

Air Force officials later apologized, but their commander said his men acted in good faith and did what they thought was best, Representative Moss said.

In his letter to the air secretary, Representative Moss reminded him that the service published a recommendation in March 1962 that the use of force in such situations was indicated "for those rare, repeat rare, occasions when failure to take such action would compromise vital defense information."

Representative Moss blamed the March advisory. "It appears that most if not all—of the violations . . ." came from the publication, he said.

"Since the guidance . . . clearly conflicts with the requirements of regulations, please inform the . . . subcommittee what steps you will take to rescind the erroneous guidance . . ." he concluded.

In his earlier letter to Secretary McNamara, Representative Moss pointed out that if the military services need new authority to safeguard the nation's security, they should request it from Congress.

Equal time waiver in '64 approved

The House Commerce Committee voted last week to give broadcasters a break on equal time requirements for next year's presidential and vice presidential election campaigns, but it deferred action on broader modification of the political broadcasting law.

The committee approved the Kennedy administration's resolution in a closed-door session Wednesday (May 22) to provide the same equal time opportunity ground rules in 1964 that applied in 1960 when the presidential and vice presidential races were exempted from the rule requiring broadcasters to afford equal opportunity to all candidates, no matter how slight their chance of election.

A report must yet be written before the bill heads toward the floor.

The change in this year's legislation is a specific time limit for the suspension. It will be only during the 75-day period commencing Aug. 20, 1964 and ending on the day before the elections, Nov. 4. The 1960 suspension language in Public Law 86-677 said the equal time measure "is suspended for the period of the 1960 presidential and vice presidential campaigns with respect to nominees for the offices of President and Vice President of the United States."

With the equal time question resolved for the present, the congressmen next want to deal with problems brought out during this year's equal time hearing (AT DEADLINE, March 25, BROADCASTING, March 11). Representative Walter E. Rogers (D-Tex.), chairman of the Communications Subcommittee, said he would attempt to arrange a hearing on editorializing in the next month or two.

What concerns some lawmakers is the editorial promotion of candidates by broadcasters. They wonder if this is proper, and whether it raises equal time questions for candidates who are not supported by broadcasters.

Four subcommittee members opposed

Secret hearing to discuss censorship plans

A congressional committee on information is going to take up the question of a code of wartime censorship—but the hearings will be censored; they will be closed to the public.

The House committee, headed by Representative John E. Moss (D-Calif.), will probe the proposed censorship regulations in an executive session tomorrow (May 28). Mr. Moss promised, however, that the unclassified highlights of each session will be made public.

A draft of a wartime censorship code was made public earlier this month by Edward A. McDermott, director of the Office of Emergency Planning, a White House staff (BROADCASTING, May 13). Copies of the proposed code were given to media representatives and they were asked to submit comments and recommendations in about a month's time. A further meeting with media representatives is expected to take place next month.

Broadcasters received a copy of the suggested regulations from the National Association of Broadcasters. Just a few responses have been received, Howard H. Bell, NAB vice president, said last week, and none so far indicate any major objections to the proposals. Some questions have been raised, he said, as to whether the rules would go into effect in situations short of war.

This question, as well as the need for guidelines for emergency short-of-war situations like the Cuban crisis of last October, will also be explored by the Moss committee.

Last week the Moss committee questioned Dr. George L. Simpson Jr., assistant administrator of the National Aeronautics & Space Administration, on that agency's public information policies, particularly its reliance on the Defense Department for clearance on foreign space activities.

Dr. Simpson acknowledged that since 1961 NASA has not reported on Soviet or other foreign space successes or failures without approval of the military. This is true, also, he said even of launches publicly announced by the Soviet government.

As a follow up to Dr. Simpson's appearance, the committee is scheduled today (May 27) to interrogate Arthur Sylvester, information director of the Defense Department. This session, however, will be closed.

Last Friday, the committee heard Roger Hilsman Jr., director of the State Department's intelligence and research unit, on charges that news from South Viet Nam has been suppressed.

the suspension resolution, and one withheld an amendment on editorializing when he was assured further hearings would be held in that area.

Representative J. Arthur Younger (R-Calif.) said he thought a new Section 315 suspension would weaken the provision and that none should be granted until Congress is told what kind of programs broadcasters expect to produce in the absence of equal time requirements.

Representative Younger said he would have introduced an amendment to prohibit broadcasters from editorializing for or against candidates or upon controversial issues during a campaign. The 1960 joint appearances were far from the debates broadcasters promised, he said. "In my opinion, they did not deliver."

The subcommittee also is concerned about repeal of Section 315 itself, which was advocated strongly during the suspension hearing in March. Some doubt the wisdom of even temporary suspension for the presidential contest next year, and believe the resolution approved last week may face a serious challenge on the House floor.

FCC to tackle program report form this week

FAILURE TO AGREE CREATES NEW COMPLICATIONS

The FCC this week will attempt to solve a problem that has plagued the commission since 1960—how to revise its program reporting form for television stations. But it appeared that the commission will have to make a herculean effort to reach agreement.

A committee of three commissioners had been created to draft a revision that could be submitted to the full commission. But instead of submitting one version, each of the three members submitted a different one—to the disappointment of their colleagues.

The three committee members are Frederick W. Ford, who served as chairman, Robert T. Bartley, and Kenneth A. Cox, who replaced Chairman Newton N. Minow on the panel this month.

All three would require applicants to survey the programing needs and wants of their communities. But at this point, the proposals begin to diverge.

Commissioner Ford would require a narrative statement that would include (1) a description of how the survey was conducted, (2) an evaluation of what the survey developed and (3) the resulting programing proposed by the applicant to meet the needs and wants. He would abandon the composite week, except for commercial continuity, and require reports every year, on the ground that an applicant cannot, with any confidence, project his programing three years in advance, as required by the existing forms. Major changes between proposed and actual programing would have to be explained.

Proposal Means Work ▪ Commissioner Ford acknowledged that his proposal would impose a burden on both the applicant and the FCC staff in giving the staff a more difficult analytical job to do. But he is said to feel that his form would stimulate the applicant to think more thoroughly of the needs of his community and, at the same time, give the commission a clearer picture of how well the station is meeting its responsibilities.

He has also argued that retaining the composite week for commercial continuity would eliminate the need for any FCC-imposed limit on commercials, which he opposes. He believes that, by pinpointing the amount of commercials carried by a station, the form would enable would-be advertisers to spot—and avoid—those stations that are guilty of overcommercialization.

Commissioner Bartley, like Commissioner Ford, would require an annual report and eliminate the composite week. He would also ask for an evaluation of the survey results and an explanation of how the needs would be met. But he wants more detailed information than that which he thinks can be obtained from a narrative statement. He favors eliciting information through specific questions. He would also ask the applicant to explain the difference, if any, between programing proposed and that carried.

Cox Version ▪ Commissioner Cox, who until his appointment to the commission in April was chief of the Broadcast Bureau, reflects the views of the staff. He would, reportedly, keep the report on a three-year basis and would

not require an evaluation of the community survey. But he would require a proposed typical week and a composite week. The typical week would be broken down according to seven of the 14 programing categories that the commission, in its 1960 program policy statement, said were "usually necessary" to meet the community needs and interests. Programs carried to meet the requirements of the remaining seven categories would be listed separately.

The staff believes the statistical information contained in the composite week is necessary for an informed judgment of the station's performance. In previous commission discussions of the program form, Commissioners Ford and Bartley were the only members who opposed retention of the composite week.

Grand Broadcasting proposed for ch. 13

FCC Hearing Examiner Forest L. McClenning last week issued an initial decision favoring Grand Broadcasting Co. for channel 13 in Grand Rapids, Mich. In selecting Grand's application, the examiner said the decision was difficult as all four applicants were outstanding.

The three applications denied were West Michigan Telecasters Inc., MKO Broadcasting Corp., and Peninsular Broadcasting Co. Two other applicants, Atlas Broadcasting Co. and Major Television Co., dropped out of competition in May and August 1962 respectively.

Grand and the other three applicants have operated channel 13 on an interim basis since July 26, 1962. WZZM-TV (ch. 13) went on the air in November 1962.

Examiner McClenning said Grand has shown itself to be "the superior in broadcast experience and in integration of ownership and management to all other applicants." He noted that 11 of Grand's 21 stockholders, representing 41.56% ownership, have been long term residents of the Grand Rapids area, and that Mary Jane Morris (16.88%) has been an area resident since 1960. The hearing examiner found that a total of 74% of Grand's ownership would be integrated with its management.

The executive officers of Grand have had extensive broadcast experience, Mr. McClenning found, and have been active in civic matters. Miss Morris, an attorney, was employed by the FCC from 1948 to 1960; serving as secretary of the commission for last six years of that time.

Peninsular Broadcasting was also noted for having its ownership (48%) integrated with management, on a day-to-day basis. Peninsular was further noted to have the only claim of past broadcast experience, by virtue of 20% ownership by the H & E Balaban Corp., a multiple licensee. However, a grant of the Peninsular application, it was decided by Examiner McClenning, would add substantially to H & E Balaban's extensive ownership and "must be considered a factor militating against grant of the Peninsular application."

FCC WANTS DETAILS

Hyde, Lee charge renewal inquiry is unwarranted

Five New England television stations whose license renewals have been deferred because of FCC questions about local live programing were asked by the commission last week for a detailed explanation of how their policy on that type of programing operates.

The letter, which had been pending before the commission for several weeks, had reportedly been drafted and redrafted in an effort to avoid any implication that the FCC was attempting to influence the scheduling of local live programing in prime time.

But two commissioners—Rosel H. Hyde and Robert E. Lee—opposed the commission action. They felt the stations' licenses should have been renewed without any inquiry.

And Commissioner Hyde, in a five-page dissent, said that the commission shouldn't employ its authority to request information as a means of influencing program selection.

Voting in favor of the letter were Chairman Newton N. Minow and Commissioners Kenneth A. Cox, Robert T. Bartley and E. William Henry.

Ford's Contribution ▪ Commissioner Frederick W. Ford, who had originally opposed the commission decision to defer action on the stations' renewal applications (BROADCASTING, April 1), was absent from the meeting last week. But he is reported to have played a major role in redrafting the proposed letter that had been submitted by the staff. Some commissioners felt the staff's version placed too much emphasis on the question of local live programing in prime time.

The stations whose composite weeks showed what the commission considered an insufficient amount of local live programing are WAGM-TV Presque Isle, WCSH-TV Portland, and WLBZ-TV Bangor, all Maine; WHYN-TV Springfield, Mass.; and WNHC-TV New Haven, Conn. WJAR-TV Providence, R.I., had also been on the deferred list, but its license was renewed two weeks ago on the basis of a supplemental program analysis (CLOSED CIRCUIT, May 20).

The commission's letter points out that the FCC's licensing policies requires the agency to pay "appropriate attention to local live programing," then asks the stations to submit:

1. A narrative description of the steps taken to determine the community's needs and interests for local live programing.

2. The conclusions reached on how these needs and interests should be met in each segment of the broadcast day (8 a.m. to 6 p.m.; 6 p.m. to 11 p.m. and other).

3. A description of the local live programs carried within the last 12 months in each segment of the day.

4. Plans for meeting the community's needs for local live programing during the coming renewal period in each segment of the day.

Reports Analyzed ▪ Commissioner Hyde, in his dissent, analyzed the local live programing reported by each of the five stations and found that none carried less than 5% on an over-all basis and that each broadcast local live news weather and sports programs between 6 and 11 p.m. He also found that the stations had policies of preempting network offerings for local live programs.

The stations' local live programing on an over-all basis and in prime time as reported by Commissioner Hyde WAGM-TV, 5.6% and 13.9%; WCSH-TV 7.7% and 5.02;% WHYN-TV, 8.4% and 5%; WLBZ-TV, 7.4% and 2.86%; and WNHC-TV, 9.8% and 3.6%.

Commissioner Hyde said the decision to defer the stations' renewals and send letters of inquiry "apparently stems from concern as to whether the practices of the stations in respect to local programing other than local news, weather and sports between 6 and 11 p.m. are satisfactory to the commission. . . I find no justification for further delay and inquiry concerning the application of these stations," he added.

"There is no question as to the power of the commission to request information, but this information should not be invoked to needlessly burden applicant and FCC processes. Moreover, I think this authority should not be used to influence program selection."

Government briefs...

Minow on 'Journal' ▪ Resigning Federal Communications Commission Chairman Newton Minow, will be interviewed on *David Brinkley's Journal* tonight (May 27) on NBC-TV, 10 p.m. EDT. Discussion topics included the FCC's role in communications, the importance of ratings and public complaints about TV.

Contract awarded ▪ ITA Electronics Corp., Lansdowne, Pa., has been awarded a contract to build a 50 kw AM transmitter for the U. S. Information Agency. The unit, which takes only 70 square feet, including transformers, requires only 11 tubes and six tube types

Official plans yearly series' introduction

SUCCESS OF 'BIOGRAPHY' PAVES WAY FOR EXPANSION

In an expansion plan in TV syndication, Official Films Inc. intends to produce and distribute two new series a year, Seymour Reed, Official president, revealed last week.

The move was prompted by the success of Official's *Biography* series, which has been sold in more than 200 markets and is now in the second year of production, and the high hopes for *Battle Line* (formerly titled *Men at War*), a new half-hour series depicting the major battles of World War II. The pilot for *Battle Line* has been completed and nine other episodes of a projected 39 are in various stages of development.

Though both *Biography* and *Battle Line* rely substantially on newsreel film, new series planned by Official will not necessarily be documentary types, Mr. Reed said. His sales force is his barometer of station needs, he pointed out, and the reports he receives from his staffers will dictate whether Official's direction for 1964 will be action-adventure, anthology drama or situation comedy.

"We will continue to produce shows that the stations want," Mr. Reed remarked. "With two first-run shows for 1963-64, *Biography* and *Battle Line*, Official Films is in the vanguard of producers-distributors."

Official is releasing *Battle Line* for a fall start. The company has shown the pilot to agencies and expects to announce several sales soon. Mr. Reed believes it will attract the *Biography*-type sponsor including banks, insurance companies, utilities and supermarkets.

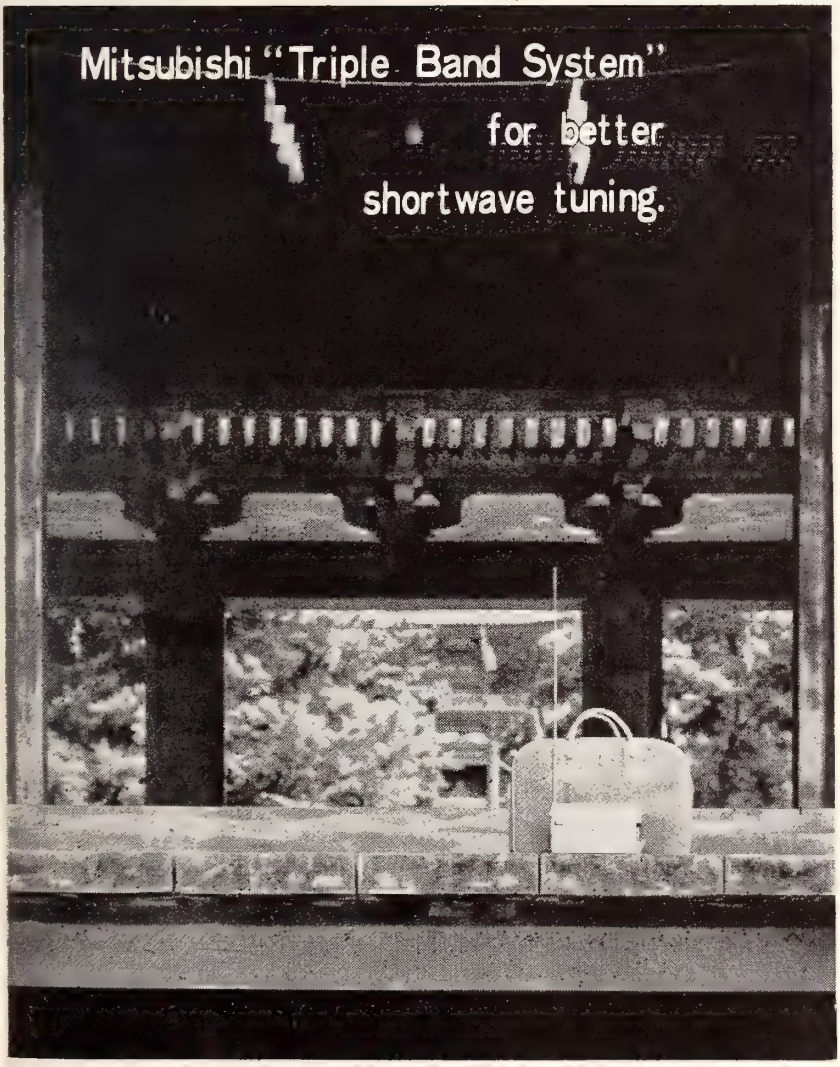
The series will utilize new production as well as newsreel sequences. Each episode will spotlight a survivor of a major battle from each side: The pilot, which dealt with the battle for Iwo Jima, included film sequences of a Japanese soldier and an American marine who had participated in the action. Mr. Reed is executive producer of the series, which is produced by Sherman Grinberg. Author-journalist Jim Bishop provides the narration.

AB-PT sprouts angels' wings

American Broadcasting-Paramount Theaters is making its first substantial investment in Broadway theater with a $1 million outlay for three musicals. All three are scheduled for production within the next 13 months. They are "A Girl to Remember," "The Ghost Goes West," and "Mrs. A."

AB-PT has signed into a "50-50 partnership" with On-Stage Productions which will produce the shows. However, AB-PT's subsidiary, ABC-Paramount Records, will have original cast album rights.

Announcing the theatre venture last week, AB-PT President Leonard Gold-



The "three band system" makes it much easier to tune in adjacent shortwave stations on the Mitsubishi Electric 9X-900S. The "band spread" of the smartlooking 9X-900S is twice that of ordinary models since shortwave frequencies have been divided into upper and lower hands (Band 1; 4 MC-9 MC, Band 2: 9 MC-18.5 MC) so that "clustered" stations are much further apart on the dial. The fine-tuning adjustment, 9-transistor circuit and "three band system of the 9X-900S make its receptivity something spectacular. Ask your nearest dealer for a demonstration.

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Head Office: Tokyo Building, Marunouchi, Tokyo
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enson referred to the agreement with On-Stage Productions as "only a beginning in this partnership."

Mr. Goldenson said there was a possibility ABC-TV could obtain television rights to the three new shows.

As corporate parent of ABC-TV, AB-PT is the last of the three TV network owners to invest in legitimate theater productions.

CBS Inc., which invested $1 million last year in legitimate theater entered the field in 1951 with a share in the Broadway production of "A Tree Grows in Brooklyn." It has major interests in "My Fair Lady," "West Side Story," "Camelot," and "I Can Get It for You Wholesale." All of CBS Inc.'s theater contracts have included original album rights for its subsidiary, Columbia Records.

For "My Fair Lady," CBS Inc. received $5.5 million from Warner Brothers for movie rights. This agreement included a seven-year license agreement by which CBS would receive 50% of gross income over $20 million from theater distribution.

NBC's Enterprises division has backed Broadway theater since 1959 when it bought pieces of "Sound of Music" and "The Red Head." It has also backed productions of "Irma la Douce," "Becket," "Taste of Honey," "Toys in the Attic" and "How to Succeed in Business Without Really Trying." The NBC share in these shows ranges between 10% and 30% and several of the show contracts include television rights.

Four Star selling strong

The Four Star Distribution Corp. reported last week that sales made since the company began operations last September totaled $4.25 million to May 15. Len Firestone, vice president and general manager, said this figure is 33% ahead of the anticipated goal at this time. The front-running series are *Rifleman* and *The Dick Powell Theatre,* which, Mr. Firestone said, have grossed amost $2 million in the six weeks they have been in distribution.

Congress calls in 60 markets

Congress Calling, a 15-minute public service radio program for local sponsorship, is in syndication through Congress Calling, 300 Independence Avenue, S. E., Washington.

Now in 60 markets, the weekly, taped program features interviews with congressional leaders by Chuck Sullivan, former announcer at WPIK Alexandria, Va. It is produced by Robert B. Barrows.

The program is available to stations on a graduated rate structure, with all markets divided into six groups on 13-week, 26-week or 52-week contracts.

Program notes . . .

Summer replacement ▪ A variety series, *The Keefe Brasselle Show,* will replace *The Garry Moore Show* on CBS-TV for the summer. The series will be shown for 13 weeks beginning June 25 (Tuesdays, 10-11 p.m. EDT). It will be sponsored by Johnson's wax, R. J. Reynolds Tobacco Co. and Oldsmobile Division of General Motors Corp. The show will star singer and dancer Keefe Brasselle with Noelle Adam, Ann B. Davis, bandleader Sammy Kaye and Rocky Graziano.

Fontaine special ▪ A one-hour comedy special starring Frank Fontaine is being planned by Pathe News, New York, for fall release. The show will be compiled from Mr. Fontaine's half-hour *Showtime* series which was syndicated by Pathe in 1955 in 12 markets.

High budget ▪ Wolper Productions has alloted $470,000 for its two-hour special, *The Making of the President 1960,* the TV adaptation of Theodore H. White's Pulitzer Prize-winning book and a national best-seller for two years. The documentary is scheduled for completion Sept. 1.

June meets will pick convention sites

Within a month broadcasters can expect to make their travel plans to the 1964 Democratic and Republican national conventions.

The site committees of both parties have completed their initial inspection trips of the bidding cities and party meetings in mid-June will pinpoint the location or locations.

On June 20, the Republican site committee will meet in Denver and offer its choice to the national committee which meets there the following day to pick the site. The Democrats will follow the same procedure the following week on June 24-25 in Washington.

Broadcasters have already outlined their needs and said, as they did in 1956 and 1960, that for logistical reasons they would prefer both conventions in the same city. If this is impossible, they ask at least a two-week break between conventions (BROADCASTING, April 15).

The GOP is reported planning its convention the week of July 13 or 20 and the Democrats are expected to choose a late August date.

Atlantic City, Chicago, Detroit, Miami Beach, Philadelphia and San Francisco have bid for both conventions. Baltimore is seeking the Democrats and Dallas the Republicans.

INTERNATIONAL

TV censorship proposed in England

NEW TAX RATE ON COMMERCIAL TV ALSO SOUGHT

A tough censorship amendment to Great Britain's new television bill has been proposed by Postmaster General Reginald Bevins. It gives the Independent Television Authority specific power to ban any program material which violates the authority's code of conduct. The bill already requires the authority to draw up such a code.

The new amendment would also give ITA power to impose "requirements" as to program standards not covered by the code. Material which does not comply with the "requirements" could also be banned.

In another get-tough amendment the postmaster general proposes detailed control of the presentation of advertisements on the commercial network.

The amendment lists nine rules. The first says that commercials must be clearly distinguishable from program material. Another rule specifies that the amount of time given to advertising must not detract from the value of programs. Rule six bans discrimination for or against any advertiser. Rule eight bans religious or political advertisements or advertisements connected with strikes.

Another amendment proposes a new scale for the levy on TV companies' income, and allows agency commissions to be deducted from total advertising revenue assessed for the levy.

Under this amendment the amount of revenue that is not subject to the levy goes up by $700,000 from $3.5 million to $4.2 million. The next $16.8 million will be taxed at 25% and the rest of the net advertising receipts will be subjected to a tax of 45%. The new scale will probably mean the same overall cut in the companies' income as under the original scale. The levy is expected to yield about $50.4 million a year to the national treasury.

Abroad in brief...

TV for Africa ▪ At a meeting in Geneva last week of radio and television experts from the various African nations, an agreement was reached on a frequency plan providing for the establishment of

approximately 7,000 TV stations over the next 10 years. Fewer than 100 TV stations are operating at present throughout the continent.

Buys transmitters ▪ Telesistema Mexicano, S. A., Mexican television network, has purchased three new 25-kilowatt TV transmitters from RCA's International Division. The transmitters are expected to be in operation in Mexico City before the end of the year. They will be used for telecasting on channels 2, 4 and 5.

Agencies merge ▪ Crombie Advertising Co. Ltd., Montreal, has merged with Stevenson & Scott Ltd., Montreal. This will give Crombie Advertising annual billings of about $4.5 million. The Toronto and Montreal offices of the two agencies will be combined. The Halifax and Vancouver offices of Stevenson & Scott will operate under the Crombie name.

Shirt account ▪ Arrow de Mexico (Arrow shirts) has appointed McCann-Erickson de Mexico as agency on the "multi-million peso" Arrow Co. Mexican account. Allocation of the billing will be to all "major consumer media."

Japanese TV outlets buy eight NBC series

NBC International announced last week the sale of eight television series to Japanese markets.

The sales were consummated with the Fuji Television Network, NET and NTV. Fuji purchased *The Richard Boone Show, National Velvet, Panic* and *87th Precinct.* NET network bought *Dr. Kildare, Laramie* and *The Bill Dana Show. Bonanza* was purchased by NTV.

Four Star's foreign sales

First quarter sales of $500,000 have been announced by Four Star Television International, subsidiary of Four Star Television. Four Star reported one sale during the period of 19 series totaling 598 films to the Manila Times Publishing Co. for DZMT-TV Manila.

Amos Burke and *The Robert Taylor Show,* 1963-64 season programs on ABC-TV and NBC-TV, respectively, have been added to Four Star International's list of 24 series now in foreign distribution.

FINANCIAL REPORTS

GOLDENSON DAMPENS FISCAL PICTURE

AB-PT stockholders advised of possible drop in earnings

Stockholders of American Broadcasting-Paramount Theatres Inc. at an annual meeting last week were cautioned by Leonard H. Goldenson, AB-PT's president, that second quarter earnings this year are expected to drop behind the same period of a year ago.

First quarter profit slumped $653,000 for AB-PT to $2,389,000 compared to the same quarter a year ago. As he had in his first quarter report (BROADCASTING, April 29), Mr. Goldenson attributed the lower earnings to disappointment in ABC-TV shows in the current season and a slackening in theater business. He said the second quarter would also reflect this drop in business.

Mr. Goldenson, however, said he was confident that next fall's schedule was strong and had "creative excellence" (see next fall's program chart, pages 50-51).

He noted that ABC-TV will start its fall cycle earlier this year to better compete with the other networks.

Reviews a Decade ▪ Mr. Goldenson stressed AB-PT's growth over the past decade, from a revenue of $55 million in 1953 from the ABC broadcasting division to $275 million in 1962, a period where ABC-TV's primary affiliate station list increased from 14 to 125. Gross time billings during the span went up from $21 million to $205 million. Last year was the most profitable for the ABC division as well as for AB-PT, he said.

Management's proposals on election of directors and on routine were voted through with little opposition. A stockholder's nomination of ABC newswoman Lisa Howard for a seat on the board received 26,243 shares (nearly 4 million against) in the cumulative voting.

In answer to stockholder questions, Mr. Goldenson said ABC has sued an advertiser who defected because of the Hiss-Nixon affair on ABC-TV in November 1962. (The advertiser, Kemper Insurance, has filed a counter suit against ABC, see page 57). He said that *100 Grand* has several rig-proof measures taken in precaution but that he could not reveal them because of competitive reasons. He said ABC-TV had assigned "four or five" attorneys to the rig-proofing.

Dividend dropped

The executive committee of Allied Artists Pictures Corp. voted to pass the quarterly dividend on the 5½% cumulative preferred stock because of losses

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sustained during the current fiscal year.

30 weeks ended March 30:

	1963	1962
Earned per share	. . .	. . .
Gross income	$13,584,000	$9,585,000
Net income (loss)	(1,200,000)	(1,241,000)

Screen Gems reports best 9-month period

Best nine-month earnings in the company's history were reported by Screen Gems Inc. last week. Jerome Hyams, executive vice president and general manager of the television production and distribution firm which is 89% owned by Columbia Pictures, said the three-quarter's earning picture points up the continuation of the earnings growth of the company.

Consolidated earnings statement for nine months ended March 30:

	1963	1962
Earned per share*	$ 1.10	$ 0.96
Profit before taxes	5,496,810.00	4,851,500.00
Estimated federal, state and foreign income taxes	2,713,592.00	2,423,264.00
Net profit	2,783,218.00	2,428,236.00

* Based on 2,538,400 common shares outstanding.

20th Century shows profit

The 20th Century-Fox Film Corp. had a profit in spite of a drop in gross revenue in the first quarter of this year, it was reported at the annual stockholders' meeting in New York last week. Assets reported by the company include $2,730,307 in TV film contracts.

First quarter through March 30:

	1963	1962
Earned per share*	$ 0.90	$ . . .
Gross income	23,961,178.00	32,668,287.00
Net before taxes	2,824,945.00	(209,347)
Net earnings (loss)	2,292,136.00	(513,587)

*On 2,545,845 shares.

Jerrold profits in 1962

Jerrold Corp., Philadelphia diversified communications manufacturer with extensive activity in community antenna field, for fiscal year ended Feb. 28:

Earned per share	$ 0.36	$ 0.29
Total volume	24,816,000	18,002,000
Net profit	735,967	597,234

Scripps-Howard earnings show 1-cent drop

Earnings of Scripps-Howard Broadcasting Co. dropped slightly for the three periods ended March 23 from the same period a year ago, it was reported at the firm's board of directors meeting May 17.

The newspaper and station group owner declared a 25 cent dividend payable June 10 to stockholders of record May 24.

A new director, Henry W. Slavick, vice president and general manager of WMCT(TV) and WMC-AM-FM Memphis, was elected to the board.

The firm also reported that net operating revenues for the four periods ended April 20 totaled $4.44 million compared with $4.25 million in the like 1962 period.

	1963	1962
Earned per share	$ 0.27	$ 0.28
Net income	711,130.00	724,676.00

Tax relief plan may aid broadcast personnel

Television and radio performers, sports professionals and other Americans whose income varies widely from year to year may benefit in a tax relief proposal tentatively approved Monday (May 20) by the House Ways and Means Committee.

The proposal would extend tax averaging provisions from the small group of citizens now qualified to utilize it, mostly inventors and authors or composers. In addition, it would provide uniformity for the existing law.

Subject to review before the full committee takes its tax proposals to the House floor, this provision was recommended by the President in his tax message offered in January.

FATES & FORTUNES

BROADCAST ADVERTISING


Mr. Kinnan

Morris E. Kinnan, since 1958 director of TV-radio department of Needham, Louis & Brorby, New York, elected vice president. Mr. Kinnan has been with agency nearly 10 years, beginning in Chicago office as television-radio producer.

Richard J. Cox, group supervisor in radio-TV department of Young & Rubicam, New York, elected VP.

Perry L. Brand, executive VP of John W. Shaw Adv., Chicago, joins Klau-Van Pietersom-Dunlap as VP and manager of branch offices. He will make his headquarters in Chicago.

Kenneth Laird, president of Tatham-Laird Inc., Chicago, elected "ad man of the year" at 25th annual award banquet Wednesday of Chicago Federated Advertising Club. Mr. Laird is treasurer of Advertising Federation of America and is past CFAC president.

Richard J. Keegan and **Lawrence C. Puchta,** contact supervisors at Young & Rubicam, New York, elected vice presidents. Prior to joining Y&R in 1960, Mr. Keegan was senior VP at Fletcher, Richards, Calkins & Holden. Mr. Puchta came to Y&R last year from Kenyon & Eckhardt where he was VP and account supervisor.

Hiram Strong, former executive VP of R. Jack Scott Inc., Chicago, joins Powell, Schoenbrod & Hall Adv., that city, as vice president.

Edward C. Whelan, VP-account executive at Allen & Reynolds, elected president of Omaha-Lincoln chapter of American Marketing Association.


Mr. Stone

Radford Stone, former broadcast supervisor at Ogilvy, Benson & Mather, New York, joins C. J. LaRoche & Co., that city, as account executive on ABC-TV and ABC-owned television stations. Mr. Stone also served with NBC in research and network sales for eight years.

Robert T. Meyers, former VP for merchandising at Cohen & Aleshire, New York advertising agency, appointed to BBDO's account group servicing Rexall Drug Co. Mr. Meyers will handle marketing and merchandising activities at agency's Los Angeles office.


Mr. Jacobs

Sinclair (Tory) Jacobs Jr., former VP in charge of media and television programing at Daniel & Charles Inc., New York, joins Cole Fischer Rogow Inc., that city, as VP for account service. Mr. Jacobs, a principal of CFR, will also serve on agency's executive committee.

Bernard L. Gottlieb, VP of Toy Guidance Council, New York, joins Mattel Inc. (toymaker), Hawthorne, Calif., as assistant advertising manager.

Robert Schulberg, former president of Robert Schulberg Adv., Los Angeles, joins Guild, Bascom & Bonfigli as manager of Los Angeles office.

Gordon J. White, formerly with Johnson & Lewis, San Francisco, named account executive at Fuller & Smith & Ross, Los Angeles.

Helen Andrews, copy group head at Compton Adv., New York, elected vice president. Mrs. Andrews joined Compton in 1956 from N. W. Ayer & Son.

R. Post Eddy, former Latin-American advertising and PR representative for Vision Inc., joins J. S. Fullerton Inc., New York advertising agency, as account executive.

Bruce L. Altman, previously VP of Kenyon & Eckhardt, Los Angeles, joins Compton Adv., that city, as executive on Schick Safety Razor Co. account. **Thomas R. Morgan,** copywriter for N. W. Ayer, Philadelphia-Hollywood, joins Compton's copy department.

Patrick C. Tims, formerly with Clay Stephenson Associates, Houston, joins Foote, Cone & Belding, Chicago, as executive on Kraft Foods account.

Robert J. Wallace, former VP in charge of marketing development at Benton and Bowles, New York, joins Miles Products division of Miles Laboratories, Elkhart, Ind., as VP for product planning, effective June 1.

Robert Ross, creative services section manager at Leo Burnett Co., Chicago, promoted to acting creative services section director. He joined Burnett in 1961 as marketing supervisor.

Gary Gresham, promotion and advertising manager of WTVH(TV) Peoria, Ill., joins Bill Burdon Adv., that city, as account-service executive.

Byron D. Drake, former marketing executive at Compton Adv., appointed brand manager for Francis H. Leggett & Co., Carlstadt, N. J.

Douglas A. Cornwell, account executive at Doherty, Clifford, Steers & Shenfield, New York, and **John Roche,** copy group supervisor, elected VP's.

Edward A. McCabe, formerly of Benton and Bowles, joins McCann-Marschalk, New York, as copywriter.

Fred A. George Jr., president of George and Glover, elected president of Atlanta Advertising Club for 1963-64, succeeding **Richard E. Hodges Jr.,** VP of Liller, Neal, Battle & Lindsey, who will serve on board of directors.

THE MEDIA


Mr. Buskett

Larry Buskett, general sales manager of KRLA Pasadena, Calif., resigns to join Mullins Broadcasting Co., effective June 3, as general manager of KBTR Denver, Colo. Previous posts held by Mr. Buskett include general sales manager of KLAC Los Angeles and KRAK Sacramento, Calif., executive VP and general manager of KRAM Las Vegas, Nev., and general manager of KCBQ San Diego.

Paul Nakel, general manager of WEOL-AM-FM Elyria, Ohio, elected VP of Elyria-Lorain Broadcasting Co., licensee of stations. Mr. Nakel, who was elected to company's board of directors in 1961, will continue in his present capacity of general manager.



'Betty' goes to Rembert

Clyde W. Rembert (r), president of KRLD-AM-FM-TV Dallas-Ft. Worth, accepts the "Betty" award, the highest honor of the Association of Broadcast Executives of Texas, from **Jack Rogers,** commercial manager of WBAP-TV Dallas-Ft. Worth and 1962-63 ABET president. The presentation was made at the association's 5th annual awards dinner Saturday (May 18) in Dallas.

Howard McDonald, announcer-newsman at KMSO-TV Missoula, Mont., and former program director of KGVO, that city, appointed general manager of KRBN Red Lodge, Mont.

Jack B. Donahue resigns as general sales manager of KTLA(TV) Los Angeles, reportedly over conflict of sales policy. After serving 18 years in various sales executive positions with CBS, Mr. Donahue joined Paramount Television in 1958 as assistant general sales manager and moved into top sales post 2½ years later. No future plans have been announced.

Gene P. Graves, program director of KPNG Port Neches, Tex., promoted to station manager, with full responsibility for programing. **Russell Hughes** and **Bob Gratz** join station as staff announcers. **Hugh Foley,** KPNG news director, joins KBMT(TV) Beaumont, Tex.

Roland Kay, formerly general sales manager of KERO-TV Bakersfield, Calif., joins Roger O'Connor Inc. as sales manager in new San Francisco office.

William Joyce, vice president of The Katz Agency, elected president of Detroit chapter of Station Representatives Association. **Stuart Mackie,** John Blair Co., elected VP, and **James Sefert,** Peters, Griffin, Woodward, elected secretary-treasurer.

Stuart Temkin, supervisor of television spot billing section at CBS-TV, appointed business manager for CBS-TV Stations National Sales.

Clay Forker, chief of The Pulse's Chicago office, joins John E. Pearson Co. as director of Atlantic office.


Mr. McLarty

R. Douglas McLarty, program manager of KETV(TV) Omaha for past year, appointed director of programing for WQAD-TV Moline, Ill. New channel 8 outlet, licensed to Moline Television Corp., plans to go on the air August 1 as ABC affiliate. WQAD-TV is represented nationally by H-R Television Inc. Earlier this month **Lester C. Rau Jr.** was named general sales manager of new station.

Paul Levitt, director of talent and daytime programs, and **Peter Robinson,** associate director of program development for CBS-TV network in Hollywood, promoted to executive producers. **Devery Freeman,** executive producer in program department, leaves his admin-



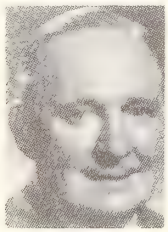
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istrative post to devote fulltime to development of new, half-hour comedy series for network's 1964-65 season.

William R. Chesley, former advertising and sales promotion manager for Corry Jamestown Corp., joins WJAS-AM-FM Pittsburgh as account executive.


Mr. Naylor


Mr. Stephen

Oliver Naylor, general sales manager of WBRC-TV Birmingham, Ala., assumes new post of assistant to R. T. Schlinkert, general manager of WBRC-TV and VP of Taft Broadcasting Co., effective Sept. 1. Also effective that date, **Richard S. Stephen,** WBRC-TV local sales manager, will replace Mr. Naylor as general sales manager, and **Jesse S. Pevear Jr.,** an account executive, becomes manager of local sales.

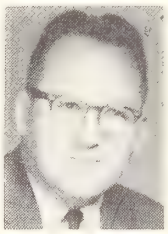
Robert D. Wood, VP and general manager of KNXT(TV), and **Ben Hoberman,** VP and general manager of KABC-AM-FM (both Los Angeles), appointed vice chairmen for television and radio, respectively, of fourth International Broadcasting Awards competition. **John T. Reynolds,** senior VP of CBS-TV, Hollywood, is IBA general chairman.

Chuck Riley, news manager of KABC-TV Los Angeles, joins KNXT(TV), that city, as assistant assignment editor for *The Big News* and producer of morning news segment of *Panorama Pacific.* **Nate Kaplan** assigned to *The Big News* as writer-general news reporter.

Helen Hartwig, former media supervisor at Needham, Louis, Brorby, New York, joins WABC New York as director of research.

Edward M. Jones, formerly with CBS News, joins WABC-TV New York as associate producer of *The Big News.*

Gene Claussen, president of KXIC Iowa City, elected president of Iowa Broadcasters Association last Saturday (May 18), succeeding **Donald Sullivan,** VP-general manager of KTVT(TV) Sioux City. **David Steinle,** KBUR Burlington, was elected VP and **Harold Heath,** WOC-TV Davenport, treasurer. Directors are **Dale Cowle, Tom Young, Reed Gardner,** and Mr. Sullivan.


Mr. Henkin

Mort H. Henkin, president-general manager of KSOO-AM-TV Sioux Falls, re-elected president of South Dakota Broadcasters Association at annual convention last week in that city. Also re-elected were Vice President **Elligott Aberdeen,** KSDN Aberdeen, and **Verl Thomson,** KISD Sioux Falls, secretary-treasurer. New directors are **Al Clark,** KWYR Winner, and **Q. P. Coleman,** KOLY Mobridge. At same meeting, **Bob Reimers,** KBRK Brookings, elected president of South Dakota AP Broadcasters Association.

Bob Edwards, former program manager of WPEO Peoria, Ill., appointed producer-director of *House Detective* program on WWJ-TV Detroit.

Ed Rabel, news editor at WCHS-TV Charleston, W. Va., to news director.


Mr. Ober

Norman Ober, director of audience promotion for CBS Radio, appointed director of program information. Mr. Ober will supervise press information activities, on-the-air promotion efforts and production of promotion and advertising materials to affiliated stations.

Tom McCuster, editor of *Western Electronic News,* assumes added duties as editor of *Ducommun Business Journal,* a five-minute business newscast that debuts today (May 27) on KGBS Los Angeles at 7:30 a.m. Program, which begins its second year on Los Angeles radio, will be supervised by **David Mathews,** western broadcast vice president at Fuller & Smith & Ross.


Mr. Rutledge

David Rutledge, manager of The Katz Agency's Dallas office, elected president of Association of Broadcast Executives of Texas, succeeding **Jack Rogers,** WBAP-TV Dallas-Ft Worth (also see story page 77). **Denson Walker,** WFAA-AM-FM Dallas, was elected VP; **Judy Statman,** Sam Bloom Adv., secretary; and **Ralph Widman,** Paul Raymer Co., treasurer. New directors are **Jim Pratt,** WFAA-TV; **Jim Terrell,** KTVT(TV) Dallas-Ft. Worth; **Dean McClain,** KNOK Ft. Worth; **Herman Clark,** WBAP-AM-FM; **John Butler,** Peters, Griffin, Woodward; **Al Carrell,** Robert Eastman Co.; **Howard Teitler,** Dr. Pepper Co.; **Clifton Blackmon,** First National Bank of Dallas; **Julie Lane,** Norsworthy - Mercer; **Charles Cooper,** Glenn Adv.; and **Larry Herndon,** Keitz & Herndon.

Paul Marlowe and **Ben Taylor** named news director and sports director, respectively, of WESH-TV Daytona Beach-Orlando, Fla.

Vic Reed appointed news director of ABC in San Francisco, and **Roger Grimsby** named director of news for ABC-owned KGO-TV, that city. **Ray Tannehill,** former head of news department of WERE Cleveland, joins KGO-AM-FM as director of news.


Mr. Kinsey

Albert Kinsey, VP and treasurer of Lewis, Dobrow & Lamb, Washington advertising agency, joins WOOK-TV (ch. 14), that city, as station manager. Before joining LDL in 1960, Mr. Kinsey was classified advertising manager of *Washington Daily News* for eight years.

Terry Parker, assistant news director of WKAT-AM-FM Miami Beach, joins news staff of WFUN South Miami, Fla.

Charlie Johnson, formerly with St. Louis Cardinals of National Football League, joins WIL-AM-FM St. Louis as sports director and host of Monday-Saturday sports show at 8 a.m.



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Dr. Frank Stanton, CBS president, named a trustee of Carnegie Institute of Washington, succeeding **Henry R. Shepley,** who died last January.


Mr. Page

Norman Page, former music director and staff announcer at WWDC-AM-FM Washington, appointed host of station's new *Swing Shift* show beginning July 2 (12:30-5:30 a.m.). **Don Mclean,** columnist with *Washington Daily News,* will also appear on *Swing Shift* with taped humorous bits, record introductions, and items from his *Daily News* column. Mr. Page, who has recently narrated films for U. S. Information Agency, was previously with WCAR Detroit.

Eldon Campbell, VP and general manager of WFMB-AM-FM-TV Indianapolis, named "man of the year" by B'nai B'rith of Indianapolis.

EQUIPMENT & ENGINEERING


Mr. Waldrup

William E. Waldrup named eastern district manager of Continental Electronics Cos., subsidiaries of Ling-Temco-Vought Inc., Dallas. He will have headquarters at LTV's Washington office. Mr. Waldrup joined Continental after five years with Collins Radio Co. as manager of scatter product line and corporate and government sales. Earlier he was with Convair division of General Dynamics as senior design engineer-communication systems.

Dr. Keith E. McKee, manager of structures research for Armour Research Foundation of Illinois Institute of Technology, appointed director of mechanical design for Andrew Corp., Chicago. Dr. McKee will be responsible for overall technical effort in mechanical design and quality control of company's product line of antennas and transmission lines.

Dr. Leonard C. Maier Jr., manager of engineering for semiconductor products department of General Electric, Syracuse, N. Y., appointed general manager of department. He succeeds **H. Brainard Fancher,** who was named general manager of Apollo support department.

Frank Bonner, general manager of Washington-Baltimore division of Philco Distributors Inc., appointed eastern regional manager for Philco's consumer products division, succeeding **James T. McMurphy,** recently named division's national sales manager. In move that splits Washington-Baltimore division into two divisions, **Irv Fulton** was named general manager in Baltimore, and **Wally McGregor** appointed general manager in Washington.

Robert Rausch, formerly of WREO Ashtabula, Ohio, joins General Electronic Laboratories, Cambridge, Mass., as broadcast sales engineering representative. Mr. Rausch will represent General Electronic on West Coast.

PROGRAMING

Raymond V. Schneider, general manager of community antenna television division of Teleprompter Corp., New York, elected VP of that division. **Jay J. Merkle,** director of programs and production division, elected VP.

Laurence Rutman, VP and general manager of United Feature Syndicate, elected president. Mr. Rutman succeeds **Mims Thomason,** who resigned.

Sam Carey, VP and assistant manager of WRVA-TV Richmond, elected president of UPI Broadcasters Association of Virginia, succeeding **Wallace Fanning,** news manager of WRC-AM-FM Washington. Retiring VP was **John D. Wilson,** manager of WFLO Farmville. **Bernie Mahoney,** news director of WKCW Warrenton, and **Vern Jones,** news director of WAVY-AM-FM-TV Portsmouth, were elected first and second VP's respectively.

Peter Keane, technical director for Screen Gems, New York, appointed to additional post of technical director of parent company, Columbia Pictures. Mr. Keane joined Screen Gems in 1951 as eastern production manager.

Milt Cook, KACE-AM-FM Riverside, re-elected chairman of California Associated Press TV-Radio Association for 1963-64, and **Roger Orr,** KNTV(TV) San Jose, as vice chairman.

Mark O. Gautier Jr., news director of KMTV(TV) Omaha, elected president of Iowa-Nebraska United Press International News Directors Association.

Sheldon B. Satin, VP and general manager of VPI (TV production firm), Hollywood, appointed executive VP.

Leonard Stern, head of Heyday Productions and creator-producer of that company's *I'm Dickens-He's Fenster* on ABC-TV this season, signs exclusive contract to create, develop and produce comedy programs for ABC-TV.

Philip Barry Jr. joins The Directors Co., New York, to produce seven original one-hour dramas for *DuPont Show of The Week* (NBC-TV).

Nate Monaster, last year's president of radio-TV branch of Writers Guild of America West, elected WGAW president for coming year. **Christopher Knopf** is new radio-TV branch head, with **Barry Trivers,** VP, and **Doris Gilbert,** secretary-treasurer. **Allen Rivken** re-elected president of guild's screen branch, with **John Lee Mahin,** VP, and **Michael Blankfort,** secretary-treasurer.

Hy Averback will direct opening program of series tentatively titled *Amos Burke,* which Four Star is producing for ABC-TV starting this fall. **Tony Barrett** wrote initial show, "Who Killed Billy Joe?," which producer **Aaron Spelling** has scheduled to begin filming June 3. **Gene Barry, Gary Conway** and **Regis Toomey** are regular members of series' cast.

Art Brown, for past 25 years in midwest radio, publishing and advertising fields, joins United Film and Recording Center, Chicago, as sales manager and executive assistant.

James Lydon, producer at Revue Studios, joins Warner Brothers TV division as associate producer of *77 Sunset Strip* series for ABC-TV.

Byron Haskin, director of special effects for Warner Brothers, joins Daystar Productions to create and supervise special effects department for new science-fiction anthology series, *The Outer Limits,* to start in fall on ABC-TV. **Leslie Stevens,** executive producer of Daystar, is directing new series, which went into production last week with **Joseph Stefano** producing. Mr. Stevens also wrote initial program of series.



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Ben Gradus named producer-director of Screen Gems' new Harry S. Truman series of half-hour documentaries. Mr. Gradus is currently consultant to Filmways Inc. and on board of directors of Sutherland Associates, film producers.

Lloyd Leipzig, former director of publicity and exploitation for *Sing Along With Mitch* on NBC-TV, joins United Artists Records, New York, as director of creative services.

Jeff Clark, formerly with Decca Records and owner of his own advertising agency, appointed director of publicity and promotion in Southern California for Dot Records, Los Angeles.

Roy W. Seabright, VP of Cascade Pictures, Hollywood producer of TV commercials, has been "disassociated" from company by vote of board of directors, "due to irreconcilable policy disagreements."

Bill Howard elected business representative of Motion Picture Costumers, Hollywood local 705, IATSE. **Bert Hendrickson** was named president; **Georgina Grant,** VP; **Walt Hoffman,** secretary-treasurer; and **Tony Scarano,** sergeant-at-arms.

Jerry Kennedy, former artists and repertoire director at Mercury Records Corp., Nashville, joins Epic Records, that city, as producer of popular artists and repertoire. Mr. Kennedy will be responsible for production of all country-western recordings on Epic label.

Jerome E. Balash appointed director of newly formed CAETV department of Telesystem Services Corp., Glenside, Pa. Department will implement objectives of each individual CATV system in bringing ETV to their community through CATV.

Henry N. Ehrlich named assistant exploitation manager at Paramount Pictures, Hollywood.

John Kuehn, television director, named director of NBC-TV's *Ben Jerrod,* weekday series beginning June 3.

Dick Gorelick, news director of KICD Spencer, elected president of Iowa Associated Press Radio-Television News Association. Mr. Gorelick succeeds **John K. Lively,** KFJB Marshalltown. **Bud Chaldy,** news director of KBIZ Ottumwa, elected VP.

David H. Horowitz, former partner in law firm of Schwartz and Frohlich, joins Screen Gems, New York, as general attorney. Mr. Horowitz will head law department of company.

Dennis Weaver signs new contract to continue his co-starring role as "Chester" for 1963-64 season of CBS-TV's *Gunsmoke* series.

Irwin Rosten, director of public affairs and documentaries at KTLA(TV) Los Angeles, joins Wolper Productions as writer-producer-director.

Tom Wilson, former producer at Audio Fidelity Record Co., New York, joins Columbia Records as producer of popular artists and repertoire. Mr. Wilson will be responsible for production of jazz, folk and gospel records.

Schuckle heads AAAI


Mr. Schuckle

Herbert C. Schuckle, president of Emery Adv. Corp., Baltimore, elected president of Affiliated Advertising Agencies International for 1963-64 at organization's annual meeting in Los Angeles. Elected regional directors for two-year terms were **Robert L. Mansfield,** Lloyd Mansfield Co., Buffalo, eastern region; **Thomas Towell,** Arthur Towell Inc., Madison, Wis., central region; **E. B. Greenhaw,** Greenhaw & Rush Inc., Memphis, southern region; and **John F. Greenlee,** Cline Adv. Service, Boise, Idaho, western region.

INTERNATIONAL


Mr. Hyman

Eliot Hyman elected president of Seven Arts Productions Ltd., succeeding **David B. Stillman,** who died April 25 of heart attack. Mr. Hyman, who has served as executive VP of Seven Arts since its organization in 1960, will retain his position as president of Seven Arts Associated Corp., American-operated subsidiary of parent Canadian firm. **Michael Baumohl** appointed Seven Arts' advertising and publicity director for United Kingdom and continental Europe, effective June 10. Seven Arts finances, produces and distributes motion pictures, TV and stage productions.

Roy Green, formerly of CHCH-TV Hamilton, Ont., named manager of National Time Sales, Toronto, a branch of Air-Time Sales Ltd., that city. National Times Sales will concentrate on selling 10 smaller market radio stations, while Air-Time Sales will work on major market stations.

Jack Saunders, assistant advertising manager of Home Products International, subsidiary of American Home Products, New York, appointed advertising manager. Mr. Saunders succeeds **Walter Sauer,** who is retiring.

Ian Ritchie, supervisor of station relations for Canadian Broadcasting Corp.'s TV network in Toronto, named assistant director of station relations at CBC headquarters in Ottawa. **Donald MacDonald,** CBC public relations officer at Toronto, succeeds Mr. Ritchie at Toronto.


Mr. Cooke

William Cooke, sales manager of Canadian Broadcasting Corp.'s television division at Toronto, appointed general manager of newly opened Columbia Broadcasting System Television Network Sales of Canada Ltd., that city, with offices at 2 Carlton Street. New office will look after CBS network shows in Canada.

ALLIED FIELDS

Jack Abrams and **Verne B. Churchill Jr.,** study directors at Market Facts Inc., Chicago, elected VP's.

Gower Champion, director-producer and former theatrical performer, signed to five-year contract as program advisor for Theatre-Vision Color Corp., wholly owned subsidiary of National General Corp., Beverly Hills, Calif., which is developing nationwide closed-circuit color TV network for theaters. Mr. Champion will produce and direct initial live demonstration of system, scheduled to be held in Los Angeles late next month. **Allen V. Martini,** former western division sales manager of United Artists Television, appointed sales and operations coordinator for Theatre-Vision Color Corp.

Jerry Zarin, former marketing research project director at Ogilvy, Benson & Mather, New York, joins Blankenship, Ostberg Inc., market research firm, that city, as account executive and project supervisor.

DEATHS

G. Carlton Fuchs, 48, advertising and promotion manager of WSUN-AM-TV Tampa-St. Petersburg, Fla., died May 14 of cancer at St. Petersburg hospital. Before joining WSUN, Mr. Fuchs was VP of Griffith Adv., St. Petersburg.

Rolande Desormeaux, 37, French-language radio and television singer, died of cancer at Duvernay, Que., on May 15. She was wife of Robert L'Herbier, program director of CFTM-TV Montreal.

Hayden Young, account executive at WIL-AM-FM St. Louis for past year, died May 19 following heart attack.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING May 16 through May 22 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New TV stations

ACTIONS BY FCC

Chicago—Essaness Television Associates. Granted CP for new TV on UHF channel 44 (650-656 mc); ERP 167 kw vis., 83.7 kw aur. Ant. height above average terrain 631.3 feet, above ground 651.6 feet. P. O. address c/o Edwin Silverman, 54 West Randolph Street. Estimated construction cost $553,417; first year operating cost $375,000; revenue $300,000. Studio location to be determined, trans. location Chicago. Geographic coordinates 41° 53′ 05″ N. Lat., 87° 37′ 47″ W. Long. Legal counsel Cohn & Marks, consulting engineer Silliman, Moffet & Kowalski, both Washington. Principals: **Essaness Television Corp.** (60% through **Essaness Theatres Corp.**, owned 94% by **Edwin Silverman**), **Harry F. Chaddick, Charles Aaron, Robert M. Arnold, Gardner H. Stern** and **Justin G. Turner** (each 8%). Essaness Theatres owns several movie houses; Mr. Stern is VP of WTTW Chicago. Chmn. Minow did not participate in grant, Comr. Ford dissented. Action May 15.

Boston, Mass.—Boston Catholic Tv Center Inc. Granted CP for new TV on UHF channel 38 (614-620 mc); ERP 1000 kw vis., 501.2 kw aur. Ant. height above average terrain 440 feet, above ground 287 feet. P.O. address c/o Rt. Rev. Walter L. Flaherty, 25 Granby St., Boston. Estimated construction cost $402,000; first year operating cost $150,000; revenue $150,000. Trans. location Woburn, Mass.; studio location Boston. Geographic coordinates 42° 27′ 23″ N. Lat., 71° 10′ 50″ W. Long. Type trans. RCA TTU-25B, type ant. RCA TFU-46K. Legal counsel McKenna & Wilkinson, Washington, D. C.; engineering consultant George R. Townsend, Springfield, Mass. Principals: **Richard Cardinal Cushing, Rt. Revs. Walter L. Flaherty, Joseph P. Donelan, Timothy F. O'Leary, John S. Sexton and Oscar O'Gorman** and **Henry M. Leen.** All but Mr. Leen, attorney, are Catholic priests. Principals are directors: company is owned by Archdiocese. Action May 15.

***Greenville, S. C.—South Carolina Educational Television Commission.** Granted CP for new TV on UHF channel 29 (560-566 mc); ERP 240 kw vis., 120 kw aur. Ant. height above average terrain 1,142 feet, above ground 151 feet. P. O. address c/o Charles Morris, 2712 Millwood Avenue, Columbia, S. C. Estimated construction cost $369,671; first year operating cost $40,000. Studio and trans. locations both Altamount Road. Geographic coordinates 34° 56′ 26″ N. Lat., 82° 24′ 38″ W. Long. Legal counsel, Dow, Lohnes & Albertson, consulting engineer Lohnes & Culver, both Washington. Commissioners are principals. Action May 15.

APPLICATIONS

Jacksonville, Fla.—Rust Craft Broadcasting Co. UHF channel 36 (602-608 mc); ERP 480 kw vis., 240 kw aur. Ant. height above average terrain 606.6 feet, above ground 994 feet. P. O. address Exchange Realty Building, Steubenville, Ohio. Estimated construction cost $441,545; first year operating cost $450,000; revenue $400,000. Studio and trans. locations both Jacksonville. Geographic coordinates 30° 18′ 47″ N. Lat., 81° 39′ 00″ W. Long. Type trans. RCA TTU-25B, type ant. RCA TFU-27J. Legal counsel Arnold, Fortas & Porter, consulting engineer Willis C. Beecher, both Washington. Applicant is subsidiary of **Rust Craft Greeting Cards Inc.**, in which largest interest is held by **Berkman** family. Rust Craft owns WBOY-AM-TV Clarksburg, W. Va., WSTV-AM-FM-TV Steubenville, Ohio, WRCB-TV Chattanooga, Tenn., WRDW-TV Augusta, Ga., WSOL Tampa, Fla., WPIT-AM-FM Pittsburgh, WWOL-AM-FM Buffalo, N. Y., and 40% of WVUE-TV New Orleans. Ann. May 16.

***State College, Pa.—Pennsylvania State University.** UHF channel 69 (800-806 mc); ERP 5.74 kw vis., 2.87 kw aur. Ant. height above average terrain 1,129 feet, above ground 310 feet. P. O. address c/o C. R. Carpenter, University Park, Pa. Estimated construction cost $597,424; first year operating cost $249,550. Studio location State College, trans. location rural area nearby. Geographic coordinates 40° 42′ 55″ N. Lat., 77° 53′ 46″ W. Long. Type trans. RCA TTU-1B, type ant. RCA TFU-27DH. Legal counsel Norman E. Jorgensen, Washington; consulting engineer A. Earl Cullum Jr., Dallas. Principals: **board of trustees.** Ann. May 16.

Wichita Falls, Tex.—Reuben B. Knight. UHF channel 22 (518-524 mc); ERP 20.5 kw vis., 10.25 kw aur. Ant. height above average terrain 489.1 feet, above ground 503 feet. P. O. address First Wichita National Bank Building, Wichita Falls. Estimated construction cost $220,450; first year operating cost $180,000; revenue $200,000. Studio and trans. locations both Wichita Falls. Geographic coordinates 33° 53′ 47″ N. Lat., 98° 32′ 33″ W. Long. Type trans. RCA TTU-1B, type ant. Coel CO32U. Legal counsel W. M. Thacker Jr., consulting engineer Ted Overbey, both Wichita Falls. Mr. Knight, sole owner, has oil, gas and real estate holdings. Ann. May 17.

Existing TV stations

ACTIONS BY FCC

KXTV(TV) Sacramento, Calif.—Granted renewal of license. Action May 21.

WJAR-TV Providence, R. I.—Granted renewal of licenses, including main trans., ant. and aux. trans. Action May 15.

New AM stations

ACTIONS BY FCC

Casey, Ill.—Paul Dean Ford. Granted CP for new AM on 800 kc, 250 w-D. P. O. address 4341 South Right St., Terre Haute, Ind. Estimated construction cost $3,220, first year operating cost $25,000, revenue $30,000. Mr. Ford is employe of WMFT Terre Haute, Ind. March 26 initial decision looking toward grant became effective May 15.

Greenville, Ky.—Greenville Broadcasting Co. Granted CP for new AM on 1600 kc, 500 w-D, conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. P. O. address Box 170, Greenville. Estimated construction cost $15,100; first year operating cost $40,000; revenue $46,000. Principals: **Charles P. Stovall Sr.** and **Charles P. Stovall Jr.** (each 50%). C. P. Stovall Jr. is announcer at WLCK Scottsville, Ky.; C. P. Stovall Sr. is oil distributor. Jan. 10 initial decision looked toward grant. Action May 16.

Existing AM stations

APPLICATIONS

WKEI Kewanee, Ill.—CP to increase nighttime power from 100 w to 250 w. Ann. May 16.

WCBQ Whitehall, Mich.—CP to change ant.-trans. and studio location, install DA-D and change station location from Whitehall to North Muskegon, Mich. Ann. May 16.

New FM stations

ACTIONS BY FCC

***San Francisco, Calif.—Simpson Bible College.** Granted CP for new FM on 90.3 mc, ch. 212, 10 w. Ant. height above average terrain 100 feet. P. O. address 801 Silver Avenue, San Francisco 24. Estimated construction cost $300; first year operating cost $2,000. Principals: **board of trustees.** Action May 15.

***Glassboro, N. J.—Glassboro State College.** Granted CP for new FM on 87.5 mc with 10 w. Ant. height above average terrain 37 feet. P. O. address Glassboro. Estimated construction cost $4,100; first year operating cost $2,952. Principals: **board of trustees.** Action May 17.

Ownership changes

ACTIONS BY FCC

WOWE Allegan, Mich.—Granted transfer of control of licensee corporation, **Allegan County Broadcasters Inc.**, from **Harmon LeRoy Stevens** and **John F. Wismer** (each 50% individually) to Mr. Stevens and wife, **Bernardine Stevens**, and Mr. Wismer and wife, **Rose Marie Wismer** (each 50% jointly with wife). No financial consideration involved. Action May 16.

KDNE Aztec, N. M.—Granted assignment of license from **I. E. Shahan** (100%) to **Lewis G. Robinson** and **Martin W. Van Gelderen** (each 38.75%) and **Mary C. Robinson** and **Tirrell S. Van Gelderen** (each 11.25%), tr/as **San Juan Broadcasting Inc., N.S.L.** Consideration $25,000. Action May 21.

KNDC Hettinger, N. D.—Granted transfer of control of licensee corporation from **D. J. Schults** (115 shares), **Gary Hendricks** (9 shares), **Ralph Shults** (1 share), and **Jonas Johnson** (8 shares), d/b as **Hettinger Broadcasting Co.** (191 shares issued), to **Sturgis Radio Inc.** (**Leslie J. Kleven,** 56.4% owner, **Marguerite E. Kleven,** 35%, and **Clarence Glover** and **Russell Molstad,** each 4.3%) and **Kenneth L. Hirsch** (each 66½ shares); remainder of shares held by **Cecil Clark,** 57, and **Allen R. McIntyre,** 1. Consideration $21,812. Sturgis Radio Inc. is owner of KBHB Sturgis, S. D.; Mr. Hirsch is employed by Meyer Broadcasting Co., Williston, N. D. Action May 22.

WFOL-AM-FM Hamilton, Ohio—Granted assignment of CP and license from **Walter L. Follmer** (100%) to Mr. Follmer (93%) and family, tr/as **Walter L. Follmer Inc.** No financial consideration involved. Action May 16.

KSLM Salem, Ore.—Granted transfer of control of licensee corporation, **Oregon**

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Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

Radio Inc., from **Lou C. McCormick** (65.4%), executrix of estate of Glenn E. McCormick, deceased, to **Lou McCormick Paulus** (34.6% before, 100% after transfer), one in same person as Lou C. McCormick. No financial consideration involved. Action May 21.

WEDA-FM Grove City, Pa.—Granted assignment of license from **James V. Perry** (100%) to Mr. Perry (99% plus), d/b as **WEDA Inc.** One share each was issued to **C. A. Isaaco** and **Joseph A. Pelletier** as legally qualifying for directorship. No financial consideration involved. Action May 16.

WCHE West Chester, Pa.—Granted assignment of CP from **Edgar C. Shelton Jr.** (100%) to Mr. Shelton (75%) and **E. Theodore Mallyck** and **Chandler W. Drummond** (25% jointly, d/b as **Bi-States Broadcasters**), tr/as **WCHE Broadcasting.** Consideration $4,960. Bi-States holds CP for new AM at Ocean City-Somers Point, N.J., and is applicant for new AM at Annville-Cleona, Pa. Action May 15.

KFDR Grand Coulee, Wash.—Granted assignment of license from **Ralph A. Nachtmann** (100%) to **Eugene Pournelle** (100%). Consideration $33,000. Mr. Pournelle was parttime employe of KFDR. Action May 21.

WKLC St. Albans, W. Va.—Granted assignment of license from **Raymond I.** (98.6%) & **Clarice S. Kandel** (.7%), d/b as **Kandel Corp.**, to **D. L. Pike & Co.** (100%), tr/as **St. Albans-Nitro Broadcasting Co.**; Pike & Co. is owned by **David L. & Catharine C. Pike** (each 25%) and **John J. Cote, Virginia C. Cote, Lawrence M. Noble Jr., Helen R. Noble, Peter A. Bowers & Susanne R. Bowers** (each 8.33%). Consideration $191,000. Pike & Co. also owns WOHP Bellefontaine, Ohio. Action May 22.

WMTV(TV) Madison, Wis.—Conditionally granted transfer of control of licensee corporation, **Forward Television Inc.**, from **Lee Radio Inc.** (100%) to **O. Charles Lemke** (27.17%) and others, tr/as **Wisconsin Valley Television Corp.** Consideration $563,000. Principals of Wisconsin Valley, licensee of WSAU-AM-FM-TV Wausau, Wis., have extensive newspaper ownership. Grant is conditioned on commission's findings in Docs. 14933-4 (see CHANGING HANDS, May 20). Chmn. Minow and Comrs. Bartley and Ford dissented. Action May 15.

APPLICATIONS

KLOA Ridgecrest, Calif.—Seeks assignment of license from **Israel Sinofsky** (100%), d/b as **Ridgecrest Broadcasting Co.**, to **Norval Dorman** (100%). Consideration $8,500. Mr. Dorman is insurance agent. Ann. May 16.

KTSD(FM) San Diego, Calif.—Seeks assignment of CP from **KGMJ Inc.**, owned by **Rogan Jones** (41.85% individually, and controls 52.9% through 85.44% ownership of **International Good Music Inc.**) and others, to **Sherwood R. Gordon** (100%), tr/as as **Gordon Broadcasting of San Diego Inc.** Consideration $5,000. Mr. Gordon owns KSDO San Diego and KBUZ-AM-FM Mesa, Ariz. Ann. May 16.

WBRY Waterbury, Conn.—Seeks transfer of control of licensee corporation, **Crystal-Tone Broadcasting Inc.** (100 shares before transfer, 80 shares after), from **Gustave Nathan** (100%) to **Kenneth A. Wood Jr.** (25 shares), **Emily W. Underhill, Walter S. Robbins, Alden H. Sulger Jr.** (each 10 shares) and others. Consideration $80,000. Mr. Wood is account supervisor at Young & Rubicam Inc., but will resign upon grant of application; Mrs. Underhill, sister of Mr. Wood, is housewife; Mr. Robbins is insurance agent; Mr. Sulger is VP of Ted Bates & Co. Ann. May 16.

KLIX Twin Falls, Idaho—Seeks assignment of license from **Paramor Corp.** and **Alhambra Corp.** (each 50%), d/b as **KLIX Corp.**, to **William R. Vogel** (70.7%), **William H. Farnham** (14%), **Jack R. Caldwell** (8.1%), **W. O. Corrick** (4.3%), **Dean Harden** (2.8%) and **Darrell Chambers** (.1%), tr/as **Regional Broadcasting Corp.** Consideration $126,000. Applicant owns KWRV McCook, Neb., and WGNS Murfreesboro, Tenn. Ann. May 16.

WHDF Houghton, Mich.—Seeks transfer of control of licensee corporation, **Upper Michigan Broadcasting Co.**, from **Irma O. Burgan** (.6% individually and 59% as executrix of estate of George L. Burgan) to Mrs. Burgan individually (59.6%). No financial consideration involved. Ann. May 16.

WLTN Littleton, N. H.—Seeks assignment of CP from **John** (52%) and **Elizabeth** (48%) **Bowman**, d/b as **Berlin Broadcasting Co.**, to Mr. Bowman (100%), tr/as **Littleton Broadcasting Inc.** No financial consideration involved. Ann. May 16.

WNOH Raleigh, N. C.—Seeks acquisition of negative control of licensee corporation, **North Carolina Electronics Inc.**, from **Frank P. Larson Jr.** (25%) by **James P. Poston** (50% after transfer, 25% before); other ownership remains stable. Consideration $12,000. Ann. May 20.

KDAK Carrington, N. D.—Seeks acquisition of positive control of licensee corporation, **Central Broadcasting Co.**, from **Claire Ihringer** (33 ⅓%) and **F. W. Carr** (33 1/3%) by Mr. Carr and wife, **Lucille Carr** (66 ⅔% jointly); other ownership remains stable. Consideration $13,000. Ann. May 20.

WDAR Darlington, S. C.—Seeks assignment of license from **Walter P. Pearce** (100%) to **D. Carl Cook** (100%), receiver. No financial consideration involved. Ann. May 16.

WREC-AM-TV Memphis—Seeks assignment of license from **WREC Broadcasting Service Inc.** to **Cowles Broadcasting Service Inc.**, parent company of licensee. No financial consideration involved. Ann. May 16.

KRBC Abilene, Tex.—Seeks assignment of license from **Abilene Radio & Television Co.**, to **Radio Abilene Inc.**, separate corporation with same ownership. No financial consideration involved. Ann. May 20.

KRBE(FM) Houston—Seeks acquisition of positive control of licensee corporation, **Texas Fine Music Broadcasters Inc.**, from **Victor F. Branch** (50%) by **Roland A. Baker** (100% after transfer, 50% before). Consideration $42,562. Ann. May 20.

Hearing cases

INITIAL DECISION

■ Hearing Examiner Forest L. McClenning issued initial decision looking toward granting application of Grand Broadcasting Co. for new TV on channel 13 in Grand Rapids, Mich., and denying competing applications of West Michigan Telecasters Inc., MKO Broadcasting Corp. and Peninsular Broadcasting Co. (Grand Rapids Inc., representative of these four applicants, has been operating WZZM-TV on channel 13 in Grand Rapids since Nov. 1, 1962, under interim authorization granted previous July 26 pending regular service by selected applicant in competitive hearing.) Action May 20.

DESIGNATED FOR HEARING

Hershey Broadcasting Inc., Hershey, Pa.—Designated for hearing application for new daytime AM on 1540 kc, 5 kw, 500 w-CH, DA, to determine whether and to what extent corporate stockholder and individual principals of applicant Hershey occupy position of economic dominance over population of city of Hershey and whether grant of application would tend unduly to further or to concentrate such economic dominance. Comr. Hyde dissented. Action May 22.

OTHER ACTIONS

■ By letter, commission denied request by Independent Broadcasting Inc. for waiver of Sec. 1.356 of rules and returned its April 29 tendered application to change trans. site and station location of WDRN (FM) Darien, Conn., to Norwalk and increase ERP on 95.9 mc from 720 w to 1.034 kw and ant. height from 145 feet to 151.7 feet. Action May 22.

■ By memorandum opinion and order, commission, on its own motion, reconsidered and set aside Jan. 30 grant of CP to Atlantic Telecasting Corp. for new VHF TV translator on channel 12 in Jacksonville, N. C., to rebroadcast programs of its WECT (ch. 6) Wilmington. Piedmont Telecasting Corp. is presently constructing WNBE-TV on channel 12 in New Bern at site about 30 miles from proposed translator site, and is expected to be on air within few months. Since there is prima facie evidence that there will be interference between translator and WNBE-TV, commission will withhold further action on translator application to afford Atlantic Telecasting opportunity to amend its application to specify different output channel. Piedmont's petition for reconsideration of Jan. 30 grant and related pleadings were dismissed as moot. Comr. Hyde absent. Action May 22.

■ By order, commission granted request by Broadcast Bureau and extended time to May 23 to file reply to application of Pioneer States Broadcasters Inc. for review in proceeding on its application for new AM in West Hartford, Conn. Action May 22.

■ Commission gives notice that March 25 initial decision which looked toward granting application of New Madrid County Broadcasting Co. to increase power of KMIS Portageville, Mo., on 1050 kc, D, from 250 w to 1 kw, non-DA; conditions and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419, became effective May 14 pursuant to Sec. 1.153 of rules. Action May 20.

■ By order, commission granted petition by Broadcast Bureau and extended to May 20 time to reply to application of Pioneer States Broadcasters Inc. for review of Review Board's March 25 decision which denied its application for new daytime AM on 990 kc, 500 w, DA, in West Hartford, Conn. Action May 16.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order in proceeding on NBC-RKO broadcast transfers and related applications in Docs. 13085 et al., denied appeal by Philco Broadcasting Co. from examiner's Nov. 20, 1962, action quashing its subpoena duces tecum which sought to obtain certain documents essentially relating to RCA's patent licensing activities outside U. S. Board found that no basis was shown to warrant considering appeal from chief hearing examiner's decision at this time rather than deferring such action until proceeding reaches commission in its normal course. Board Member Nelson not participating. Action May 21.

■ By memorandum opinion and order in proceeding on applications of Putnam Broadcasting Corp. and Port Chester Broadcasting Co. for new AM stations in Brewster and Port Chester, respectively, both New York, granted joint petition for approval of agreement whereby Putnam would withdraw its application in consideration of option to acquire 45% of stock in new corporation which would be created by Port Chester Broadcasting Co.; dis-

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, May 24

	ON AIR		NOT ON AIR	TOTAL APPLICATIONS
	Lic.	Cps.	Cps.	for new stations
AM	3,801	43	133	390
FM	1,088	21	101	198
TV	518	60	87	120

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, May 24

	VHF	UHF	TOTAL TV
Commercial	486	92	578
Non-commercial	47	21	68[1]

COMMERCIAL STATION BOXSCORE

Compiled by FCC, April 30

	AM	FM	TV
Licensed (all on air)	3,789	1,078	518
Cps on air (new stations)	51	28	60
Cps not on air (new stations)	128	104	84
Total authorized stations	3,968	1,210	662
Applications for new stations (not in hearing)	232	180	72
Applications for new stations (in hearing)	166	13	48
Total applications for new stations	398	193	120
Applications for major changes (not in hearing)	266	88	41
Applications for major changes (in hearing)	54	3	8
Total applications for major changes	320	91	49
Licenses deleted	0	1	0
Cps deleted	0	1	1

[1]Includes 3 stations operating on unreserved channels.

missed Putnam application with prejudice; and retained in hearing status for resolution of remaining issue Chester application. Board Member Nelson not participating. Action May 21.

■ Granted petition by Broadcast Bureau and extended to May 27 time to file exceptions to initial decision in proceeding on AM applications of Don L. Huber, Madison, and Bartell Broadcasters Inc. (WOKY), Milwaukee, both Wisconsin, in Docs. 14413-4. Action May 21.

■ By memorandum opinion and order in proceeding on application of Rhinelander Television Cable Corp. for new AM in Rhinelander, Wis., in Doc. 14971, granted appeal by respondent Oneida Broadcasting Co. (WOBT), Rhinelander, from examiner's ruling that financial issue is limited to inquiry into availability of funds and reasonableness of operating expenses, and does not encompass question of adequacy or sufficiency of funds. Review Board ruled that examiner should have allowed inquiry into sufficiency as well as availability of funds. Action May 17.

■ By memorandum opinion and order in proceeding on AM applications of Abacoa Radio Corp. to change facilities of WRAI Rio Piedras (San Juan) and Mid-Ocean Broadcasting Corp. for new station in San Juan, both Puerto Rico, in Docs. 14977-8, denied petitions by (1) Abacoa to delete coverage issue 4 and (2) Mid-Ocean to enlarge issues to determine whether Rio Piedras is separate community from San Juan within meaning of Sec. 3.30(a), and financial qualifications of Abacoa. Action May 17.

■ By memorandum opinion and order in AM consolidated proceeding in Docs. 14873 et al., denied untimely filed joint petition by applicants Prince William Broadcasting Corp. (WPRW), Manassas, and Colchester Broadcasting Corp., Herndon, both Virginia, to delete hearing issue 9 concerning overlap. Board Member Nelson not participating. Action May 17.

■ By memorandum opinion and order, granted motion by Birch Bay Broadcasting Inc. and made immediate grant of part of its application seeking increased daytime power of KARI Blaine, Wash., on 550 kc from 500 w to 5 kw, conditioned that presunrise operation with daytime facilities is precluded pending final decision in Doc. 14419; retained in hearing status portion of application seeking nighttime operation with 1 kw, DA-2. Board Member Slone not participating. Action May 17.

■ By memorandum opinion and order in proceeding on application of Rhinelander Television Cable Corp. for new AM in Rhinelander, Wis., in Doc. 14971, denied late filed petition by Oneida Broadcasting Co. (WOBT), Rhinelander, to modify financial hearing issue. Action May 16.

■ By memorandum opinion and order, granted joint request by Coastal Broadcasters Inc., Colchester Broadcasting Corp. and Virginia-Potomac Broadcasting Corp. for approval of agreement whereby Coastal or Colchester would reimburse Virginia-Potomac $2,500.00 for expenses incurred in connection with latter's application for new daytime AM on 1440 kc, 5 kw, DA, in Herndon, Va., in return for its withdrawal; dismissed Virginia-Potomac's application with prejudice; retained in hearing status Coastal and Colchester applications for new stations in Herndon in consolidated proceeding in Docs. 14873 et al. Action May 16.

■ Granted petition by Broadcast Bureau and extended to May 27 time to file exceptions and supporting brief to initial decision in proceeding on AM application of Avoyelles Broadcasting Corp., New Roads, La. Action May 16.

■ By memorandum opinion and order in proceeding on applications for new AM stations of Edina Corp., Edina, and Tedesco Inc., Bloomington, both Minnesota, in Docs. 14739-40, (1) denied appeal by Tedesco from examiner's April 1 order limiting submission of proposed findings and conclusions to those issues which are specifically required to be determined before contingent issues come into play; and (2) denied Broadcast Bureau's petition for acceptance of late filed pleading. Action May 15.

■ By memorandum opinion and order in proceeding on applications of Wellersburg TV Inc. and People's Community Television Association Inc. for new VHF TV translator stations in Wellersburg, Pa., and LaVale, Md., respectively, in Docs. 14857 et al., denied petition by Broadcast Bureau to dismiss applications for noncompliance with local notice requirements of Sec. 1.362 of rules. Denial does not foreclose Bureau from renewing its request if, subsequent to meeting agreed upon at prehearing conference, and following establishment of new hearing date, applicants do not seek to fulfill obligations under Sec. 1.362. Action May 15.

ACTIONS ON MOTIONS

■ Scheduled further prehearing conference for May 17 in consolidated AM proceeding on applications of Coastal Broadcasters Inc., Herndon, Va., et al. Action May 16.

■ In proceeding on applications of Blue Island Community Broadcasting Inc. and Elmwood Park Broadcasting Corp. for new FM stations in Blue Island and Elmwood Park, both Illinois, respectively, and Evelyn R. Chauvin Schoonfield for renewal of license of WXFM(FM) Elmwood Park, in Docs. 12604, et al., upon request by Blue Island, continued May 17 hearing conference to May 20. Action May 15.

By Chief Hearing Examiner James D. Cunningham

■ In proceeding on applications of Marshall Broadcasting Co. and Wright Broadcasting Co. for new AM stations in Marshall and East Lansing, respectively, both Michigan, in Docs. 15017-8, granted petition by Marshall and extended to May 20 time to file responsive pleading to motion by Wright for leave to amend its application. Action May 20.

■ Granted petition by Midnight Sun Broadcasters Inc. to extent of dismissing, but with prejudice, application of Sitka Broadcasting Co. for assignment of license of KIFW Sitka, Alaska, to Midnight Sun and terminated proceeding. Action May 16.

By Hearing Examiner Basil P. Cooper

■ Granted petition by WOMA TYPA Broadcasting Co. and continued from May 16 to June 13 evidentiary hearing in proceeding on its application for new AM in Mount Airy, N. C. Action May 15.

By Hearing Examiner Thomas H. Donahue

■ Granted motion by Smackover Radio Inc., Smackover, Ark., and extended from May 15 to May 20 time to file proposed findings in proceeding on its AM application and that of Magnolia Broadcasting Co. (KVMA), Magnolia, Ark. Action May 16.

By Hearing Examiner Walther W. Guenther

■ In proceeding on application of Western Broadcasters Inc. for new AM in Cheyenne, Wyo., (1) cancelled May 15 and May 21, respectively, controlling dates for exchanges of applicant's engineering exhibits (preliminary and final), (2) directed applicant to file by June 3 proposed engineering amendment to its application, and (3) continued June 4 hearing to July 5. Action May 21.

By Hearing Examiner Isadore A. Honig

■ Issued memorandum formalizing rulings made at May 7 hearing on AM application of Brainerd Broadcasting Co. (KLIZ), Brainerd, Minn., granting (1) applicant's petition for leave to amend so as to effect changes in its financing proposal and (2) request for leave to make further amendment to its financing proposal. Action May 7.

By Hearing Examiner Annie Neal Huntting

■ Granted joint petition by applicants and Broadcast Bureau and extended from May 28 to June 28 time to file proposed findings and from June 28 to July 30 for replies in proceeding on applications of Newton Broadcasting Co. and Transcript Press Inc. for new AM stations in Newton and Dedham, both Massachusetts. Action May 20.

■ Gave notice to those applicants in Rochester, N. Y., TV channel 13 proceeding who propose to file petitions for leave to amend due to changes in principals or residence of principals that hearing examiner expects all such petitions to be filed with dispatch if they are to be given favorable consideration. Action May 15.

By Hearing Examiner H. Gifford Irion

■ Granted petition by Broadcast Bureau and extended from May 17 to May 24 time to file proposed findings in proceeding on application of Helix Broadcasting Co. for new AM in La Mesa, Calif. Action May 17.

■ Upon request by Broadcast Bureau, extended from May 15 to May 17 time to file proposed findings and conclusions, with reply findings to be received not later than May 31, in proceeding on application

of Helix Broadcasting Co. for new AM in La Mesa, Calif. Action May 14.

■ By memorandum opinion and order, granted motions by Debs Memorial Radio Fund Inc. (WEVD), WPOW Inc. (WPOW), both New York, and Rensselaer Polytechnic Institute (WHAZ), Troy, N. Y., for acceptance of amendments to reflect agreement concerning hours of operation, and removed from hearing and returned to processing line amended applications for renewal of license. Action May 14.

By Hearing Examiner Forest L. McClenning

■ On own motion, scheduled hearing conference for May 17 in Perrine-South Miami TV channel 6 proceeding in Docs. 12666-8. Action May 14.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Upon request by Broadcast Bureau and Tedesco Inc., and without objection by Edina Corp., extended from May 27 to June 10 date to file proposed findings of fact in proceeding on applications of Edina Corp. and Tedesco Inc. for new AM stations in Edina and Bloomington, respectively, both Minnesota, in Docs. 14739-40. Action May 20.

■ By order, formalized certain agreements reached and rulings made at May 15 prehearing conference in proceeding on applications of Charles W. Stone for renewal of license and for change of facilities of KCHY Cheyenne, Wyo., and Fort Broadcasting Co. for renewal of license of KDAC Fort Bragg, Calif., in Docs. 14816 et al., and scheduled certain procedural dates, and continued July 15 hearing to Sept. 10, in Cheyenne. Action May 15.

By Hearing Examiner Herbert Sharfman

■ Upon request by Broadcast Bureau and without objection by other parties in revocation proceeding against Martin R. Karig (WIZR), Johnstown, N. Y., and other Karig and related applications in Docs. 14617 et al., further extended from May 20 to May 24 time to file initial proposed findings and from June 3 to June 7 for replies. Action May 16.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of May 21

WSJS-TV Winston-Salem, N. C.—Granted CP to change ERP to 308.4 kw vis. and 154.5 kw aur. (both DA), install new main trans. and ant. and aux. ant., make changes in ant. system and equipment and change ant. height to 1960 feet.

KCBD-TV Lubbock, Tex.—Granted CP tc install aux. ant. system at main trans. and ant. location.

WTAN-FM Clearwater, Fla.—Granted mod. of CP to decrease ERP to 18 kw and ant. height to 130 feet, change ant.-trans. location, make changes in ant. system and delete remote control; condition.

KERI(FM) Bellingham, Wash.—Granted mod. of SCA to add sub-carrier frequency of 22 kc.

KFGQ-AM-FM Boone, Iowa—Granted authority to sign-off at 4:30 p.m. on following dates: Memorial Day, May 30; Independence Day, July 4; and Labor Day, Sept. 2.

WCIU(TV) Chicago, Ill.—Granted extension of completion date to Nov. 21.

Actions of May 20

WEZY Cocoa, Fla.—Granted license covering increase in daytime power.

WEZE Boston—Granted licenses covering installation of aux. and main trans. with remote control operation with non-DA daytime.

WNEP-TV Scranton, Pa.—Waived Sec. 3.613(a) and (b) of rules and granted mod. of license to change main studio location (main trans. and ant.) to Wilkes-Barre—Avoca, Pa.

■ Granted licenses covering increase in daytime power and installation of new trans. for following: KSEK Pittsburg, Kan., and redescribe main studio and trans. location; KKAN Phillipsburg, Kan.

■ Following stations were granted extensions of completion dates as shown: *KCSM-TV San Mateo, Calif., to Nov. 20; WBKB (main trans. and ant.) Chicago, to Nov. 20; WTIX New Orleans, to Dec. 1; KCTY Salinas, Calif., to June 30.

Actions of May 17

KCPX-FM Columbia Pictures Electronics Inc., Salt Lake City—Granted mod. of license to change name to Screen Gems Broadcasting Corp.

KHOZ-FM Harrison, Ark.—Granted license.

WHAI Greenfield, Mass.—Granted license covering use of old main trans. as aux. trans. at main trans. site.

KCPX-AM-TV, Columbia Pictures Electronics Inc., Salt Lake City—Granted mod. of licenses to change name to Screen Gems Broadcasting Corp.

WJBL Holland, Mich.—Granted CP to change ant.-trans. location and make changes in ground system.

K08CS Roosevelt, Fort Duchesne, White Rocks and Neola, all Utah—Waived Sec. 1.323(b) of rules and granted CP to replace expired permit for new VHF TV translator station.

■ Granted CP's to replace expired permits for following new VHF TV translator stations: K13EN, Quinn River Television Maintenance District, Orovada, Nev.; K02AT, K11BU, Elkton T.V. Assn., Elkton, Ore.

■ Following were granted extensions of completion dates as shown: WVIC(FM) East Lansing, Mich., to Sept. 15; KMRE Spokane, Wash., to Sept. 6; WYOQ Wyoming, Mich., to Nov. 27; WPRC Lincoln, Ill., to Nov. 9; KGMI-FM Bellingham, Wash., to Aug. 30; KGAR Vancouver, Wash., to Sept. 1; *WHAD(FM) Delafield, Wis., to July 18.

Actions of May 16

KDFN Doniphan, Mo.—Granted license.

WMTE Manistee, Mich.—Granted license covering increase in daytime power.

***KBYU-FM Provo, Utah**—Granted license covering move in ant.-trans. and studio location and changes in ant. system.

WCTM(FM) Eaton, Ohio—Granted license covering changes in ERP, ant. height, ant. system and type ant.; remote control permitted.

WEW St. Louis—Granted license covering change in ant.-trans. location and specify type trans.

WGNI Wilmington, N. C.—Granted license covering use of old main trans. as alternate main nighttime and aux. daytime trans. at main trans. site; remote control permitted.

KOKA Shreveport, La.—Granted license covering use of main nighttime trans. as aux. trans. daytime only.

WCMN Arecibo, P. R.—Granted license covering use of old main trans. for aux. purposes only at main trans. site; remote control permitted.

KWBE Beatrice, Neb.—Granted license covering changes in ant. system.

WNAB Bridgeport, Conn.—Granted license covering use of old main trans. for aux. purposes only at main trans. site; remote control permitted.

WJEJ-FM Hagerstown, Md.—Granted license covering change of trans. exciter unit.

KRSN-FM Los Alamos, N. M.—Granted CP to install new trans. and ant., increase ERP to 4.9 kw and ant. height to minus 22 feet and make changes in ant. system; condition.

WCMR Elkhart, Ind.—Granted CP to make changes in daytime DA pattern.

WCPC Houston, Miss.—Granted mod. of CP to make changes in DA system; condition.

KVCW(FM) Bartlesville, Okla.—Granted authority to remain silent for period ending Aug. 15.

■ Granted licenses for following: KNJO (FM) Thousand Oaks, Calif.; KPRS-FM Kansas City, Mo.; WOCH-FM North Vernon, Ind.; KLUE-FM Longview, Tex.; WKHM-FM Jackson, Mich., and specify type trans.

■ Granted licenses covering increase in daytime power and installation of new trans. for following: WNAB Bridgeport, Conn., and specify type trans.; KANE New Iberia, La., and specify type trans.; WCMN (main) Arecibo, P. R., and specify type trans.

■ Granted licenses covering installation of new trans. for following: KFSC Denver; KLUE Longview, Tex., and specify geographic coordinates; KEEN-FM San Jose, Calif., and specify type trans.

■ Granted licenses covering installation of aux. trans. for following: KITE Terrell Hills, Tex.; KMHL Marshall, Minn.; WGWC Selma, Ala.

Actions of May 15

WGPR(FM) Detroit—Granted SCA on sub-carrier frequency 67 kc; without prejudice to such further action as commission may deem warranted as result of its inquiry into affairs of WGPR.

WBAY-FM Green Bay, Wis.—Granted license covering change in ERP and installation of new trans.; redescribe trans. location as De Pere, Wis.

WIOU Kokomo, Ind.—Granted license covering use of old main trans. as alternate main nighttime and aux. daytime trans., with DA day and night, at main trans. site.

WCPO Cincinnati—Granted license covering installation of new alternate main trans.

WMRN Marion, Ohio—Granted license covering installation of aux. trans.

WNOH Raleigh, N. C.—Granted license covering changes in ant. system.

WILE Cambridge, Ohio—Granted license covering use of old main trans. as aux. trans. at main trans. site; remote control permitted.

WPHB Philipsburg, Pa.—Granted license covering change in ant. and trans. location.

WSTO(FM) Owensboro, Ky.—Granted license covering changes in type trans. and type ant.; redescribe trans. and studio sites.

***KCRW(FM) Santa Monica, Calif.**—Granted CP to increase ERP to 1.5 kw, increase ant. height to minus 300 feet, install new ant. and make changes in ant. system.

WOWL Florence, Ala.—Granted CP to change studio and ant.-trans. locations, and make changes in ground system and ant. system (increase height); remote control permitted.

KSD St. Louis—Granted CP to install new aux. trans. and decrease daytime power on 550 kc from 5 kw to 1 kw, continued nighttime operation with 500 w, non-DA for aux. purposes only.

KYTV(TV) Springfield, Mo.—Granted mod. of CP to delete authority to install aux. trans.

KAMD Camden, Ark.—Granted mod. of CP to make changes in DA system (specify location for additional tower of proposed daytime array) and in ground system; conditions.

■ Granted licenses for following: KUMU Honolulu; WKJK Granite Falls, N. C.; WKJR Muskegon Heights, Mich., and specify geographic coordinates; WFAW Fort Atkinson, Wis., and specify main studio location same as trans.; WSEM Donalsonville, Ga., and specify type trans.; WFTL-FM Fort Lauderdale, Fla.; WTTF-FM Tiffin, Ohio, and specify type trans.; WBEL-FM South Beloit, Ill., and specify ant. height as 183 feet and specify main studio location and remote control point.

■ Granted licenses covering increase in daytime power and installation of new trans. for following: KDEN Denver; WIOU Kokomo, Ind., and make changes in daytime DA pattern and specify geographic coordinates; WLEW Bad Axe, Mich., install DA-D and specify type trans.; condition.

■ Granted licenses covering increase in power and installation of new trans. for following: KFGQ Boone, Iowa, and specify type trans. and geographic coordinates; WJAY Mullins, S. C.

■ Following were granted extensions of completion dates as shown: *WUSF(FM) Tampa, Fla., to Aug. 13; WMID Atlantic City, N. J., to July 20.

Action of May 14

Mia Enterprises Inc., Beatrice, Neb.—Granted CP for new UHF TV translator station, on channel 75, to translate programs of KMTV(TV) (ch. 3) Omaha.

Fine

■ Commission is advising WHAS Inc., licensee of WHAS-TV Louisville, Ky., that it is apparently liable to forfeiture of $1,000 for violating Sec. 317 of Communications Act and commission's covering rules by not identifying sponsor of political broadcast in connection with May 28 gubernatorial election. Chrm. Minow abstained from voting; Comr. Cox concurred. Action May 22.

Rulemaking

PROPOSED

■ Commission proposed rulemaking to make basic changes in rules governing AM assignments and also look toward eventual integrated AM-FM aural service. Finalization of proposed rules would permit lifting present AM freeze. Comments are invited by July 17. Above action was taken by Comrs. Minow (chairman), Hyde, Bartley, Lee, Ford, Henry and Cox, with Comr. Hyde dissenting and issuing statement; Comr. Bartley concurring except for paragraphs 11 through 22 of document, and Comr. Ford concurring and issuing statement. Action May 15.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) ***(FINAL DEADLINE—Monday preceding publication date.)***

- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum*** • **HELP WANTED 25¢ per word—*$2.00 minimum.***
- **DISPLAY ads $20.00 per inch—*STATIONS FOR SALE, WANTED TO BUY STATIONS* and *EMPLOYMENT AGENCIES advertising requires display space.***
- **All other classifications 30¢ per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Southern California, immediate opening for solid salesman, capable of management, with top station multiple chain. Good starting salary. Box G-12, BROADCASTING.

Managers, small and major market manager vacancies in established eastern group operation. . . Prime consideration to successful sales managers with programing community service appreciation, excellent character and ambition to advance. Send full details. Box G-235, BROADCASTING.

Sales manager or salesman with qualifications, large midwest market. Box G-291, BROADCASTING.

Sales manager $150 to $170 a week salary with bonus arrangement. 5,000 watt daytimer. Leading station in area in billing and ratings. Directly affiliated with Herald Tribune and five CBS television stations. Personal interview necessary. Call H. N. Thayer, WGHQ, Kingston, N. Y.

Sales

Columbus, Ohio . . . Immediate opening for good salesman, management experience or ready. Top independent. Growing chain, good salary plus. Please write fully. Box G-13, BROADCASTING.

Your greatest dollar potential is in booming Atlanta, tough, competitive market, top future earnings, for hard working knowledgeable pro . . . interested? Box G-15, BROADCASTING.

Announcer for established, successful good music station San Francisco Bay area. First class license essential. Good voice important. Send tape. Knowledge of classical music, ability to handle news helpful. Permanent position with definite management potential. Maintenance not important. Good board performance essential. Ideal living conditions. Good salary for right man. This is addition to present staff. Must have minimum two year experience on quality station. No beginners. Give full details including educational background first reply. Preference to Northern California resident. Box G-199, BROADCASTING.

Michigan regional in medium market. Opening for salesman with year or more small or medium market experience who wants to move to larger market and larger income. Replies confidential. Give full details and photo. Box G-258, BROADCASTING.

Minneapolis . . . sales manager and salesman. New creative programing, tremendous sales. Tools. Box G-299, BROADCASTING.

Wanted: Radio advertising salesman. Must have related sales experience or degree. Permanent career opportunity with chance for advancement. Adjacent Seattle, Washington area. Send resume to Box G-303, BROADCASTING.

Rockford Illinois metropolitan market has lucrative position for experienced radio salesman, full of ideas and energy. Opportunity for real solid income with a solid established operation. Family man preferred. Guarantee, 20% commission, car allowance. All replies confidential. Box G-310, BROADCASTING.

FM salesman. The town is yours! Success—failure your choice. Washington, Box G-346, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Salesman-announcer to operate remote studio in county seat town of 5000. Midwest. Send resume and tape. Box G-368, BROADCASTING.

Wanted: Announcer with first phone for summer relief. WAMD, Aberdeen, Md.

Sales Manager-Station Manager for new 5000/500 watt directional fulltime KWNS Pratt, Kansas. Small competitive market with large potential for hard worker. Profit sharing and chance for investment for productive manager. Also need area salesman commission basis and first phone announcer. Immediate openings contact Bill Huffman, owner.

Do you have sales relationship with radio management in your region or state? Representatives are needed by new radio syndication team. Send profile to P. O. Box 510. Tucson, Arizona.

Expanding sales force. Need young fast-moving, intelligent salesman. Must have implicit faith in prolific presentation or spec sales tapes. No phone calls. Mail resume, in confidence to, Bill Gallagher, Jr., General Sales Manager, WPIK, Virginia Theatre Building, Alexandria, Virginia. WPIK serves the greater Washington D. C. area with adult programing.

Opportunity awaits if you can substantiate your performance. Sales and management openings. Write: Broadcast Employment Service, 4825 10th Ave. So. Minneapolis, 17, Minnesota.

Announcers

Newsman for local news department. Tape and resume to KBRZ, Freeport, Texas.

If you like both deejay work and news gathering and writing, can do both well here is your opportunity to move up with established Illinois good music station. Excellent pay, many fringe benefits personal interview required. Send tape with complete resume including age, education, marital and draft status, detailed experience and telephone number. Box G-60, BROADCASTING.

Announcer/first phone. Need 1st phone who can maintain 1 kw AM and do decent air shift. State $. All tape returned. Box G-62. BROADCASTING.

Midwest top 40, #1 in market, chain station, looking for newsman and personality dj with first phone. No maintenance. Immediate openings. Send tape and resume today to: Box G-173, BROADCASTING.

Fast paced jock with 1st phone. Excellent opportunity in major midwest market. Box G-81, BROADCASTING.

Experienced announcer desired. Must be dependable, strong on news and commercials. Good pay. 5,000 watt station located in western North Carolina. Send tape and references to Box G-187, BROADCASTING.

Dallas station—not top 40, has opening for top notch announcer with bright mature delivery. Send tape, picture, resume and references. Box G-193, BROADCASTING.

Needed immediately for new station experienced announcer-salesman and announcer program man. Must be young and aggressive, civic minded to fit into small town operation in North Carolina. Good opportunity for right man with growing group. Preferably from N. C., S. C., Va., or Tenn. Box G-211, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Experienced staff announcer for Maryland independent. Mature voice, good references, necessary. Send air check and resume. Box G-250, BROADCASTING.

Newsman to gather, write, and air local news. Midwest. $110/send tape, resume and photo to Box G-255, BROADCASTING.

Want stable combo man who can enjoy small town. Alabama regional station, emphasizing quality. Want man with knowledge of RCA equipment, and good voice. Send resume, picture, tape, references and salary needs to Box G-317. BROADCASTING.

On air newsman who can cover stories, write, report, edit. Immediate opening, leading radio station, a top 10 market, eastern. Send tape, resume. Box G-320, BROADCASTING.

Announcer with first class ticket for New Hampshire station audition tape, picture handwritten resume. Box G-332, BROADCASTING.

First phone engineer-announcer. Chicago fm station maintenance-announcing required. Send tape-resume. Box G-347 BROADCASTING.

New eastern seaboard daytimer needs experienced announcer-engineer with first phone. Box G-357, BROADCASTING.

Needed: Experienced announcer and control board operator for Western North Carolina station, news, all types music. Box G-358, BROADCASTING.

Boston network affiliate. Programed for adult audience. Wants morning. Personality. Not a deejay. Send appropriate audition tape together with complete resume and salary requirements to WEZE.

Experienced announcer newsman for New Jersey independent. Salary commensurate with ability. Box G-362, BROADCASTING.

Announcers, first phone, for Boston area daytimer. Send resume and tapes, not to be returned. Box G-369, BROADCASTING.

Boston Network affiliate. Want experienced newsman with distinctive delivery, send tape together with complete resume and salary requirements to WEZE.

1st phone announcer evening shift with 10:15 sign off. New equipment. Modern studios. Call Jim Jae, Manager, KHMO, Hannibal, Mo.

Needed combination announcer production man capable of writing, selling copy for good music station, send pic and tape to KENN, Farmington, New Mexico.

On air newsman with thorough news background. 40 hours. Opening in August. Send complete information, recent photo and salary requirement in first letter to Michael Dillion, PGM. Dir. KOB Radio, 1430 Coal SW, P. O. Box 1351, Albuquerque, New Mexico.

Experienced first class announcer. Will consider experienced announcer without license. Send replies direct to WCLW, 771 McPherson Street, Mansfield, Ohio.

New Jersey experienced announcer newsman for adult music station. Send preliminary tape, resume. Interview required. WHTG, Rt. 1, Asbury Park.

Help Wanted—(Cont'd)

Announcers

Announcer continuity writer: Immediate opening for man capable in both areas with at least three years experience. Opportunities for advancement for a man capable in commercial production work. B. E. Cowan, Radio WSAC, Box 70, Fort Knox, Kentucky.

Combo dj-newsman: Immediate opening for man capable in both areas with at least three years experience. News will entail leg work, gathering, writing and airing. Send complete resume together with minimum salary requirements. B. E. Cowan, Radio WSAC, Box 70, Fort Knox, Kentucky.

WYNS needs an announer with first phone license. No maintenance—top flight, top forty operation. New station—air conditioned building in Eastern Pennsylvania. Mail tape and your resume to Radio WYNS, Box 115, Lehigton, Pa., or phone 377-1150.

Fast paced 1st phone announcer needed in Madison, Wisconsin. Middle of the road format requires personality but good production. Send tape, and resume to Chuck Mefford, WISM.

Have immediate opening for announcer. Some experience desirable. Ability to type helpful. Send tape, resume, picture, expected salary. Art Moran, WMEK, Chase City, Virginia.

Wanted: Negro dj, announcer, experienced, reliable, good references, strong on news. Position at top midwest market station. Send resume & tape to KPRS, Radio, 2814 E. 23rd Street, Kansas City, Missouri.

Mature voice (not announcer) for syndication. Warm easy style. Send tape, read from Reader's Digest; humor, serious. Box G-300, BROADCASTING.

Trained or experienced announcers at all levels needed to consider appropriate opportunities. Confidential. Professional placement. Broadcast Employment Service, 4825 10th Ave. So. Minneapolis, 17, Minnesota.

Announcer news. 1st ticket. No maintenance. Daytime mutual, good opportunity with growing organization. Salary open. Send tape and resume to WJUD, St. Johns, Michigan.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. **Free sample.** Lyn Publications. 2221, Steiner St., San Francisco.

Fulltime country western regional station needs top flight experienced first class combo man. Should be strong deejay, light maintenance. Send full resume including references, that will stand up. Wants solid citizen. Man's ability will determine pay. P. O. Box 740, Warrenton, Va. or phone Ken Chapin Area code 703-347-1420.

Technical

Growing chain wants capable First Class engineer for Phila. area station. Ideal atmosphere for good man. Many fringe benefits. Personal interview essential. Tell all, including salary requirements to Box G-340 BROADCASTING.

Engineer announcer capable of assuming complete responsibilities of studio engineer, and, willing to work with our transmitter engineer. Also must carry some air work. Send complete resume, tape, and references to KPEG, E. 3810 Boone, Spokane 24, Washington.

TV engineer experienced in close circuit tv installation and maintenance. Broadcast experience desirable. Mr. Don Wheeling, Video Engineering Co., Washington, D. C. Phone 882-6131.

Work near your home, anywhere. Unusual nationwide service. Pays $3.00 hour. Start. Write for details. John Kulik, Keene 2, N. H.

Copywriter—Top Michigan station needs strong copywriter. Splendid opportunity for good "head" man. Send background, photo, and sample copy to Box G-276, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Engineer announcer needed immediately. Excellent working conditions and good pay. WDLT, Indiana, Mississippi.

Engineer. Some experience. Salary open. WVOS, Liberty, New York.

Chief engineer position open. Board shift required (good music format). Prefer man who can handle some sales. Alan Beach, KNEZ, Lompoc, California. RE 6-3496.

Chief Engineer-Operations Manager 250 Watt directional. Must maintain RCA transmitter. Collins tape & ramrod operation. Start $5,000 plus. Beautiful Texas city of 60,000. Apply W. L. Whitworth, KZEY, Tyler, Texas.

Wanted: Negro engineer, first phone with am-fm studio experience & strong maintenance background. Send resume to KPRS Radio, 2814 E. 23rd St., Kansas City, Missouri.

Advancement opportunities of ticketed men. Write to: Broadcast Employment Service, 4825 10th Ave. South, Minneapolis, 17, Minnesota.

Production—Programing, Others

Immediate opening for experienced air man to take charge of program department in small West Virginia market. We need quality voice for production and experienced man to direct staff. Send resume to Box G-248, BROADCASTING.

Powerful, northern Indiana radio station has opening for newsman. Must be thoroughly based on covering, writing, editing and airing local news. Top pay. First phone required. Chance to join one of the most respected news staffs in the nation. Box G-219, BROADCASTING.

Immediate opening for experienced newsman for West Virginia market. Send resume to Box C-249, BROADCASTING.

Experienced, imaginative writer for top rated am fm. Traffic experience helpful. Send resume, work sample, photo to John Campbell, KWBB, P.O. Box 486, Wichita, Kansas.

Newsman: Immediate opening for seasoned and experienced newsman in gathering writing airing news. Rare opportunity for creative writer. Also possibility of eventual directorship for a man with degree in Journalism or English major. Send complete resume with photo and tape, together with samples of writing ability. Please state minimum salary requirements. B. E. Cowan, Radio WSAC, Box 70, Fort Knox, Kentucky.

RADIO

Situations Wanted—Management

Successful manager and top notch salesman; will consistently make money for any station in small or medium market; thoroughly experienced all phases; best references. Available for right job in northeast or upper midwest. Box G-282, BROADCASTING.

Heavy on sales and special events. First year's operation: Gross-58% increase; net greater than previous five years combined. Pending new contract unsatisfactory. Box G-292, BROADCASTING.

Desire step up to management/sales management. Currently top sales metro market. Management experience. Any size market anywhere. Expensive, worth it. 41, best references. Box G-302, BROADCASTING.

Desire first management assignment. Experienced: Salesman, news, music production. College, single, veteran. Box G-147, BROADCASTING.

General manager. Major market only. Good men are rarely available. One is now. Box G-367, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Engineer desires first assignment as manager. Engineer position in small to medium market. 48 married, top character references. Box G-311, BROADCASTING.

Seeking managerial position. Family man. Permanent position desired. 21 years experience in all phases of broadcasting. Box G-314, BROADCASTING.

Broadcaster, 27 married. 10 years experience. Award winning newscaster, programer, production, continunity. Limited sales. Desires small station operations directorship. References excellent. Box G-335, BROADCASTING.

Creative, dependable manager or salesmanager, thoroughly experienced all phases radio. Can sell, direct staff, keep sponsors happy, and show a profit. Prefer Rocky Mountains or west. Box G-342 BROADCASTING.

Owners managers attention: Conscientious, mature, happily employed morning announcer desires position of responsibility with less air work, as operations Manager or assistant manager, program manager with medium market Iowa, Illinois, or Indiana am or fm. Must be reputable, modern good music station. Seven years experience all phases except management. Big ten university graduate with broadcasting major. Know music. Production minded and detail conscious. Familiar with completely automated fm programing. Four years at present job. Veteran, married, 28. Merit upper four figures. Desire interview to exchange excellent references. Phone 309-762-8179 or Box G-352, BROADCASTING.

13 years broadcasting experience. Past station manager. 32, family, college grad. First phone. Box G-359, BROADCASTING.

Moderate salary in return for professional job of management of absentee owned radio station. Presently managing 50 kw in Metropolitan market, but don't let this stop your reply to this ad! I WANT OUT! I desire to return to the smaller market and be content with returning the expected profit to the owner and attend the Kiwanis club on Tuesday night and see someone who will know me when they see me on the street. It should be evident that I have had success in management otherwise I would not be in present position. I am happily married, the wife will assist and help keep overhead down. I'm turning 40 come December, 14 years in all phase of radio. Health excellent, habits good. Available 30 days after we get together, possibly sooner. Air mail your letter to P. O. Box 9643 St. Louis 22, Missouri.

Sales

30% straight commission, midwest ale upper. Experience-ideas make you money. Box G-286, BROADCASTING.

Announcers

First phone, combo experience young want metropolitan top forty. Box G-35, BROADCASTING.

News director employed metro market. Pulse rated #1 station seeking opportunity with news minded and progressive operation. Married. Box G-309, BROADCASTING.

Sparkling, tasteful morning humor, believeable personality, something a little different. Mature, clever music show. Ultra successful, fast moving sales vehicle. Box G-313, BROADCASTING.

Announcer d.j. 6 years experience now working in New York would like to relocate in Florida. Box G-315, BROADCASTING.

An experienced announcer with an A.B. in radio speech is looking for the right organization. 23, currently employed. Box G-316, BROADCASTING.

D.J. wants to swing. 1 year middle of the road experience. Single. Box G-326, BROADCASTING.

Situations Wanted—(Cont'd)

Announcer

Creative, intelligent announcer seeking cosmopilitan market. Smooth, sincere, personable performer no gimmicks, good programing with individual touch. Eight years experience, married, 31 years old. Box G-334, BROADCASTING.

First phone. 12 years AM-FM experience. 2½ years as chief engineer. Maintenance production technician. G-347, BROADCASTING.

News director. Extensive major market experience in special events, public affairs, editorial programing. Successful background as top rated radio TV newscaster, frequent network feeds. Award winning newsfilm photographer. Kine, top references. Box G-341 BROADCASTING.

New England. Experienced, talented, deejay. Strong on news, plus clever copy. Box G-345, BROADCASTING.

Good music personality. Authoritative news. Experienced. Married. Presently morning man. Mature, pleasing sound. $125. Box G-349 BROADCASTING.

D.J./announcer wants to locate permanently. 6 months experience middle of the road. Tight board, young, married, dependable. Also like to do record hops. Available June 15. Minimum $75. Box G-350, BROADCASTING.

First phone, degree, reliable, imaginative good voice. Personable, can sell, knows music. Desire job with good music station. Box G-353, BROADCASTING.

News, d.j. announcer. 9 years experience in radio and television. Two years college. Veteran. Box G-354, BROADCASTING.

Announcer early morning. Prefer east coast. 13 years television. Married. Tapes on request, references, Box G-360, BROADCASTING or phone code 305-743-5565 9 to 5.

Swinging dj, announcer. Tight show, good production, hard worker. Veteran, married, good references. Available immediately for southern market. P. O. Box 6, Dickson, Tennessee.

College student wants to continue college part time, and work full time. Swinging top 40. Sales experience. Top references. Jim Coursolle, 5909 Lee Valley Road, Mpls. 24, Minnesota.

Experienced first phone announcer available immediately; prefer California; phone 415-221-7426 or write Peter Hoegg, 709 6th Avenue, San Francisco 18.

"Combo man experienced mike man with first class ticket is available now, telephone 813-688-1142."

5 years experience. DJ announcer, morning man. Northeast, family man. 31. Box G-363, BROADCASTING.

$I have to offer$. Presently employed, looking for a future. With bright 1st phone capable of complete maintenance and having major market news and announcing experience desires to relocate with a station taking an active interest in community activities. Prefer engineering news combination, but will consider board work. Age 25, married and draft exempt. Tapes of both news and announcing available. Box G-371, BROADCASTING.

Major Market C&W personality-deejay desires change. 25 years experience both network and local. Box G-154, BROADCASTING.

Happy, energetic rock sound. Pied piper teen rockers in small market. Modern delivery. Best references. Box G-197, BROADCASTING.

Experienced announcer, 1st phone. Wants work southwest. Personal interview possible. Jack Dillion, 3205 Armour Terrace, Minneapolis, Minnesota, STerling 9-0614. After May 19, c/o Phil Weyren, 3829 East Picadilly Road, Phoenix.

Top notch sportscaster . . . radio/tv. 5 years experience, play by play, interviews, commentary. Excellent references. Box G-288, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer-sales. Five years part time experience. Will graduate from Kansas State University in June. Available June 10th. Write Owen B. Sherman, R-27 Jardine Terrace, Manhattan, Kansas.

Looking for an experienced, dependable, agreeable personality? I'm your man! 16 years am-fm specializing in news-good music. Desire to relocate New England area, preferably, Mass., N.H., Vermont. Box G-297, BROADCASTING.

C&W dj, 1st phone, desires change. Reliable family man, presently employed at 10 kw directional station. Will also do maintenance under chief engineer. Box G-298, BROADCASTING.

Announcer, d.j. morning man, 5 years experience 31, family man, northeast only. Box G-304, BROADCASTING.

First phone, ten years experience. C&W dj or pd. Can handle top 40. Call or write. Steve French, 1215 Stonington Avenue, San Pablo, California. Phone 415-235-5842.

Top ratings, top references, top sound for top 40 format. Box G-238, BROADCASTING.

Air personality good ad lib crisp strong, sell delivery. Authoritative news. Fast board, extra tight productions. No prima donna. Box G-376, BROADCASTING.

Negro dj announcer. Strong trained voice, excellent newscasts. Tight fast production also television. Tape on request. Box G-377, BROADCASTING.

Newscaster, staff announcer disc jockey. Informative authoritative delivery. Audition tape on request. Box G-378, BROADCASTING.

Technical

Presently tv chief. Available immediately. 10 years experience. Looking for security. Prefer no announcing. 4021 South Grand Blvd. Spokane 36, Washington MA-4-1656.

First phone, beginner, career type, afternoons, Kansas City vicinity, GL 2-8063. Box G-95, BROADCASTING.

First phone. Transmitter position. Some fm exp. Western states area, will consider others if good opportunity. Box G-344, BROADCASTING.

First class engineer, seven months experience. Graduate Grantham School, Washington, D. C. I would like to work in the Washington, D. C. area. Available immediately. Box G-327, BROADCASTING.

Production—Programing, Others

Girl Friday—good bookkeeper, secretary, traffic manager, etc. Capable of setting up and managing centralized accounting systems. Good knowledge of all phases of radio. Presently employed with good salary, but desire immediate change. Box G-210, BROADCASTING.

Attention Illinois. Young veteran desires relocate. Presently employed, excellent references. News, program, board, copy and sales. Box G-242, BROADCASTING.

Experienced newsman-versatile Canadian young, married. Hard, willing worker. Police, sports, especially politics. Any photography for tv. Radio and/or tv. Locate anywhere. Box G-305, BROADCASTING.

Program director, three years experience, college, married, relocate. Presently employed $100 minimum. White, phone "Spence" Churchill, WIDE, Biddeford, Maine AT 4-4566, AT 2-0308.

"Experienced news director with radio and television experience. Looking for right opportunity. Good credit, good references, college, sober, single. Needs job now. Will travel. Dick Harris 5628 16th Ave. S. Minneapolis, Minn. Phone 612-TA-4-2507.

Situations Wanted—(Cont'd)

Production—Programing, Others

Seven years experience. PD position or staff job with "good" radio or tv. Seeking security. Box G-329, BROADCASTING.

Public affairs special events director. 5 years in radio. College graduate. 30. Veteran. Presently working in top 40 market station. Experienced in and can do all aspects of news. Also can write and produce low budget prestige shows. Do public relations. Excellent record, references. Imagination, integrity, creatively. Excellent appearance. Box G-333, BROADCASTING.

Key man for locked door! 15 years major markets drive time personality, creative, production program director. Desires responsible position. Employed. Box G-307, BROADCASTING.

West coast pd, news and top dj. Experienced in radio/television might be interested. Box G-356, BROADCASTING.

Woman continuity writer, over thirteen years experience in writing, plus personally conducting and airing women's news. Box G-365, BROADCASTING.

TELEVISION

Help Wanted—Sales

Regional salesman to call on agencies and distributors in key cities near this NBC station in western Great Lakes medium size market. Guaranteed salary plus commission and travel expenses. Box G-294, BROADCASTING.

Technical

Florida-chief engineer experienced in studio, transmitter, and vtr operation and maintenance. Needed soon for etv station. Channel 7, Box 7, Jacksonville, Florida. Phone 389-3674.

Maintenance supervisor. Large midwestern tv operation requires experienced man. Many benefits plus salary to $10,000. Include references and complete job resume. Box G-366, BROADCASTING.

Production—Programing, Others

Producer director . . . fully experienced, well trained tv producer director; full time position with established etv stations. College graduate, M.A., or work towards it, preferred. Contact Otto Schlaak, Manager WMVS, Milwaukee, Wisconsin.

NBC station in western Great Lakes medium size market seeks creative operations manager to supervise production. Must be strong on the air man. Box G-295, BROADCASTING.

TELEVISION

Situations Wanted—Management

Sales or station manager available with proven record of raising station local sales to number one position in three station top 50 market. Box G-285, BROADCASTING.

Are your TV stations providing you with a maximum return on your investment? An executive with successful broadcasting experience in major markets would be available to elevate your broadcast facilities into the most profitable . . . most dynamic operation in your market. Proven experience, current and past, is worth investigation. For prompt confidential reply write Box G-374, BROADCASTING.

Sales

Famous movie actor wants position as television time salesman: Don Marlowe, Box 1621, Hollywood 28, California.

Situations Wanted—(Cont'd)

Sales

Eight years tv announcing production 50 kw. 24 years overall broadcasting experience. Three years radio sales. Excellent client and employer references. Presently employed, desire change. Box G-357, BROADCASTING.

Announcers

Radio and television announcer. College graduate. Married. 6 years experience all phases. Prefer tv or combo. Tony Richards, 233 West Howry, Deland, Florida RE 4-3890.

Radio-TV: 20 years experience. Could upgrade your radio or tv news. Good dj. Married, relocate. Box G-361, BROADCASTING.

Professional tv announcer — experience sales, traffic, design, production, presently have nine top rated live shows per week with Canadian network station. Commercials scripted and ad lib. Wish to relocate with view to responsible management position. Married. Three children. Brochure, film on request. Box G-338, BROADCASTING.

Technical

Have you opportunity for engineer with 12 years television experience including color, planning, construction? Last 4 years asst. chief. Box G-364, BROADCASTING.

First phone. Limited exp. Will learn transmitter and maint. Permanent position with small progressive station desired, western states, or will consider others if good opportunity, G-343 BROADCASTING.

Transmitter engineer desires job in Texas or adjoining states-tv or radio. 8 years in radio. 5 years in tv. Box G-355, BROADCASTING.

Production—Programing, Others

Production manager. Top producer-director now employed. Ten years commercial etv experience. Creative professional seeking administrative start with progressive operation in small medium market. B. A. family. Highest references. Box G-306, BROADCASTING.

Ten years experience one market, all phases from floor to present program director, 4 years sales. College grad. with radio tv major, age 32, family, top references including present employer. Still available at 4 figure salary if growth possible. Box G-312, BROADCASTING.

Speedy, creative copywriter. 7 years experience keeping advertisers happy. Present radio continuity 4 years. Recommendation from employer who is aware of pending resignation to seek metropolitan radio, tv or agency. Missouri or Denver, Colorado. Box G-330, BROADCASTING.

Production—Programing, Others

TV newscaster, writer, cameraman, editor. 16 years experience. Excellent rating record. Box G-239, BROADCASTING.

Professional Weatherman, top rated. Six years television. American Meterological Society seal of approval. Top 50. Box G-198, BROADCASTING.

ETV producer director. Employed three years with a CCETV school system. Directed over 2500 live instructional programs. 32, married, family, vet, college graduate. Will relocate. Box G-289, BROADCASTING.

C.T.I. graduate with experience in the technical, production and direction fields desires position with educational station. Box G-290, BROADCASTING.

WANTED TO BUY

Equipment

Automation equipment for FM operation. Must be in good operating condition. Box G-293, BROADCASTING.

WANTED TO BUY

Equipment

Need 5 or 6 layer super turntile antenna and 25 kw vestigial sideband filter for television channel 2. Write stating make, model, condition, and prices. Box G-321, BROADCASTING.

Audio limiter. Send description and price to J. Deneufville, WGLM, Richmond, Indiana.

Wanted used 16mm. Television projectors in good condition. Must be very reasonable. Also interested in small microwave unit and a 14" by 11" sign machine. Box G-301, BROADCASTING.

All equipment between the microphone and the 150 foot tower necessary to build a 250 watt station. Gates transmitter preferred. What do you have? Cash available. Box C-23, BROADCASTING.

New or used heads for Ampex 450-A or 450-B. Used heads must be in good condition. Box G-94, BROADCASTING.

Urgently need two Eastman film projectors, model 250 or 275, 16mm. Will take one of each model if necessary. Contact Wally Wurz, Chief Engineer, KMBC-TV, Kansas City, Missouri, by collect telegram.

Western Electric "D-Spec" recording lathe. RCA or Visual Electronics I.O. camera orbiter. RCA orbiter generator. GR 1107-A interpolation oscillator. GR 1106A, 1106B, 1106C frequency transfer units. Telemet 1008A vertical interval signal keyer. Audio consoles, any type. Industrial and broadcast vidicon film and studio camera chains. Vitally need lists of all equipment you have for sale or trade. Broadcast Engineering Services, Box 391, Buena Park, Calif. Phone: 714-521-0171.

Tower wanted. Approximately 450 feet, self supporting. Bill Angle, Box 55, Greenville, North Carolina.

For Sale

Equipment

550 Foot Blaw Knox H-21 self supporting tower. Dismantled, ready to ship. $15,000. Box G-296, BROADCASTING.

Complete Gates RCM20 remote control system, including meters, shunts, motors, $500. Windcharger 350 foot guyed tower, lighted, best offer, you dismantle. WAAA, Winston-Salem, North Carolina.

Dumont TA-178-BS1 switcher and power supplies, good for parts and spares. Best offer. KRIS-TV, Box 840, Corpus Christi, Texas.

1,000 watt fm transmitter with 10,000 watt power amplifier. WE 506B-2 FCC type accepted. Clean, complete. $2995.00 CECO, 518 State Street, La Crosse, Wisconsin.

1000 watt Western Electric transmitter model 443-A-1. Now tuned to 1050 kc. Good working condition. Best offer. WPAG, Ann Arbor, Michigan.

Xmission Line; Teflon insulated, 1⅝" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for $40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

Television / radio transmitters, monitors cameras, microwave tubes audio monitors. Electrofind, 440 Columbus Ave., N. Y. C.

Two Dumont TA-124-A cameras, working condition, less tripods and tilt heads. Best offer. Box G-331, BROADCASTING.

150 16 minute fidelapac cartridges prerecorded with Mantovani type music. Slightly used. $4.50 each or trade for equal value in 90 second cartridges. KSON Radio-U. S. Grant hotel, San Diego.

PT 6 Magnecord $275. (New heads), Magnecord P 60 tape deck $275 perfect conditions. Presto Limiter $100, 15/8" coax $25 per 20 ft. sec. Relay racks $50. each. Box G-348, BROADCASTING.

For Sale

Equipment

Gates FM-5B, 5,000 watt fm transmitter with sub carrier generator, used three years. $6,000. RCA 76-B Audio console, $300 PT-6 Magnecorder fair $225. Will finance transmitter. Box G-373, BROADCASTING.

Factory reconditioned tape cartridge equipment with full 90 day guarantee. Cartridge playbacks priced at $225 and recording amplifiers at $165. (24) P-150 and P-190 series, (9) A-150 and A-190 series. The following equipment is available in like-new condition: (1) MaCarTa Carousel @ $875; (1) RCA Cartridge Recording Amplifier @ $300; (1) RCA Tape Cartridge Playback @ $450. Also, recently traded, the following RCA Magnetic Disc equipment. Make an offer. (2) BQ104 Disc Changers; (2) BQ51A Disc Recorders; (3) Disc Changer Remote Selectors; (2) Disc Erasers. Automatic Tape Control, Inc., Bloomington, Illinois, Phone 309-825-2078.

Studio-Transmitter Links, top condition: RCA BTL-1A, 2 watts, 890-960 mc, includes xmtr, receiver, cables, power supplies, two Prodelin 4-ft. mesh dishes, complete except for racks, available June—$1995. G.E. UT (UR) 9-A, 1 watt, 944 mc, licensed for FM, 25-mile range, complete except for antennas—$2350. Recommend Scala horns at $250 each.
Transcievers.—Aerotron AM, 152.99 mc, 7-mile range, pair for $275. *Test equipment:* Tektronix 315D scope, new condition—$375. *Proof equipment:* G.R. 1301-A oscillator, G.R. 1932 noise/distortion meter, TechLabs 12AT gain set with VU, perfect for AM or FM proofs—$1150 complete. Broadcast Engineering Services, Box 391, Buena Park, Calif. Phone: 714-521-0171.

Attention Community Antenna Operators! —Have twenty SKL Model 446 channel converters, 10 brand new, 10 slightly used (new condition). Converts from VHF to UHF or vice versa; also can be converted as line amplifier for coax lines. Includes SKL 452A regulated power supply. New net $800, will take $325 each new, $280 used; discount for lot. Broadcast Engineering Services, Box 391, Buena Park, Calif.

RCA Video Equipment, top condition: TG-1A sync generator—$795. TA-7C color stab—$475. TA-1A video DA—$110. TA-4A pulse DA—$150. WP-33 power supplies—$125. 580-C's—$80. TM-5 master monitor, less supply—$395. FOR BEST OFFER: Video AGC amplifier (MI-26296). Burst flag generator (MI-40202A). Gamma amplifier, new condition (MI-40506). TA-45 genlock. Video switching panel (MI-26237), less amplifier, has 2-bank fader assembly added. Field switcher (MI-26215) for TK-10 or TK-11 chain. Optical multiplexer (manual-operated mirror), and pedestal. G.E. 4TP13 regulated power supply (280 vdc 500 ma. reg., 400 vdc unreg.)—$80. G.E. TP-3-C slide projector—$395. Broadcast Engineering Services, Box 391, Buena Park, Calif. Phone: 714-521-0171.

BUSINESS OPPORTUNITY

Unlimited funds available for radio and television properties. We specialize in financing for the broadcasting industry. Write full details to Box 205A, BROADCASTING.

Miscellaneous

Bingo cards personalized advertising, your message front and back. Many colors, sizes, prices. Controls and calculations for promotions. Television, radio, newspaper, etc. Buy direct—save. Forsyth Manufacturing Company 1930, West 41st Ave., Phone 433-7044, Denver 11, Colorado.

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

"Quick Quips" Jokes, one-liners, comedy, ad-libs for deejays. Also "Disc Hits," record info. $5.50. Del Mar Radio Features, P.O. Box 61, Corona Del Mar, California.

Helicopters for lease yearly, for traffic time newsphoto, promo. Very reasonable. Tax deductible. Box E-33, BROADCASTING.

SCA background music service facilities for lease in Terre Haute, Indiana. Write P. O. Box 433.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 1505 N. Western Ave., Hollywood 27, California.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Altanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5 kw station. One price includes everything, even room and board. Can be financed. American Academy of Electronics, WLIQ, Sheraton Battle House, Mobile, Alabama.

San Francisco's Chris Borden School teaches you what you want: 1st phone and "modern" sound. Jobs a plenty. Free placement. Illustrated brochure. 259 Geary Street.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1653 North Cherokee, Hollywood, California.

"Do you need a first phone? Train for and get your FCC first class license in just five (5) weeks with R.E.I. in beautiful Sarasota! Affiliated with modern commercial station. Free placement. Write: Radio Engineering Institute of Florida, Commercial Court Building, P. O. Box 1058, Sarasota, Florida."

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

FCC license in six weeks. Total cost $285. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. CA 7-0529.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting July 10, October 9. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

INSTRUCTIONS—(Cont'd)

Special accelerated schedule. The Los Angeles Division of Grantham Schools is now offering the proven Grantham first class license course in a special accelerated schedule. Taught by a top notch instructor, this class is "success tested" for the man who must get his first phone in a hurry. The next starting dates for this accelerated class are July 8, and September 9th. For free brochure, write: Dept. 3-B, Grantham School of Electronics, 1505 N. Western Ave., Los Angeles 27, California.

Help Wanted

Announcers

Morning Personality
with solid appeal. Salary open. Send tape to:
RADIO KSTT
Davenport, Iowa

Situations Wanted—Management

MANAGEMENT
Responsible two-man management team for medium or major market. Sales, Programing, Promotion, Production Engineering, Accounting operations.
Box G-339, BROADCASTING

Announcers

D.J. PERSONALITY
11 years top indie major market. Former name band vocalist available now for right deal. East Coast.
Box G-336, BROADCASTING

AVAILABLE 23 GRADUATES OF RADIO-TV SCHOOL

WE THE GRADUATING SENIORS from one of the nations leading broadcast schools are eager for the opportunity to get started in this great industry. If your operation can use energetic, talented, easy to work with but inexperienced would be broadcasters send us your name and call letters soon, so we may send you our resumes and tapes.

Our training has covered announcing, copywriting, traffic, TV floor direction and over all station operation. Most radio, some TV.

We are available June 15, 1963. The class is composed of 21 men and 2 women. May we hear from you.

Signed, "We Twenty Three."
Box G-375, BROADCASTING

Production—Programing, Others

TO: Radio/TV Station Owners
FROM: A one man task force. Do you need an experienced broadcaster to handle multiple duties for you? A programing executive? A writer director producer? A promotion specialist? A creative/administrative supervisor? Write for details P.O. Box #1638, Grand Central Station, New York 17, N. Y.

TELEVISION

Help Wanted—Sales

SALES MANAGER
For Midwest UHF station in VHF market. No conversion problem for fast growing station. Need hard worker and sales leader.
Box G-218, BROADCASTING

TELEVISION

Situations Wanted—Announcers

TV/Radio Announcer
15 year staff experience. Now doing both. Approved selling voice. Mature delivery. All phases. I offer my experience to any broadcasting with a future. Box G-328, BROADCASTING.

Production—Programing, Others

TV NEWSMAN EXECUTIVE
*"You Get What You Pay For."
Veteran of 24 years writing and reporting the news in New York and Hollywood. 1939 TV pioneer completely familiar with all phases, including sales and intelligent film buying. Former Director of Operations responsible for the birth of 3 stations. Currently employed in Los Angeles. Responsible non-drinking family man. Would like position with progressive station; assisting Gen. Mgr. in efficient station operation, working with News Director and reporting "On the Air" news, nitely. Will guarantee higher ratings. Will only sign 3 month contract until I have examined your sincerity and proved my ability. *Low budget stations need not reply: Box G-287, BROADCASTING.

For Sale

Equipment

1 890 ft. Blaw Knox Tower
70 lb. sq. ft. windload-guyed.

1 12 Bay Super Turnstile
Channel 10 Antenna

1 TT 50 AH Transmitter
Channel 10

1 TS 21 Switcher
12 input -6 output.

2 TG 2A Sync. generators.

Also other equipment available-list upon request. Public Service Television Corp., P. O. Box NAL, Airport Mail Facility, Miami 59, Florida, Telephone NEwton 3-6311, Extension 345.

WANTED TO BUY

Stations

$50,000 AVAILABLE

For down payment on all or majority interest in profitable radio station. Anywhere but south. Experienced broadcaster—stations, Rep. and network. Will personally manager property. No Brokers.
Box G-192, BROADCASTING

For Sale

Stations

FORCED LEGAL SALE

SOUTHEAST'S MOST FABULOUS METRO GROWTH MARKET OF 200,000

Country—Western Dream

About once in 15 years an opportunity like this presents itself.

For authentic legal reasons—after 10 years of highly successful operation—this fine fulltime 5 KW Day, 1 KW Night facility must be sold.

Only one station in this market has changed hands in over 15 years. Excluding Florida, this is the most solid growth area in the Southeast—not just population, but retail sales, construction, bank deposits, etc.

All equipment, buildings, in excellent condition. Transmitter site is only small part of valuable industrial tract owned by company.

Country-Western Market wide open—begging—⅓ all record sales this type.

Only substantial principals with considerable cash resources need inquire to owner.

Box E-151, BROADCASTING

SOUTHERN ARIZONA VHF

Priced for quick sale. Out of state owners disposing because of other interests. Excellent opportunity for owner/manager operation. C/P for low power channel 3. Only station in the area. Fully equipped and ready to go.
Box G-318, BROADCASTING

Ga.	small	daytimer	90M	cash
Tenn.	small	daytimer	18M	terms
Fla.	medium	power	150M	36M
Ky.	medium	ragional	225M	terms
N. E.	suburb	daytimer	120M	terms
S. W.	major	FM	75M	cash

And others

CHAPMAN COMPANY
2045 Peachtree Rd. N.E., Atlanta 9, Ga.

UPPER MIDWEST

Daytimer in metro-market priced to sell. $12,000 down.

Box G-372, BROADCASTING

FOR SALE

500 W Daytimer in Southeast coast town. $50,000 with 29% down. Balance at 6% over 5 years.
Box G-370, BROADCASTING

For Sale—(Cont'd)

Stations

To buy or sell Radio and/or TV properties contact.

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 17, TEXAS

STATIONS FOR SALE

CALIFORNIA. Market exceeds 200,000. Priced at $140,000. 29% down.

PACIFIC NORTHWEST. Full time. Priced at $50,000. 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

SOMETHING TO BUY OR SELL?

For Best Results You Can't Top A CLASSIFIED AD in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

RADIO for PROMOTIONAL PURPOSES

Tuned only to YOUR frequency. AM and FM. Production model available 30 days ARO for demonstration purposes.

DESCRIPTION for AM set:

Size: Pack of King Size cigarettes-Plastic Case (other shapes quoted)
2" Loud Speaker
Equipped with 9 volt (Battery-006P-9)
Sensitivity warranted at .5MV/M
Flat ferrite antenna
Volume control, OFF/ON
Transformers-Transistors
PRICE: $3.00 each. Minimum order 500
Terms 30 days, FOB Forest Hills, New York
Delivery 60 days after receit of order
Demonstration model $10.00

DESCRIPTION FM set:

General description same as AM
Sensitivity warranted at .5MV/M

PRICE: $7.00 minimum order 100

Terms etc. same as above.
Warranty for both AM & FM, two years against defective workmanship and materials. The warranty cards from the owners can, if you so desire, be sent by "Business Reply" card to us in care of your station for extracting the following information and then forwarding the cards to us.

1. Name (Miss. Mrs. Mr.)
2. Address
3. Occupation
4. Merchant from whom received
5. Date acquired by owner.

IT WILL BE EXCLUSIVE IN YOUR AREA AND BE INSCRIBED WITH YOUR STATION CALL LETTERS AND FREQUENCY.
ORDER YOUR DEMONSTRATION MODELS ON COUPON BELOW.

ARCOLA RADIO CO.
P. O. Box 203, Aldie Virginia,
Phone Area Code 703-549-3100 Alexandria, Va.

Demonstration(s) models AM ..... @ $10.00 total: .....
FM ..... @ $20.00 total: .....

Enter our order for the above set(s) .....

Check enclosed $.....
Please bill $.....

NAME *TITLE/POSITION*

ADDRESS

CITY *ZONE:* *STATE:*

CALL LETTERS/FREQUENCY



ONE STEP BEYOND

...one of 268 syndicated TV film series which use*

BMI

licensed music and were telecast locally during the past year

**out of a total of 390 syndicated TV film series*

BMI

BROADCAST MUSIC, INC.

589 FIFTH AVENUE • NEW YORK 17, NEW YORK

CHICAGO • LOS ANGELES • NASHVILLE • TORONTO • MONTREAL

OUR RESPECTS to John Gerald Leitch

He made provisions for TV in 1932 building

In 1929 a federal inspector walked into the offices of Dr. Leon Levy, joint owner and general manager of WCAU Philadelphia. The station, he told Dr. Levy, would have to go off the air for a few days for noncompliance with the Radio Law, in respect to frequency stability.

At the time WCAU's transmitter was on the roof of the Pennsylvania hotel and when both the hotel's elevators were in operation, the transmitter frequency varied substantially from what the station had been assigned by the Department of Commerce.

After corrective measures had been taken, the inspector again found himself in Dr. Levy's office—this time being offered the job as chief engineer of WCAU. Since that date, John Gerald Leitch has been affiliated with the station, which is now WCAU-AM-FM-TV, a CBS-owned operation.

Looking back on his talk with Dr. Levy, Mr. Leitch said, "Undoubtedly, he reasoned that if I could operate a Kolster Decremeter with sufficient skill to determine the WCAU wavelength, I could keep the station in compliance with the rules and avoid further shutdowns."

John Leitch will retire on June 1, but the on-air operations of the WCAU stations are a continuing reminder of his engineering efforts.

Mother Taught Morse ▪ Born May 5, 1898, in Hardwood, Mich., John Leitch attended high school in Escanaba, Mich. But he discovered that he had more fun learning Morse Code from his mother. She had spent some years within sound of telegraph instruments, since her husband was a station agent and train dispatcher.

At the age of 19 he joined the Army, and spent the next two years tapping code in the Signal Corps. From that point on electronics became John G. Leitch's life.

At the time broadcasting was getting its feet wet, Mr. Leitch was trying to keep his dry, as a radio officer in the Merchant Marine from 1919-1922. He left the service and went to work for RCA and other firms as a radio inspector, and in 1924 became a federal inspector for the Commerce Department.

Since joining WCAU in 1929, Mr. Leitch has been chief engineer, technical supervisor (1932-36), technical director (1936-49), vice president-director of engineering (1949-58), and currently is director of engineering for WCAU-TV.

Naval Officer ▪ During World War II, his engineering background was utilized by the Navy. Starting with the Naval Air Station, Cape May, N. J., as communications officer in 1941, John Leitch went to the Philadelphia Navy Yard. His next tour of duty found him in charge of the naval station in Greenland. From the frozen north he joined the Pacific Fleet aboard the U.S.S. Pennsylvania on the staff of Admiral Chester Nimitz for the landings in the Gilberts, Marshalls and Marianas.

In 1945 he returned to the states on the staff of the director of naval command in Washington. He presently holds the rank of captain USNR (retired).

During his long radio career, Mr. Leitch became associated with several firsts. Among them: first wireless transmission of a photograph from an airplane, when he sent a picture of Charles Lindbergh from 4,000 feet above Philadelphia in 1928.

Mr. Leitch was responsible for the first installation of loudspeakers in elevators. The installation took place in the WCAU building and the station's programs followed passengers up and down.

During the 1930's he worked with Leopold Stokowski in a series of sound amplification experiments which culminated in 1934 with the development of an electronic beam instrument for visually showing the sound intensity of an orchestra. Mr. Stokowski later used the instrument in conducting the Philadelphia Orchestra on CBS Radio.

In 1938, Mr. Leitch designed and constructed W3XAU, at that time Philadelphia's only shortwave broadcasting station.



Mr. Leitch
Engineer with foresight

Foresight ▪ The WCAU studio-office building, erected in 1932, was designed by Mr. Leitch and in it he allowed for adaptation to television, a new invention which a few engineers thought might have a good future. Sixteen years later, in 1948, the adaptation took place and WCAU-TV went on the air.

In 1952, he was in charge of the planning and construction of WCAU's present radio and television home in suburban Philadelphia.

Through the years, the technical quality of WCAU has reflected the philosophy of John Leitch: "I have worked always . . . to provide the best possible listener circulation . . . by use of modern equipment, the best studio facilities that the art permitted and maximum transmitter powers allowed by the FCC."

Mr. Leitch's colleagues find him to be a taciturn, retiring gentleman, always willing to do what is asked of him and immediately. No one has a recollection of his failure to follow through on a promise.

Other Pursuits ▪ While broadcasting has been his vocation for the past 34 years, John Leitch has found an avocation in taking care of the seven acres of flower beds and grounds at his suburban Philadelphia home.

He plays golf—without comment—remembers his Navy career with a continued interest in boating and takes an annual winter vacation in the Caribbean, with Jamaica his favorite resort.

Mr. Leitch's immediate family includes his wife Rhona Lloyd, a former radio and television broadcaster in Philadelphia and a native of Canada, whom he married in 1946, and two sons, John H. and Alan R.

Mr. Leitch has been active in trade organizations also. He is a senior member of the Institute of Radio Engineers, Veteran Wireless Operators Association, Broadcast Pioneers and past member of the board of directors, Scranton Broadcasters Inc., operators of WDAU-TV Scranton, Pa.

He is also a member of the Explorers' Club and the Concord Country Club.

When he leaves WCAU next month, Mr. Leitch leaves behind him "my life work and a most rewarding vocation. It has been a rare privilege to have been associated with radio from the cat-whisker days to the present time, with thousands of stations and millions of receivers; and with television, from the 'dim picture days' of the rotating scanning disc to the international dissemination of fine pictures via Telstar."

Measurement by microscope

THE newspapers, being disposed to do the best they can with what they have, understandably did not try to hide the ratings study that Paul E. J. Gerhold of Foote, Cone & Belding presented to the Association of National Advertisers last week. What they displayed, however, was only part of the study and its implications. In passing, we venture that none of them will volunteer to undergo the same sort of scrutiny that Mr. Gerhold and his associates turned on television.

The study, as reported in detail elsewhere in this issue, examined television viewing in terms of housewives and their exposure to—and recall of—television commercials. On this basis, Mr. Gerhold asked: "Am I right in guessing that you have never before heard such small figures used to describe the reach and performance of evening network television?"

Mr. Gerhold is a respected researcher, and we have no intention here of flyspecking his study. He himself suggested that the findings prove more about the value of this sort of research than about television itself, and that, moreover, the findings themselves tend to change with changes in time and geography. Perhaps for want of space, the newspapers were inclined to overlook these qualifiers.

Let us assume, however, that the findings are unassailable. What they show, in Mr. Gerhold's own words, is that "in this one time, and this one market, some kinds of programs registered advertising with two or three times as many housewives, per hundred homes tuned, as other kinds of programs did. We have seen . . . great differences in the exposure and communication of advertising related to product, to hour of broadcast, to commercial environment, to program popularity."

What it all means—still in Mr. Gerhold's words—"very simply is that program ratings are an inadequate measure of advertising performance, an unsatisfactory basis for improving television advertising efficiency."

To the newspapers who headline this point we say: So what else is new?

The danger to television in this study is less in the findings than in the way they may be used. In much less sophisticated hands than Mr. Gerhold's—particularly in the hands of print salesmen—they can be used to short-change television terribly. Specifically: Will there be similar studies to reduce print media readership to the essence of "commercial communication" on a precisely comparable basis?

Let the print media chortle at this study if they wish. But let them undergo the same strict test themselves. As was demonstrated recently in the far-reaching "apples and oranges" study commissioned by the CBS-TV network (BROADCASTING, Jan. 28), television has nothing to fear so long as it and its competitors are weighed on the same scales.

Roadmap to a dead end

THE FCC's plan to curb the population growth of AM radio stations is full of intricacies that need thorough study before a complete appraisal can be made. But two parts of the plan, which was reported in detail in last week's issue of this magazine, can be immediately perceived as part of a much larger plan to create a broadcast system of many small components subservient to almost unlimited government controls.

The first part that must cause alarm is the FCC's frank statement that its long-range objective is to prohibit common ownership of AM and FM stations in the same community. The commission has served warning that it intends to force a separation of such AM-FM ownership as soon as FM, as a general service, is able to support itself.

The commission justifies that intention on the same grounds that it has used to prohibit common ownership of two AM's or two FM's or two television stations in the same community. Such ownership constitutes a "duopoly" that, in the commission's view, is, on principle, bad. In its statement of long-range intentions, the FCC has now decreed that common AM-FM ownership in the same place is a duopoly and is therefore bad, but the condition will be temporarily condoned in the practical interest of the FM economy.

The implications of this reasoning are disturbingly obvious. If AM-FM duopolies are bad, and must be ended as soon as FM becomes viable, are not AM-TV duopolies equally bad, and since AM and TV are already viable services, should they not be separated now? That question has undoubtedly occurred to the architects of the FCC's AM-FM policy. The absence of a reference to it in the commission's statement may be attributed to an awareness of the political storm that a divorcement of AM-TV duopolies would kick up. If the commission has adopted a program of forced divestitures in radio and television, the piecemeal approach is more apt to work than a sweeping order affecting all services.

A second part of the FCC's birth control plan is to impose a quota system allocating maximum numbers of AM and FM stations according to the size of population of the community they serve. This proposal was adopted despite persuasive arguments that were made against it by the National Association of Broadcasters during conferences with the FCC early this year.

To limit the number of stations according to the size of population to be served is to invoke a policy of economic protectionism. No government can provide protection against commercial competition without also imposing restraints on commercial practices. The government that grants franchises according to their probable chances of economic success cannot escape the responsibility of limiting their profits and assuring that their service meets precise specifications that only the government can set.

Upon closer scrutiny some other parts of the FCC's proposed radio allocation rules may turn out to be desirable. But the commission's long-range plan to end duopolies and its immediate plan for radio station quotas must be opposed by every broadcaster who values his independence.



Drawn for BROADCASTING by Sid Hix

"People say he's after Jim Aubrey's job."



Miss Texas, Penny Lee Rudd

PICNIC

WBAP-TV

NBC

5

DALLAS-
FORT WORTH

Easy
To
Buy

GOT A FRINGE PROBLEM?

SOLVE IT WITH SURROUNDING SOUND! Hook the *Broadcaster* by Surrounding Sound into your circuit and you'll put more *sound* in your signal without affecting modulation. With fuller sound in your signal you'll get more effective reception in fringe areas. The end result is increased coverage *plus* better sound *plus* higher ratings and increased revenues.

WANT PROOF? At the bottom of this page you'll find a list of stations that have licked fringe area problems by using Surrounding Sound. Write us. We'll send you a fully documented file of correspondence from these stations, and others, whose fringe reception has been extended. They'll tell you, in their own words, how they have increased fringe coverage by 28% . . . and more. Proof Positive!



GET EXTRA BENEFITS AS WELL! Surrounding Sound will give your AM stations all of the sound quality of an FM broadcast—will make your FM station sound like multiplex stereo. But that's not all! Surrounding Sound will put concert hall depth and presence into your music, lend a note of authority to your newscasts and give your station promos and id's a lilting personality. All this at very nominal cost.

MAIL US YOUR AIR CHECK TODAY! We'll give it the full Surrounding Sound treatment and return it to you promptly. When it comes back, listen to it carefully. Let your staff judge its potential impact on your listeners. Then call us, collect, to find out how economical it is to get all the advantages of Surrounding Sound through lease or purchase.

SURROUNDING SOUND, INC.

5757 Santa Monica Blvd. Hollywood 38, Calif.

Area Code: 213 HOllywood 6-3301

WIII: "Lives up to claims; fringe coverage increased more than 25%." KRAM: "Measurable increase in fringe area reception without over-modulation or distortion." WBBB: "Mail from outlying areas proves extended fringe coverage." KWIZ: "25% to 30% increase in effective tune-in in secondary area." WCHB: "Signal hearability improved; fringe area reception is at least 25% better." . . . Many others, too numerous to list.

35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JUNE 3, 1963

FCC outlaws option time, but deed may come harder than the word 31

ARB voids Green Bay TV survey when station tries to contact diary keepers 70

The 'no longer needed' plan for drop-ins gets an FCC burial 44

Networks face a headache aspirin can't cure: negotiations with nine labor unions 64

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100% FRESH



Courtesy of United Motors Service



Represented Nationally by
EDWARD PETRY & CO.

ONE POWERFUL STATION GIVES YOU COMPLETE COVERAGE IN AMERICA'S 40TH RADIO MARKET THAT'S...

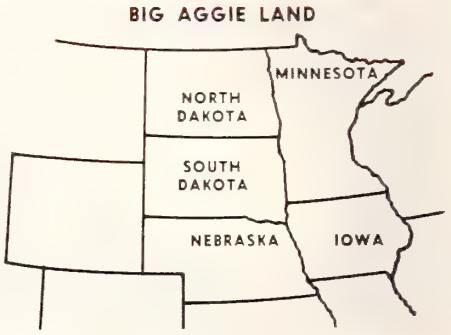


WNAX-570

1963 AREA PULSE*—In each of the 36 half hours reported by Pulse (6 a.m.-midnight) WNAX was number one in Big Aggie Land.

1963 AREA PULSE*—From 6 a.m. to Noon and from Noon to 6 p.m. WNAX's share of audience is almost as large as the next two stations combined. From 6 p.m. to midnight it takes six stations combined to match powerful WNAX.

1963 AREA PULSE*—WNAX has the largest number of adult men, adult women and total listeners in every one of the 18 hours reported by Pulse.



In 5 state Big Aggie Land, there are over 2 million people who annually spend in excess of 3 billion dollars. You can reach and sell this huge portion of mid-America with one radio buy . . . that's powerful WNAX-570. See your Katz man for coverage in America's 40th radio market.

* WNAX, Yankton, South Dakota, 84 County Area Survey—January, 1963.

THE KATZ AGENCY, INC.

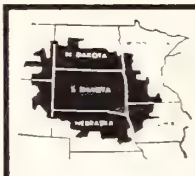
WNAX-570 CBS RADIO

PROGRAMMING FOR ADULTS OF ALL AGES

PEOPLES BROADCASTING CORPORATION

Sioux City, Iowa, Sioux Falls and Yankton, South Dakota

Represented by Katz



PEOPLES BROADCASTING CORPORATION

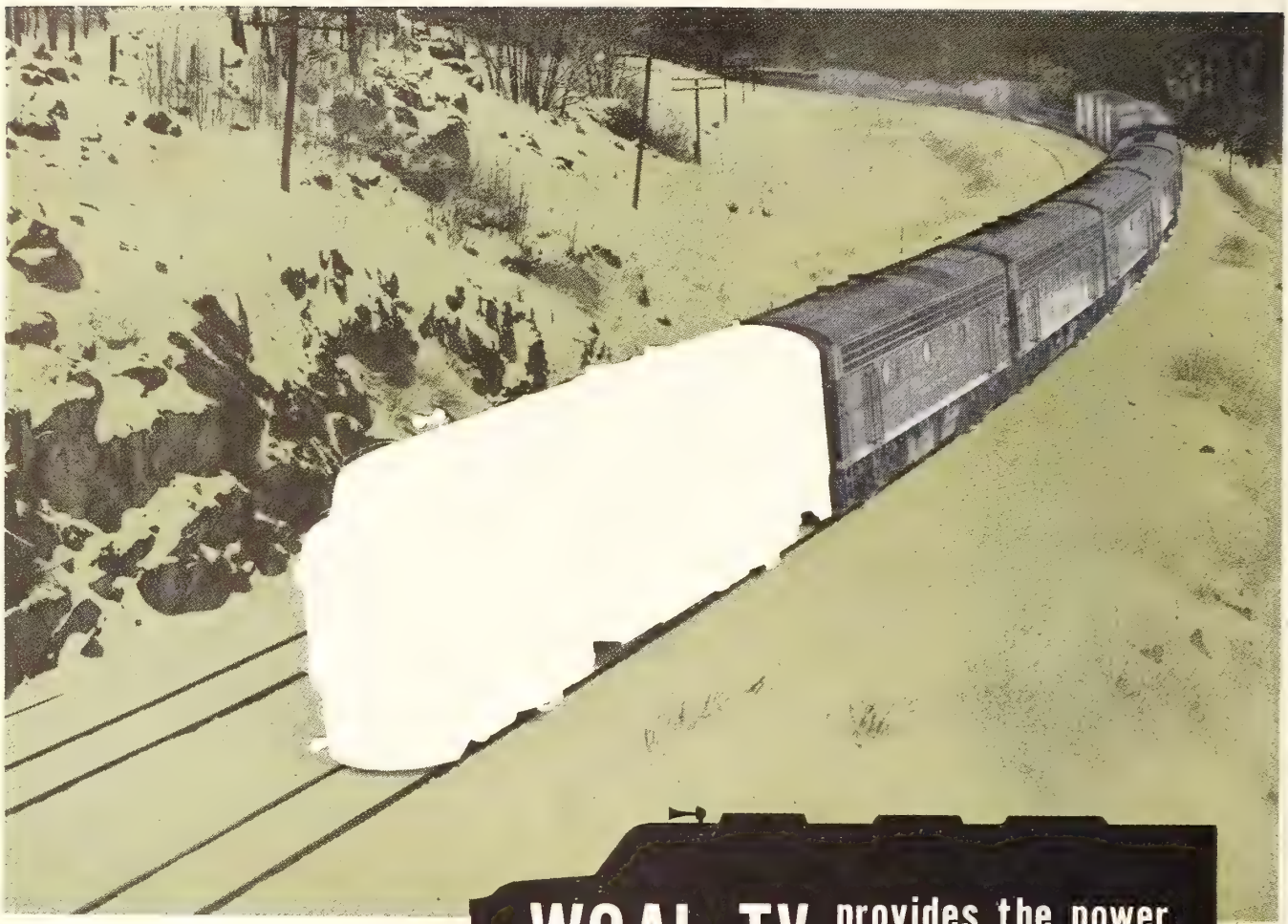
WNAX, Yankton, S. Dak.
KVTV, Sioux City, Iowa
WGAR, Cleveland, Ohio
WRFD, Columbus-Worthington, Ohio
WMMN, Fairmont, W. Va.



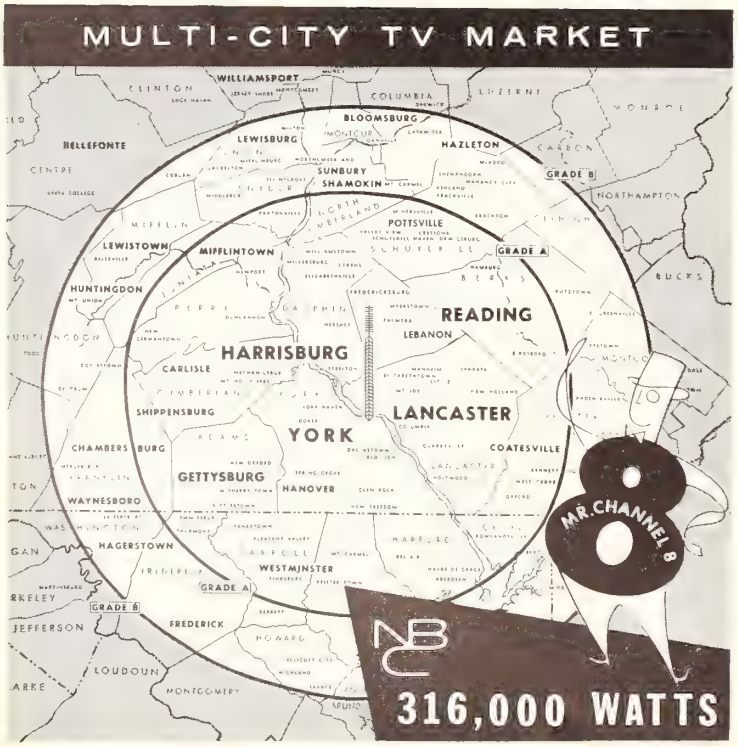
*And the whole world that WAVI is Dayton's most listened to radio station, according to the largest survey ever taken in the market.

New York/Chicago/Atlanta/Boston/Dallas/Denver/Detroit/Kansas City
Los Angeles/Memphis/Minneapolis/Philadelphia/St. Louis/San Francisco

THE bolling co



WGAL-TV provides the power that makes the sale



In this multi-city market, an advertising schedule without WGAL-TV is like a **TRAIN WITHOUT AN ENGINE.** Put the full sales power of Channel 8 back of your product. WGAL-TV is the only single medium that reaches the entire market and delivers viewers in far greater numbers than all other stations combined.

WGAL-TV
Channel 8
Lancaster, Pa.

STEINMAN STATION · Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

KTVU to Cox

Negotiations looking toward sale of ch. 2 KTVU(TV) Oakland-San Francisco independent to Miami Valley Broadcasting Corp. (Cox stations) for in neighborhood of $10 million are underway. Transaction contemplates retention of present management and staff under new ownership. Station, on air since 1958, is owned by Ward D. Ingrim, president and general sales manager (25.005%); William D. Pabst, executive vice president and general manager (25.005%); Edwin W. Pauley, (25.005%); Willet H. Brown (19.79%); Stoddard P. Johnston (4.94%) and Harry R. Lubcke (.25%).

Negotiations are being conducted principally by Messrs. Pabst and Ingrim with J. Leonard Reinsch, executive director of Cox broadcast properties. Miami Valley stations are WHIO-AM-FM-TV *Dayton,* WSOC-AM-FM-TV *Charlotte and* WIOD-AM-FM *Miami.* WSB-AM-FM-TV *Atlanta is affiliated in ownership.*

Preparation H appeal

Whitehall's Preparation H, hemorrhoid treatment that got extra dose of publicity several years ago by having its advertising banned by television code authorities, is due back in headlines soon. Ted Bates & Co., its agency, has been allotted time to make presentation for removal of ban at TV code board's meeting in New York next Monday and Tuesday. Bates and Whitehall are also involved in another protest that conceivably may reach code board level: efforts by Anacin, another Whitehall product handled by Bates, to upset interpretation that would ban Anacin's well-known descriptive line, "like a doctor's prescription," when code's so-called "men in white" prohibition goes into effect July 1. Most advertisers are said to be conforming their commercials to new rules, but Anacin reportedly is resisting prescription proscription.

Limelight for code meeting is on code's commercial time restrictions (which FCC has proposed to adopt in own rules), and there'll be no shortage of proposals. In addition to some already disclosed, one would keep present TV limits but allow prime-time commercials to be redistributed within that period so long as given "average" is observed. Another, considered by some to be most far-reaching of all, would retain present standards but authorize code director to make "exceptions" for stations individually on showing that they can't afford to adhere strictly. If expert advertiser advice is needed, that, too, will be nearby: Association of National Advertisers' broadcast committee also meets next Monday and will lunch with code group, though its concern is expected to relate mainly to so-called "clutter," with which it has been preoccupied for past 18 months.

'Local live' now SOP

Stand by for biggest bombshell yet in FCC's drive to force local live programing in prime time. Three of New York City's six commercial TV outlets (WABC-TV, WCBS-TV and WPIX-[TV]) won't receive regular license renewals as of June 1 but will get letters asking them to explain what they have done in way of local live programing for viewers in New Jersey which constitutes part of their service area. In addition, WCBS-TV, WAST-TV and WTEN-TV Albany, and WKBW-TV Buffalo, last two owned by Capital Cities, will get letters asking them to explain paucity of local live programing. Letters will be similar to those sent five New England stations (BROADCASTING, May 27).

New York actions indicate FCC will make local live-prime time letter-writing standard operating procedure. Vote at last Wednesday's meeting was 5-1 (Minow absent; Hyde dissenting). Staff was instructed to process other applications among June renewals with similar letters where staff raised questions about local live programing. Although letters are aimed at prime time (6-11 p.m.) they do not confine responses to that period but seek descriptions of programing for each segment of broadcast day, thereby trying to dodge charge of attempting to influence programing.

Question of credits

Threat of injunction that could stop show faces June 9 broadcast of du Pont's *Show of the Week* on NBC-TV—all because of technicality in Writers Guild rule on air credits. James Ambandos, associate producer of June 9 play "The Triumph of Gerold Q. Wert" (starring Art Carney), rewrote original script submitted by Ernestine Barton, and wants to share credit with Miss Barton. But Writers Guild requires that at least 75% of script must have been written by producer if he is to get credit. Question: how to make so precise a measurement of Ambandos-Barton contributions. Guild officials will try to solve it at meeting in New York today (June 3). If they rule against him, Mr. Ambandos threatens suit for injunction.

Is double billing fraud?

Remember double billing? It may be back in news soon in way that wouldn't help radio's image. U. S. Post Office Department has been investigating subject for over year and may soon file criminal court action charging fraud by mail. Post Office is known to be about ready to move against practice of submitting two bills, one for local client and larger one to be sent to national co-op advertiser. FCC warned stations against "reprehensible practice" over year ago and threatened "appropriate proceedings" against any guilty licensee (BROADCASTING, March 12, 1962). Several stations have admitted to FCC that they engaged in practice in past.

Bargain minutes

Heat's on network sales staffs to get rid of still-unsold portions of 1963-64 schedule. Reportedly NBC-TV now is offering commercial minute in *Espionage* (hour show that is slated for Wednesday, 8:30-9:30 p.m.) for about $21,000 for time and talent. Selling rates for commercial minute (time and talent) in prime time on TV networks are usually in $35,000 to $38,000 range. This is nothing new in network selling. Similar patterns have developed before as networks moved into hot-weather season with time still unclaimed. In such cases, if show clicks, it's traditional for prices to advance.

Code pressures on buyers

Agencies and advertisers are getting the word that they, perhaps more than anybody else, hold firm answer to question of "overcommercialization" in radio-TV. Perhaps nobody's gone so far as to ask them not to buy time on stations that exceed National Association of Broadcasters' code limits, but they're free to reach that conclusion not only from NAB President LeRoy Collins's recent request for "cooperation" but also from position some station reps are taking. CBS Radio Spot Sales's Maurie Webster, for one, has just returned from meetings with agency and advertiser people in San Francisco, Los Angeles, Denver and St. Louis where, as in New York, his presentation urged that buyers, too, give thought to "the problems of overcommercialization."

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Acquisitives*...buy more food in Cleveland

7th TV market...2nd in food purchases (per household).

WJW-TV's programming is for acquisitives—people with food money to spend.

*Ac-quis'-i-tive—given to desire, to buy and own.

LOS ANGELES *KGBS*	PHILADELPHIA *WIGB*	CLEVELAND *WJW*	MIAMI *WGBS*	TOLEDO *WSPD*	DETROIT *WJBK*	*STORER* BROADCASTING COMPANY
NEW YORK *WHN*	MILWAUKEE *WITI-TV*	CLEVELAND *WJW-TV*	ATLANTA *WAGA-TV*	TOLEDO *WSPD-TV*	DETROIT *WJBK-TV*	

ACQUISITIVES WATCH

WJW-TV

WEEK IN BRIEF

Option time is banned by the FCC; it's an "artificial restraint" and an "abdication of licensee responsibility," says commission in 6-1 vote. News received calmly by networks, agencies and producers. See . . .

GOODBYE OPTION TIME . . . 31

Union negotiations loom for networks, with six crucial contracts on the line this year and three others, due in 1964, sure to be influenced by arrangements. Summer-fall will be the bad period. See . . .

HEADACHE PERIOD AHEAD . . . 64

Agencies upset by disc-to-cartridge tape practices of radio stations. Fear quality of commercials may suffer in transference. Move is underway to impress stations with need for quality control. See . . .

HOW TO KEEP QUALITY . . . 34

British TV programers up in arms at proposed profit tax. Associated TeleVision says it is ready to bow out of field if levy is imposed. Government warned of big production cuts, unemployment. See . . .

TAX MAY BE TOO MUCH . . . 85

Fraudulent promotion contests lose KWK its license. FCC says it may have been the fault of the manager, but owners must bear responsibility. Revocation is by 3-2 vote, reversing examiner. See . . .

KWK LOSES LICENSE . . . 46

Commission makes final judgment on VHF drop-ins: t'aint necessary anymore. By one vote margin, FCC denies requests to move VHF channels into seven major markets because they might inhibit growth of UHF. See . . .

DROP-INS END UP IN GRAVE . . . 44

Green Bay TV ratings survey called off by ARB when station broadcasts call to diary keepers to contact station. WLUK-TV claims move was effort to ensure accuracy of records. New survey possible. See . . .

RATINGS MONKEY BUSINESS . . . 70

CBS-TV and NBC-TV split 12 Emmy awards, with ABC-TV garnering three. "The Tunnel" (NBC) and "Dick Van Dyke Show" (CBS) are top winners, with WCBS-TV and Granada TV receiving special citations. See . . .

CBS, NBC IN DEAD HEAT . . . 68

Radio code board holds line on commercial time limits at this time, but names committee to look into question of quality. Board decries FCC proposal to use code standards as basis for regulation. See . . .

RADIO CODE BOARD MEETS . . . 72

Direct television to brain, bypassing visual senses, seen as possibility by Allen DuMont. Electronics expert foresees three-dimensional color, receivers with own tape recorders, one pound cameras. See . . .

TELEVISION SYSTEM FOR BLIND . . . 78

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses plus address label from front cover of magazine.



They laughed when I told them about our rating system

by Len Hensel of WSM

"I know my station had at least 3,246 listeners last month," I said.

"Do you use the diary or the recall method... and how big was your sample?" they said.

"We use the order system," I said. "And it wasn't a sample. It was our OPRY HISTORY BOOK, which goes at $1 per. We've sold over 185,000 copies, offering it only on our station. Last month, 3,246 people ordered it (114 from Texas, 133 from Michigan, 230 from Illinois, 247 from Ohio . . . 43 states all told, plus D.C. and Canada). Isn't this some kind of a rating . . . like, maybe. AAA-1?"

And they laughed.

But then, so do our advertisers . . . year after year, sale after sale. The difference is, they laugh **with** us!

HENRY I. CHRISTAL, National Representative

the WSMpire

WSM CLEAR CHANNEL 650

NASHVILLE, TENNESSEE

OWNED AND OPERATED BY THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY

Could UHF air shows affiliates reject?

FCC WANTS MEETING WITH NETWORKS TO FIND ANSWER

FCC has asked for meeting with representatives of three TV networks to determine feasibility of making network programing available to UHF stations in intermixed markets. Programing involved would be that rejected by affiliates.

Commission Friday disclosed it has written ABC, CBS and NBC, asking them to send representatives to meeting at commission offices "in near future." Action is part of FCC campaign to foster development of UHF.

Commission said it's concerned with availability of network programing for UHF stations which may come into existence in intermixed markets as result of all-channel-receiver legislation.

Public interest issue is involved, FCC said, when network affiliates refuse programs that might, therefore, be fed to competing UHF stations.

Not only would this make more network programing available to public, FCC said, but it would "obviously promote development of UHF stations in the intermixed markets such as those involved" in drop-in case (see story page 44).

Commission said issue involved "is somewhat analogous" to that concerning availability of network programing to small-market stations. Agency noted some network programs have been provided such stations "under various special arrangements."

Question of how network programing can be made available to UHF stations is already under study by committee of FCC-sponsored Committee for the Full Development of All Channel Broadcasting.

GAB adds Oren Harris for editorial conference

Labeling broadcast editorials "a matter of national importance," House Commerce Committee Chairman Oren Harris (D-Ark.) Friday accepted invitation to participate in first National Broadcast Editorial Conference July 25-27 in Athens, Ga.

Conference, sponsored by Georgia Association of Broadcasters, received added interest with disclosure two weeks ago that Communications Subcommittee of House Commerce would hold July hearings on editorializing (BROADCASTING, May 27). Representative Walter Rogers (D-Tex.), chairman of subcommittee, also was invited to participate and indicated Friday that he may attend.

Representative Harris will speak July 26 at conference on University of Georgia campus and also is expected to participate in panel discussion. Others on program include FCC Commissioner Kenneth A. Cox, ABC commentator Howard K. Smith, Washington attorney W. Theodore Pierson and Mary Ann Cusack, special assistant to president of National Association of Broadcasters. Dick Mendenhall, editorial director of WSB-AM-TV Atlanta, is conference chairman.

Xerox hot for TV

Xerox Corp., Rochester, N. Y., which began using television for first time only two years ago, is fast becoming one of medium's heavy users. Firm, which invested about $300,000 in *CBS Reports* (CBS-TV) in 1961-62 season, and about $800,000 in *Chet Huntley Reporting* (NBC-TV) in 1962-63, is expected to place business worth nearly $4 million in TV in 1964. Agency is Papert, Koenig, Lois Inc., New York.

Bureau says Pape guilty for WALA-AM-TV actions

FCC's Broadcast Bureau last Friday told commission that licensee must be held responsible for actions of station's manager, and opposed request by WALA-AM-TV Mobile, Ala., that revocation proceeding against it be dismissed. Bureau also said Mobile station failed to supply commission with adequate information concerning station's own investigation of its staff's actions.

WALA-AM-TV allegedly demanded "large sums of money" to refrain from editorial attacks on engineering firm and candidate for sheriff. Station has requested charges be dropped because violations were committed by licensee's nephew and general manager Wadsworth B. Pape (AT DEADLINE, May 20). William O. Pape is sole owner of station.

Bureau said that Mr. Pape neglected for eight years to inform FCC that effective control of station had been transferred to licensee's nephew, and is to be held responsible for administration during that period.

ABC to go to court in FCC VHF denial

Unhappy ABC said Friday it will ask FCC to reconsider its May 29 decision denying short-spaced VHF drop-ins in seven cities (see page 44).

FCC's decision, ABC said, will affect 5 million people who will "continue to be denied at least three different entertainment, news and public affairs services. . . ."

Network took courage from concurring statement by outgoing FCC Chairman Newton N. Minow who says commission's decision shouldn't end effort to equalize competitive opportunities of three networks.

In concurring statement issued Friday, Mr. Minow said decision to vote with majority was most difficult he faced in his 27-month term.

Effects of all-channel receiver legislation, which is intended to stimulate UHF growth, won't be felt for several years, he said. During that time ABC's competitive disadvantage will persist, he added.

FCC finds 'no strings' on NBC gift to WNDT

FCC last Friday said it found no conditions attached by NBC to $100,000 grant to WNDT(TV) New York, educational station on channel 13. Commission also reiterated its belief in independent programing decisions by licensee in closing WNDT investigation.

Commission began its investigation of donation last month after story appeared in *New York Times* dealing with correspondence between Robert Sarnoff, NBC board chairman, and Dr.

Sneaky Moppets

Recent study in Helsinki, Finland, has proven truth of old adage that forbidden fruit is most desireable.

All Finnish TV shows banned to children, report released last week indicates, have been seen by half of 4,903 youngsters, aged 9-11, covered by survey. Every child had seen at least one of the proscribed programs.

more AT DEADLINE page 10

WEEK'S HEADLINERS


Lee B. Bartell

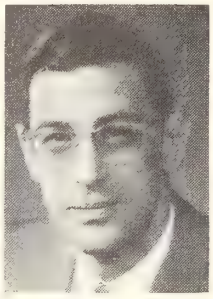
Lee B. Bartell, executive VP and treasurer of Macfadden - Bartell Corp., Milwaukee, elected president, succeeding **Gerald A. Bartell,** his brother, who continues as chairman and chief executive officer. Lee Bartell continues as corporate treasurer. **Frederick A. Klein,** formerly executive VP-publishing, named corporate executive VP, and **Jack Podell** was elected VP-editorial. Macfadden-Bartell publishes magazines and owns and operates WADO New York; WOKY Milwaukee; KCBQ San Diego, Calif.; Macfadden Teleglobe pay television system in Denver, Colo., and Telecuracao, Netherlands, Antilles.


Mr. Bryant

Donald L. Bryant, former president and director of Q-Tips Inc., division of Chesebrough - Pond's Inc., Long Island City, N. Y., joins Miles Products division of Miles Laboratories, Elkhart, Ind., as executive VP. **Walter B. Roberts Jr.,** account manager at J. Walter Thompson, New York, joins Miles as product manager of One-a-Day (brand) vitamins and with supervisory responsibility for Chocks. Mr. Bryant had been associated with Q-Tips since 1959. Earlier, he was with Warner-Lambert's Hudnut division in various posts including VP-advertising director, and later executive VP of division. Mr. Roberts joined JWT's research department in 1952 and later was assigned to media and new business departments before becoming an account manager.

Robert Taylor, veteran motion picture actor and star of former network series, *Robert Taylor's Detectives,* elected VP of Four Star Television, North Hollywood, Calif. Mr. Taylor became fifth largest stockholder in firm earlier this year (BROADCASTING, Feb. 4) through exchange of interest in his series for Four Star stock.


Mr. Tooke


Mr. Israel

Rolland V. Tooke and **Larry H. Israel** appointed to new posts of executive VP's for staff-group operations and station operations, respectively, at Group W, Westinghouse Broadcasting Co., New York. Mr. Tooke was formerly executive VP of WBC, and Mr. Israel, president of TVAR, organization's wholly owned national sales representative. New assignments become effective July 1. Mr. Tooke joined WBC in 1941. He was elected executive VP in 1959. Mr. Israel previously served as general manager of WJZ-TV Baltimore. Westinghouse Stations are WINS New York; WBZ-AM-FM-TV Boston; KYW-AM-FM-TV Cleveland; KPIX(TV) San Francisco; KDKA-AM-FM-TV Pittsburgh; WOWO Fort Wayne, Ind.; WIND Chicago; and WJZ-TV Baltimore.

For other personnel changes of the week see FATES & FORTUNES

Samuel Gould, president of WNDT, concerning grant from network (BROADCASTING, May 6).

Commission, in letter to WNDT, said it is "satisfied that no grant of funds . . . was conditioned on any understanding or commitment by you with regard to WNDT's programing."

FCC still divided on TV program forms

FCC was unable to reach agreement on revision of TV program reporting form despite all-day meeting on subject Friday. Commission had hoped to resolve issue—which it has been considering since 1960—in advance of outgoing Chairman Newton N. Minow's June 1 departure from agency.

One official said "some progress" was made in effort to reach concensus on how form should be modified to implement commission's 1960 program policy statement. But another source said seven commissioners "seemed to be pulling in seven different directions."

Commission had under consideration three proposed versions submitted by Commissioners Frederick W. Ford, Robert T. Bartley and Kenneth A. Cox, members of special program-form committee (BROADCASTING, May 27).

Committee will go back to work in effort to resolve conflicts in light of commission's discussion Friday.

Beech-Nut's $8 million goes to Benton & Bowles

Estimated $8 million Beech-Nut account, formerly held by Young & Rubicam, has been assigned to Benton and Bowles. Appointment of B&B comes five weeks after announcement of dismissal of Y&R.

Account covers Beech-Nut chewing gum, cough drops, baby foods, Life Savers and Pine Brothers cough drops. TV billing on account has been approximately $7 million, mainly in network, but future allocation is unknown.

Beech-Nut-Y&R split was reportedly over disagreement on marketing policies. Other Beech-Nut agencies are Ogilvy, Benson & Mather (Tetley tea), Grey Advertising (Martinson's coffee), Charles W. Hoyt Co. (Beech-Nut coffee) and Furman-Roth & Co. (Bustelo coffee).

'Life Line' snarled in $64,500 legal suit

J. Wayne Poucher, voice of ultra-conservative *Life Line* radio-TV program for past 4½ years, filed suit Friday (May 31) in U. S. District Court in Washington for more than $64,500 in back salary, severance pay and other compensation.

Mr. Poucher alleges he was summarily discharged April 6 after dispute with H. L. Hunt, Texas oil millionaire and major contributor to Life Line Foundation Inc., over compensation terms for TV appearances. Mr. Poucher says that up to April 6 he was receiving $1,600 month and had been promised $100 for each TV appearance.

He also charged that *Life Line,* without payment to him, made use of his commentaries and inspirational talks and that H. L. Hunt Food Products used his radio and TV broadcasts to advertise its products.

In release issued same time as suit was filed, Mr. Poucher said *Life Line* received net income of $446,784 in 1962 fiscal year, of which more than $250,000 came from radio and TV programs plus additional $150,000 from sale of his radio and TV scripts and other materials.

Dan Patterson, director of Life Line Foundation, said Friday he would have no comment until he has time to study complaint.

Fisher Body buys Thomas

Fisher Body division of General Motors Corp., tomorrow (June 4) begins alternate sponsorship of CBS Radio's *Lowell Thomas and the News.* Continuing as other sponsor is Oldsmobile division of GM. Agency for Fisher Body: Kudner Inc., New York.

HANDY DO-IT-YOURSELF RATING KIT

Complete on this page. Takes only 3 minutes to assemble, using this most important of all information. Simply fill in high score as you read:

☐ **1.** What do the local businessmen think of the advertising effectiveness of the Des Moines TV Stations?

ANSWER: Nearly 80% of all local TV advertising is placed on KRNT-TV.

☐ **2.** What station do local civic, cultural and religious groups count on for the most eager cooperation and support?

ANSWER: All know that KRNT-TV spends the most hours meeting with committees, helping write their copy and counseling them. Over 5,000 community service announcements, almost 500 program hours, last year.

☐ **3.** What TV station do most people depend on for their news?

ANSWER: People look to KRNT-TV most for News. They know our nine, full-time, fully professional newsmen will get it first . . . and get it right. Our viewers have "rated" our 10 PM News by making it one of the most watched newscasts in a multiple-station market in the country.

☐ **4.** Is the same true of Sports?

ANSWER: The daily sportscasts people watch most are on KRNT-TV. Our two top sportscasters beat the competition by a country mile. The three football coaches of the largest universities in Iowa are seen exclusively on Channel 8 in the Des Moines market.

☐ **5.** What personalities do viewers know and trust the most?

ANSWER: KRNT-TV Personalities are "Old Friends" to everybody in Central Iowa. Folks know them as highly trained, highly accepted, adult personalities. People are reminded of them and get to know them even better because of frequent exposure on KRNT RADIO and live appearances out in our area. It's an important plus in their merchandising and sales effectiveness.

☐ **6.** What station is the most promotion-minded?

ANSWER: KRNT-TV. We constantly publicize our activities, our people, our aims and aspirations. In this area we make no little plans and we carry through what we start. People here-abouts know everything about all we do.

VALIDATION TEST

This six-part questionnaire can be verified anytime, anywhere in Central Iowa. No rating period required . . . it's a 12-month continuous survey. To check the results above, simply send for a free page of the Des Moines telephone directory, take any number or numbers at random, and call yourself.

KRNT-TV

Des Moines Television

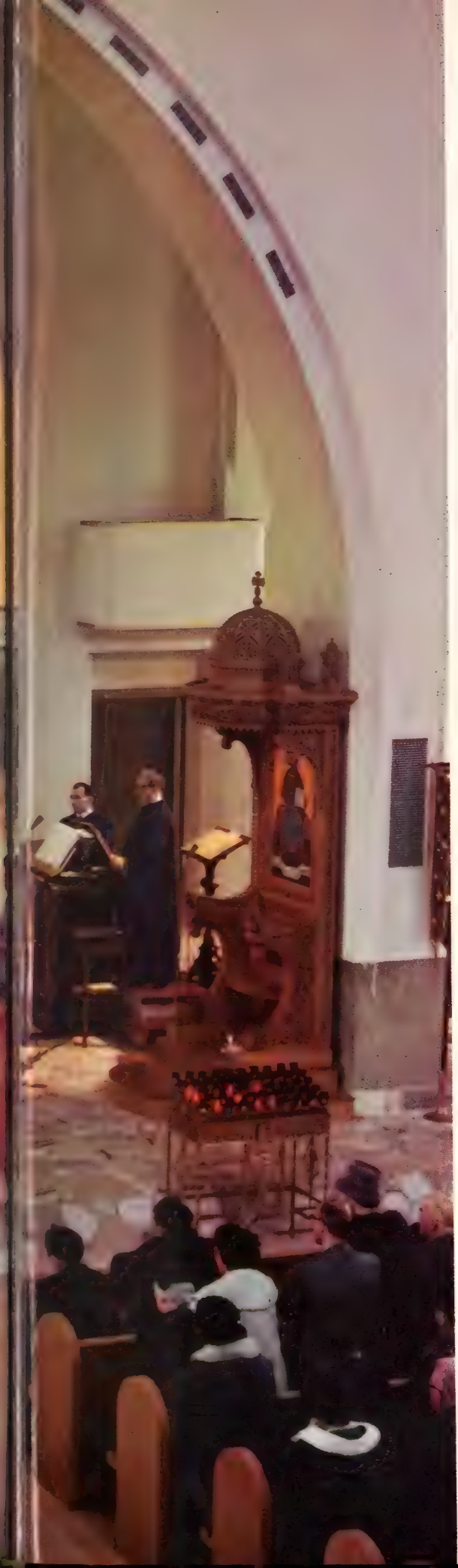
An Operation of

Cowles Magazines and Broadcasting, Inc.

REPRESENTED BY THE KATZ AGENCY, INC.



St. Constantine's Greek Orthodox Church, Chicago





REVERENTLY...COLORFULLY

It happens on Sunday in Chicago—WGN-Television takes one of the country's few mobile color units to church.

Thus the beauty of worship in Chicago's churches is faithfully mirrored in thousands of homes.

Over the last four years, Sunday church has become an honored television tradition. Yet, it is just one evidence of the depth of interest WGN-Television has in the expanding world of color.

This year we will televise 124 major league baseball games in color, also for the fourth year.

In 1962, WGN-Television—as an independent station—programmed more than 1800 hours of color, much of it locally produced. More than was originated by any other station in the nation.

And we welcome the opportunity to increase our color programming in Chicago this year, as more advertisers turn to color and its growing audience.

WGN believes that color holds television's brightest promise for the future—and we're not waiting.

WGN TELEVISION
2501 BRADLEY PL., CHICAGO 18, ILL.



TOMBSTONE TERRITORY

...one of 268 syndicated TV film series which use*

BMI

licensed music and were telecast locally during the past year

**out of a total of 390 syndicated TV film series*

BMI*

BROADCAST MUSIC, INC.

589 FIFTH AVENUE · NEW YORK 17, NEW YORK

CHICAGO • LOS ANGELES • NASHVILLE • TORONTO • MONTREAL

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing

JUNE

June 3—**Hollywood Ad Club** luncheon at the Hollywood Roosevelt, 12 noon. Max Factor, founder of the cosmetic firm bearing his name, will receive the club's Founder's award. Marvin L. Mann, director of advertising for Max Factor & Co., will be program chairman.

June 4—Annual stockholders meeting, **MCA Inc.** (parent company of Revue Studios), Sheraton-Blackstone, Chicago.

June 4—**Senate Commerce Committee** public hearing on the appointment of Lee Loevinger as FCC commissioner.

June 4—**Board of Broadcast Governors** hearing, Ottawa.

June 4-6—**National Visual Presentation Association,** Hotel Commodore, New York.

June 4-6—Annual convention and exhibit of **Armed Forces Communications & Electronics Association.** Speakers are: H. I. Romnes, president of Western Electric Co., June 4 luncheon; Najeeb E. Halaby, administrator of Federal Aviation Agency, June 5 banquet; Lieutenant General Alfred D. Starbird, U.S.A., director of Defense Communications Agency, June 6 luncheon. Sheraton-Park Hotel, Washington.

June 5—**Canadian TV Commercial Film Festival and Workshop,** Royal York hotel, Toronto.

June 5—Annual meeting and premium round table of **Premium Advertising Association of America,** Hotel Roosevelt, New York City.

June 6—Special meeting of stockholders, **Walter Reade/Sterling Inc.,** to merge Sterling Television Co. into Walter Reade/Sterling, which already owns 96% of Sterling TV. Coronet Theatre, New York.

June 6—Award luncheon of the **Broadcast Pioneers'** Washington chapter to honor Representative Oren Harris (D-Ark.), chairman of the House Interstate and Foreign Commerce Committee, 12:30, International Inn, Washington.

June 6—**Chicago Copywriters Club's** dinner preview of 1963 winners in American TV Commercials Festival, 5:30 a.m., Bernard Shaw Room, Sherman House hotel.

June 6-8—**Los Angeles Advertising & Marketing Materials Show,** Shrine Exposition Hall, Los Angeles.

June 7-14—Annual convention of **National Community Television Association,** Olympic hotel, Seattle. Senator Warren G. Magnuson, Commerce Committee chairman, will be the keynote luncheon speaker June 11.

June 8—**UPI Broadcasters of Upper Michigan,** Dee Park Lodge, Manitowish Waters, Wis.

June 8-9—Annual meeting of **Tri-State TV**

TVB SALES CLINICS

June 3—Boise, Idaho; Abilene, Tex.; Minneapolis. June 4—Duluth, Minn. June 5—Seattle; Odessa, Tex. June 6—Fargo, N. D.; Baltimore. June 7—Portland, Ore.; El Paso, Tex.; Bismarck, N. D.

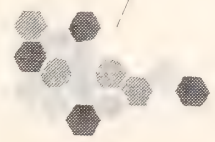
June 10—Sacramento, Calif.; Albuquerque, N. M. June 12—San Diego; Salt Lake City. June 14—Phoenix, Ariz.; Denver.

June 18—Chicago; Los Angeles. June 20—Fresno, Calif. June 21—San Francisco; Monroe, La.

June 24—New Orleans. June 25—Baton Rouge, La.; Winston-Salem, N. C. June 27—Hattiesburg, Miss. June 28—Meridian, Miss.



The wondrous bee does plan and plan the filling of the comb



Your advertising planning can be greatly simplified by using BEE-LINE RADIO. You reach the vital markets of Inland California and Western Nevada with the four McClatchy stations. These stations have a record of program excellence. That's why they have the listeners you want to reach with your sales message.

McClatchy Broadcasting Company



delivers more for the money in Inland California-Western Nevada

PAUL H. RAYMER CO. — NATIONAL REPRESENTATIVE

KOH RENO • **KFBK** SACRAMENTO • **KBEE** MODESTO • **KMJ** FRESNO

What makes a great salesman?

America became a gum-chewing nation because of a soap salesman. William Wrigley, Jr. made himself well known as a premium distributor by offering gifts to jobbers who bought his soap products. One of the most popular premiums was chewing gum. When the cry for gum surpassed the demand for soap, he wisely changed course. It was a momentous decision, for Wrigley was just the man to bring salesmanship to a product few adults had even thought about twenty years before.

A firm believer in doing things on a big scale, Wrigley contracted for $1 million in advertising during the panic of 1907 and practically *doubled* sales within a year. Twice he mailed free gum to every name listed in every telephone book in the country! His outdoor sign along the Trenton-Atlantic City railway tracks was nearly a mile long. For years two sticks of Wrigley gum were sent to as many American children as possible on their second birthday.

Because William Wrigley thought big, chewing gum emerged as big business. "Thinking big" accounts for the great selling ability of the Storer stations, too. Responsible management and operating efficiency are part of the story. So is programming keyed to individual audience attention and respect. Your message means more on a Storer station! In Cleveland, Storer's great salesmen are WJW-Radio and WJW-TV, two important stations in an important market.

LOS ANGELES *KGBS*	PHILADELPHIA *WIBG*	CLEVELAND *WJW*	NEW YORK *WHN*	TOLEDO *WSPD*	DETROIT *WJBK*
MIAMI *WGBS*	MILWAUKEE *WITI-TV*	CLEVELAND *WJW-TV*	ATLANTA *WAGA-TV*	TOLEDO *WSPD-TV*	DETROIT *WJBK-TV*

STORER
BROADCASTING COMPANY


GLEY'S
NG GUM

FAIR SHAKE...

we quote ratings... but we sell everything else— coverage, rates, personalities, merchandising.. .and most important... the integrity of the station management.

Our salesmen visit our stations.

Station Reps

BOB DORE

ASSOCIATES

11 WEST 42nd STREET, NEW YORK 36, N. Y.
CHICAGO LOS ANGELES SAN FRANCISCO

Luxury Living!
Sensible Location!

Specify The New Weston, in the heart of the advertising and broadcasting belt, as your in-town address. Our splendid rooms and suites make an ideal environment for living or entertaining. Theatres, clubs, shops are advantageously close. **NOW COMPLETELY AIR CONDITIONED.**

In the distinguished world of the
HOTEL New Weston
Madison Ave. at 50th St.
New York • PLaza 3-4800
KNOTT HOTELS

World-Famous
NEW WESTON BAR & ENGLISH DINING ROOM

Here you rub shoulders with the smartest people any time of day. Come in for cocktails and hot canapes. The cuisine is skillfully prepared to Continental tastes. Try it some day soon . . . at lunch or dinner.

Translator Association, Rainbow hotel, Great Falls, Mont.

June 8-11—**Georgia Association of Broadcasters'** convention, Holiday Inn motel, Callaway Gardens, Pine Mountain, Ga. Speakers will include FCC Commissioner Rosel H. Hyde; Representative William E. Miller (R-N.Y.), chairman of the Republican National Committee; Wrede Petersmeyer of Corinthian Broadcasting Co.; Miles David, administrative vice president of Radio Advertising Bureau; Lionel Baxter, Storer Broadcasting Co.; Bruce Merrill, Ameco Inc. (CATV); Robert Mason, All-Industry Music Licensing Committee; Larry Cervone, Gates Radio Co.; and Lee Mehlig, Broadcast Clearing House.

June 10—Reply comments due on **FCC** proposal to bar applications under multiple ownership rules unless applicant first disposes of one interest.

June 10-11—Representatives of the legal profession, the social sciences, and the mass media will discuss **"The Right of Privacy and the Mass Media"** at Pennsylvania State University. Conference is co-sponsored by Pennsylvania Bar Association and Pennsylvania State University's School of Journalism and Center for Continuing Liberal Education. Speakers and participants include Alan U. Schwartz, member of New York law firm of Greenbaum, Wolff and Ernest; Creed C. Black, vice president and executive editor of *Wilmington News and Evening Journal;* Morton J. Simon, Philadelphia communications attorney; and Robert V. Cahill, legal counsel for National Association of Broadcasters.

June 10—Sixty-sixth annual convention of **American Federation of Musicians,** Fontainebleau, Miami Beach, Fla.

June 10-11—**NAB** TV Code Review Board meeting, University Club, New York.

June 10-21—**Radio Workshop,** co-sponsored by Abilene Christian College and Texas Association of Broadcasters, Abilene Christian campus. Additional information about the workshop is available from Dr. Lowell G. Perry, Radio Workshop, Abilene Christian College, Abilene, Tex.

June 11—Debate between W. Theodore Pierson and Harry M. Plotkin on "The Need for Modification of Section 326," (censorship) luncheon meeting, **Federal Communication Bar Association,** Willard Hotel, Washington.

June 11—Annual stockholders meeting, **United Artists Corp.,** Astor Theatre, New York City.

June 12-14—Thirty-third **Institute for Education by Radio-Television,** sponsored by Ohio State University Telecommunications Center, Nationwide Inn. Columbus. Theme is "The Program: The Heart of Broadcasting." The American Council for Better Broadcasts meets June 12 in conjunction with the institute. Keynote speaker will be Dr. Edward W. Rosenheim Jr., professor of English at University of Chicago.

June 12-14—Annual meeting of the **Electronic Industries Association of Canada,** Chantecler hotel, Ste. Adele-en-haut, Que.

June 13-14—**Television Affiliates Corp.** programing conference, Sheraton, Chicago. Speakers include Sylvester L. (Pat) Weaver Jr., board chairman of McCann-Erickson, and Jules Power, executive producer of ABC-TV's *Discovery* series.

June 13-15—**Mutual Advertising Agency Network** meeting. Palmer House, Chicago.

June 14—**Wyoming AP Broadcasters Association** meeting, Torrington.

*June 14-15—Annual meeting of the **Wyoming Association of Broadcasters,** Torrington.

June 15-19—Annual convention of **Advertising Federation of America,** Atlanta Biltmore hotel, Atlanta, Ga. Speakers include: Emerson Foote, McCann-Erickson, New York; Ralph McGill, *Atlanta Constitution;* Arthur E. Tatham, Tatham-Laird, Chicago; Dr. Lyndon Brown, Dancer-Fitzgerald-Sample, New York; Edward R. Murrow, director of U. S. Information Agency; Fletcher Knebel, Washington correspondent for Cowles Publications; Sir Douglas Fairbanks Jr., former motion picture star and currently director of Scripto Inc.; and Paul Austin, president of The Coca-Cola Co.

June 16-18—Annual spring meeting of the **North Carolina Association of Broadcasters,** Holiday Inn, Durham.

June 15-Aug. 6—Summer workshop in **closed circuit television teaching** by the Department of Radio & Television, Indiana University, Bloomington. James D. Perry, instructor in radio-TV and supervisor of the I.U. closed circuit teaching program, will be director of the workshop.

June 17—Effective date for new **FCC** rule allowing automatic logging and requiring daily, five-times-a-week inspection of transmitting facilities of AM-FM stations.

June 17—**Hollywood Ad Club** luncheon at the Hollywood Roosevelt. AAW day, ushering in the convention of the Advertising Association of the West, to be held June 22-27 with Hollywood as host club.

June 17-19—**Forty-sixth national conference of American Marketing Association,** Statler hotel, Washington, D. C. Conference theme is "Innovation: Key to Marketing Progress." "Innovations In the Measurement of the Advertising Media Audience: A Roundtable Discussion" at 9:15 a.m., June 17. Speakers include Roger N. Humphries, Procter & Gamble Co.; Donald Graham McGlathery, A. C. Nielsen Co.; Paul H. Chook, Alfred Politz Research Inc.; and William M. Weilbacher, C. J. LaRoche & Co. "Innovations In Measuring Advertising Effectiveness" at 9:15 a.m., June 18. Speakers include Robert J. Fisher, Ford Motor Co.; Seymour Banks, Leo Burnett Co.; Steuart Henderson Britt, Northwestern University; Russell H. Colley, management consultant; and Leroy E. Purvis, Gallup & Robinson Inc.

June 18-20—Annual convention of Electronic Industries Association, Pick-Congress hotel, Chicago.

June 19-21—Annual meeting of **Virginia Association of Broadcasters,** Williamsburg Inn, Williamsburg, Va. Miles David, vice president of Radio Advertising Bureau, will head a team that will provide successful and interesting ideas for local selling, programing and sales-audience promotion. Speakers include FCC Commissioner Frederick W. Ford.

June 20-22—**Florida Association of Broadcasters** convention, Robert Meyer hotel, Jacksonville, Fla. Speakers will include LeRoy Collins, president of National Association of Broadcasters; Florida Governor Farris Bryant; Jack Thayer, vice president-general manager of WHK-AM-FM Cleveland; Harold Krelstein, Plough Broadcasting Inc.; Edmund Bunker, president of Radio Advertising Bureau; Robert J. Rawson, chief of FCC's Transfer and Renewals Division; Bill Ray, chief of FCC's Complaint and Compliance Division; Robert Heald, Spearman and Roberson; and Tom Wall, Dow, Lohnes and Albertson..

June 21—**Colorado AP Broadcasters Association** meeting, Durango, Colo.

June 21-22—**Colorado Broadcasters Association** convention, Strater hotel, Durango. Speakers will include Donald McGannon, president of the Westinghouse Broadcasting Co., and FCC General Counsel Max Paglin. Don Dailey and Tom Bostic, presidents of the Missouri and Washington State broadcasters associations, respectively, will also address the CBA meeting.

June 21-Aug. 17—**Twenty-First Stanford Radio-Television Film Institute,** sponsored jointly by Department of Communication of Stanford University and San Francisco stations: KPIX (TV), Westinghouse Broadcasting Co.; KQED (TV), Bay Area Educational Television Association; and KNBR-AM-FM, NBC. Courses meet alternately on the campus of Stanford University and in the San Francisco studios of the cooperating stations.

June 22-27—**Advertising Association of the**



"For Distinguished Service in the field of television reporting," the citation read, "the Sigma Delta Chi Award is made for 1962 to KWTV, Oklahoma City."

For KWTV's Newsman Ed Turner and Cameraman Bob Mathews, this represented the crowning achievement in a series of awards resulting from their initiative and enterprise in reporting "The War at Oxford."

Along the road the KWTV news team of Turner and Mathews has been honored . . .

- as Oklahoma's News Team of 1962 by the Oklahoma Professional Chapter of Sigma Delta Chi;
- by a special citation from The Department of Justice on behalf of the 24 Special Deputy U. S. Marshals who served at Oxford;
- for the Best Television News Story of 1962, by United Press International Broadcasters of Oklahoma;
- by Commendations for dedication to duty from Oklahoma's Governor, State Senate and House of Representatives.

Looking toward the future, the staff and management of KWTV, Oklahoma City, pledge even greater initiative and enterprise in serving its 48-County Community.



The Clock and Mr. Paar

It was a question you heard whispered ominously last summer all the way from Madison Avenue to Madison, Wisconsin: "Will a prime-time show mean a less informal Jack Paar?"

Then along came the September premiere of Jack's Friday-night series, and all speculation stopped at once. Obviously, Paar's unstuffiness and irreverence were delightfully intact.

They've remained so all season long. And no one doubts they'll be otherwise in the Fall when the full-hour color show begins its *second* year—as part of NBC-TV's '63-'64 lineup. For in a world that often equates slickness with talent, Jack and his "gemutlich" guests insist on being themselves.

On the current series, it's seemed the most natural thing in the world for Richard Nixon to play a piano solo; for Nat (King) Cole to chat about a recent trip to the Orient; for Liberace to launch

THE JACK PAAR SHOW













into a spirited demonstration of the twist.

Can there be anything more free-wheeling than an agenda that ranges from the far-out flippancies of the "Beyond the Fringe" cast to the wonderfully unsophisticated home movies of Jack and family touring the Holy Land?

During his approaching Summer vacation Paar and camera will be visiting such areas as Africa, Hawaii and Tahiti. So this Fall, Paar viewers will not be too surprised if they see films covering everything from Dr. Schweitzer's feelings about Raymond Massey to a newly-discovered galley-menu (soaking wet) from HMS Bounty.

But best of all, there'll be Jack himself on stage —tossing off one-liners, swapping anecdotes with guests, and ribbing (but never deceiving) his audiences. You know something? We don't think the fellow *realizes* he's on prime-time. And you know something else? We're not going to tell him.

NBC

Look to NBC for the best combination of news, information and entertainment.



WLW COLOR TELEVISION

We're the national color TV leader. And our big color TV survey startled the industry when we proved that color programs rate double the popularity of the same programs in black and white. And color commercials rate 3½ times the impression as the same commercials in black and white.

WLW Television is ranked at the top in all phases of color TV—programs, production, talent, direction, sales, engineering. So let us tune your products to color programs and color commercials with all their golden rewards!

Call your WLW TV man!

CROSLEY COLOR TV NETWORK

WLW-D Television Dayton · WLW-C Television Columbus · WLW-T Television Cincinnati · WLW-I Television Indianapolis

WLW Radio—Nation's Highest Fidelity Radio Station

CROSLEY BROADCASTING CORPORATION
a subsidiary of Avco

West annual convention at Ambassador hotel, Los Angeles. Junior conclave, June 22; business sessions, June 24-26; president's dinner, June 26; golf tournament, June 27.

June 24-28—Meeting of **National Association of Broadcasters** radio, TV and combined boards, Statler-Hilton, Washington.

June 24-29—Ninth annual **Writers' Conference**, McKendree College, Lebanon, Ill.

June 24-29—**International Telefilm Show**, within framework of 13th International Film Festival Berlin (Germany) 1963.

*June 25—Annual stockholders meeting, **The Jerrold Corp.**, Jerrold Building, Philadelphia.

June 26-29—Second annual executive conference of **New York State Broadcasters Association**, Gideon hotel, Saratoga Springs, N. Y. Panelists Joseph Morris, editor of *Advertising News of New York* and Arthur Perles, editor of *Radio-TV Daily*.

*June 27—Annual loudspeaker conference, **Electronic Industries Association**, Pick Congress hotel, Chicago.

June 27-29—**Wisconsin Broadcasters Associated** meeting, The Northernaire. Three Lakes, Wis. June 28 speakers include FCC Commissioner Frederick W. Ford, Radio Advertising Bureau President Edmund C. Bunker, and John Hurlbut, owner-manager of WVMC Mt. Carmel, Ill.

June 27-29—**Maryland-D. C. Broadcasters Association**, Sea Scape hotel, Ocean City, Md.

June 30-July 12—Fifth annual **Advertising Federation of America** marketing management and advertising seminar, Harvard Business School, Cambridge, Mass.

June 30-July 4—Annual convention of **Kiwanis International**, Convention Hall, Atlantic City, N. J. Ward Quaal, executive vice president of WGN Inc., Chicago, will speak July 2 on "Responsibility for Developing, Strengthening, and Preserving Free Enterprise."

JULY

July 10-14—**Annual convention of American Federation of Television and Radio Artists**, Ambassador hotel, Los Angeles. Keynote speakers will be California Governor Edmund G. Brown and Mayor Samuel W. Yorty.

*July 10-20—Fourteenth **International Festival of Documentary Film**, Venice, Italy.

July 11-13—Annual convention of **Idaho Broadcasters Association**, Moscow, Idaho.

July 14-16—Summer convention of **South Carolina Broadcasters Association**. Location to be announced.

July 14-26—Fourth annual **NAB Executive Development Seminar**, Harvard Business School, Cambridge, Mass. The general outline of subject matter includes: (1) development of the executive; (2) formulation and execution of competitive strategy; (3) organization and delegation of work; (4) planning, budgeting and controlling costs (5) management of people; (6) review and appraisal of management performance.

*July 20—**Florida AP Broadcasters** annual meeting, Cape Colony Inn, Cocoa Beach, Fla. News panels in the morning, a luncheon, afternoon tour of Cape Canaveral and an awards dinner at night.

*July 25-27—**National Broadcast Editorial Conference (NBEC)**, co-sponsored by Henry Grady School of Journalism and the Georgia Association of Broadcasters, at the University of Georgia, Athens. Keynote speaker is Howard K. Smith of ABC-TV. Participants include FCC Commissioner Kenneth A. Cox; communications attorney Theodore Pierson of Washington, D. C.; Dr. Mary Ann Cusack, National Association of Broadcasters; and Ralph Renick, vice president of WTVJ(TV) Miami; and George Campbell Jr., executive vice president of Peoples Broadcasting Corp., Columbus, Ohio.

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U. S. Patent Office
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Century I

–count them–30 great feature films from the top quality studios **of Twentieth Century Fox Film, Corp.**

444 West 56th Street, New York 19, New York—COlumbus 5-3320

RD OF PARADISE · BROKEN ARROW · CHEAPER BY THE DOZEN · DEMETRIUS AND THE GLADIATORS · DESTINATION GOBI · DIPLOMATIC COURIER
AMBOAT · FIVE FINGERS · GARDEN OF EVIL · HALLS OF MONTEZUMA · HOW TO MARRY A MILLIONAIRE · IT HAPPENS EVERY SPRING · MAN ON
GHTROPE · MONKEY BUSINESS · NO HIGHWAY IN THE SKY · O'HENRY'S FULL HOUSE · ON THE RIVIERA · PEOPLE WILL TALK · SOLDIER OF FORTUNE
RS AND STRIPES FOREVER · THE BLACK ROSE · THE DAY THE EARTH STOOD STILL · THE DESERT FOX · THE FROGMEN · THERE'S NO BUSINESS
SHOW BUSINESS · THE SNOWS OF KILIMANJARO · TITANIC · WHAT PRICE GLORY · WHERE THE SIDEWALK ENDS · WITH A SONG IN MY HEART

MONDAY MEMO

from WERNER H. MAAHS, Chicken Delight, Los Angeles

Radio the keystone of Chicken Delight's growth

Advertising is the life-blood of any business. But in Chicken Delight's operation, it's the guts, muscle and nervous system as well. Broadcast advertising has swelled our chain of franchised stores in the western states from one location to 185 locations in just under four years, and in that period individual store volume has tripled.

We have 400 franchised stores from coast-to-coast, selling ready-to-eat chicken, shrimp, rib and fish dinners. Gross sales last year topped $20 million. The price of the Chicken Delight dinner is $1.39, and chicken makes up about 80% of our total volume. There's no eating on the premises, but we deliver one dinner or 100 dinners to a customer's home free.

Naturally, if customers prefer, they can pick up their dinners at one of our stores. And the dinners stay hot for about 45 minutes because of our patented packaging. The quality of the product, which is prepared and cooked like no other chicken, combined with our packaging and free delivery service are the three elements that make us unique in the food business.

A Factual Start ▪ These were the facts we dropped in the lap of Tilds & Cantz Inc., our Los Angeles-based advertising agency, almost four years ago. Their approach to our problems, as well as their knowledge of both the franchising and food handling business, has encouraged us to include Walter Tilds, president of the shop, and Alan Berger, our account executive, in most key management decisions, both in and out of the marketing/advertising areas. They are truly synthesized into total over-all operations.

Here's what they did. Without our knowledge, they researched volume patterns, customer attitudes, economic profiles of our marketing areas, frequency of purchase data and the dozens of other facets that contribute to wooing and winning a potential customer. Then, with our guidance, they related the data to sales figures in the few stores we had operative in August 1959. A flexible formula, applicable to virtually any market, was then developed and put into operation.

The concept from the creative and media aspect was both logical and dynamic. The agency was quick to spot the impulse factor linked to a purchase from us, or any restaurant, for that matter. By the weekend, the housewife has run out of ideas for menus and is tired of cooking. Chances are, she's due for a supermarket shopping trip and the cupboard is moderately bare. Most of our market shopping is done on weekends here, and after a housewife has spent over an hour surrounded by food, pushing a shopping cart and fighting crowds, she doesn't feel much like cooking. Coincidentally, about 75% of our total weekly volume comes on the weekends.

Weekend Saturation ▪ The agency recommended we restrict our advertising to just two days, Saturday and Sunday, to squeeze impact from a severely limited budget. Our stores don't open until 4 p.m. and the peak traffic spans the 5:30 to 7:30 p.m. area. So we went on one station, a "middle-of-the-road" music, news and sports operation with 50 kw coverage and an excellent staff of on-air personalities. We ran 60-second or 30-second spots every half hour during our peak time and nothing else. Classic vertical saturation.

Commercial content was simple. At the time we started on the air, the Twist was the rage, so the agency created a 30-second musical jingle in a twist tempo. The next 30 seconds were aimed squarely at the housewife, with live copy delivered by a station personality, pointing out the convenience of not having to cook dinner or wash dishes. It's summed up by our slogan, "Don't cook tonight, call Chicken Delight."

Consumer response was almost immediate on the store level, but something we never expected was a welcome sidelight. People became so Chicken Delight-conscious that our franchise inquiries increased almost more rapidly than we could handle. The fact that we have opened 104 stores in just three years in Southern California alone speaks for itself. This market is almost sold out, as are many of our West Coast medium and major cities.

Time To Expand ▪ As we grew, so did our ad budget. The agency then applied what they call their "Stratified Media Technique." The middle-of-the-road station appeals to a broad segment of audience in the middle-to-high-middle income area. Next a "hard rocker" was added, shooting for the younger middle-to-middle-low income group. Finally, to get the upper income end of the population, and perhaps an older audience, an all-talk station was added. Listening trends and demographic research indicate we cover our market efficiently, with little duplication.

In the past three years, Tilds & Cantz has applied this formula (with some modifications) to San Diego, San Francisco, Seattle and, recently, New York as well as about 25 smaller markets. "Long Distance" media selection is never used. Our key account team visits every market at least twice yearly, with more frequent trips to key markets.

The sound of our commercials has changed with new musical arrangements of the same lyrics and melody. So has the live copy. The "nuts and bolts" approach has been modified to dwell more on the sensual areas of taste, appearance, warmth, etc. We have tested spot TV in selected markets, and the direct sales response indicates that television will be an important part of our future advertising.

But the foundation of our media approach, radio advertising, will not change. It will be expanded to every major market because we are convinced that radio convinces people, "Don't cook tonight, call Chicken Delight."



Werner H. Maahs left the White Fish Bay, Wis., police force in 1954 to open a Chicken Delight store in Milwaukee. In 1956 he was appointed vice-president of Chicken Delight Inc., Rock Island, Ill., and sent to Los Angeles in 1959 as president of its California corporation. He is one of the few business executives to be listed in "Who's Who in the West" at just 36 years of age. An avid hunter, fisher and golfer, he resides in West Los Angeles with his wife and four (soon to be five) children.

You can't cover Indianapolis with Indianapolis TV!

**The Indianapolis Market, we mean!*

WTHI-TV in combination with Indianapolis stations offers more additional unduplicated TV homes than even the most extensive use of Indianapolis alone.

More than 25% of consumer sales credited to Indianapolis comes from the area served by WTHI-TV, Terre Haute.

More than 25% of the TV homes in the combined Indianapolis-Terre Haute television area are served by WTHI-TV.

This unique situation revealed here definitely suggests the importance of re-evaluating your basic Indiana TV effort . . . The supporting facts and figures (yours for the asking) will show how you gain, at no increase in cost . . .

1. *Greatly expanded Indiana reach*
2. *Effective and complete coverage of Indiana's two top TV markets*
3. *Greatly improved overall cost efficiency*

So, let an Edward Petry man document the foregoing with authoritative distribution and TV audience data.

WTHI-TV*

CHANNEL 10
TERRE HAUTE,
INDIANA

**An affiliate of WTHI AM & FM*

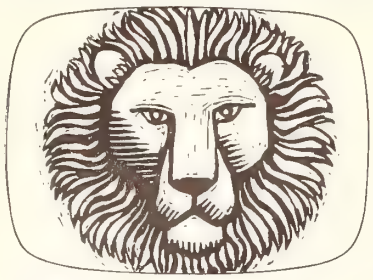
CBS TELEVISION

Edward Petry & Co., Inc.

WTHI-TV delivers more homes per average quarter hour than any Indiana station* (March 1962 ARB)

*except Indianapolis

METRO-GOLDWYN-MAYER TELEVISION PRESENTS



View from the Lion's Den

Atlantic City Isn't Nice

■ Before anyone sues, that's Nice, France, which isn't Atlantic City 'cause among other things there's no boardwalk or Steel Pier. But there is a girl from Atlantic City who's in Nice right now and she'll be appearing on a lot of people's TV screens AC to DC to LA to KC on NBC this fall. Her name is Dawn Nickerson. She's one of three girls in a mediocre night club act touring Europe with a hoofer named Harry. That's part of the plot. They're *Harry's Girls*. The problem is to keep the girls in step in the act and out. It keeps Harry hopping and provides some harrowing and hilarious moments. It's all in fun. In fact, if you remember the MGM movie "Les Girls" you've got the idea behind *Harry's Girls*, now a weekly half-hour comedy series sponsored by Colgate.

■ But back to the girls. They're just wild about Harry, as their den mother. They are generally wild about something at any given moment: a rajah, a part in an Italian movie, perhaps even cello playing if there's a beau handy. Besides Dawn, there's Diahn Williams and Susan Silo. They are blonde, redhead and brunette in the same order. All three girls won out over 320 other actresses for the roles. It makes sense when you meet these girls. They are perfect for their parts. Scripts may not be necessary. They're already living their roles. In an interview with *Cecil Smith* of the Los Angeles Times before they left for shooting in Europe they delivered the following dialog...

Susan: I'm excited about Europe but I'm going to miss California.
Diahn: I wouldn't live there. I hear there are 10 girls to every man in Hollywood.
Susan: That's New York propaganda.
Dawn: Anyway, isn't that Washington that has 10 girls to every man?
Susan: With all those Kennedys around?

■ Lucky Pierre. And lucky Larry. He's Larry Blyden who is Harry in *Harry's Girls*. We can't feel sorry for him this coming television season, can we? He's got it real nice in Nice and the rest of the continent, episode after episode. It will be great fun watching the results starting September on Fridays at 9:30 PM NYT, NBC-TV.

OPEN MIKE

Blue chip client's reading

EDITOR: . . . Anyone who has anything to do with broadcasting is aware of the vital part your publications have played in the history of broadcasting. Certainly, Alberto-Culver finds rare newsworthiness in both BROADCASTING and TELEVISION.—*Morris Wattenberg, Alberto-Culver Co., 2525 Armitage Avenue, Melrose Park, Ill.*

A matter of semantics

EDITOR: YOUR MAY 20 CATV STORY OK EXCEPT THAT NO NCTA COMMITTEE HAS BEEN APPOINTED TO "NEGOTIATE" REGULATORY LEGISLATION WITH FCC. MALIN'S COMMITTEE WAS NOT AUTHORIZED BY NCTA BOARD TO NEGOTIATE BUT TO PRESENT OUR INDUSTRY'S VIEWPOINT TO FCC AND REPORT BACK TO BOARD. LET'S KEEP THE RECORD STRAIGHT.— *B. J. Conroy Jr., secretary, National Community Television Association, 220 North Getty Street, Uvalde, Tex.*

(Our reporter interpreted a statement in the NCTA membership bulletin that a "special task group will meet with the FCC to discuss issues involved in proposals for CATV legislation" to mean that this group was "negotiating.")

Monitored?

EDITOR: In keeping a parallel account of the radio coverage versus the wire coverage of the recent space orbit of Major Gordon Cooper, I was beginning to wonder where the wires were getting their news. While sitting in the news room, watching the wire and listening to a network account, at the moment the announcer described the capsule touching the water, one wire service stopped in the middle of a word, spaced about ten lines, rang the bell at least ten times, then wrote tersely "Cooper's down." This was followed by another similar clatter, and a repeat of the same performance.

Now I can understand that they have correspondents close at hand, but to get the word back to the home office in an instant, when dozens of other services would be competing for the limited facilities available seems highly unlikely. And I wonder how many radio stations actually made use of this gem of information? They probably also got their information from other network stations.

All of which seems to point up one thing. Everybody listens to radio. Even radio stations. And wire services.—*R. S. Houston, Box 48-1148, Miami 48.*

Against daily inspection

EDITOR: We wonder if station operators realize that effective June 17, the FCC proposes to require their engineer to make a daily trip to the transmitter (five days a week), even though remote control equipment indicates that everything is operating properly.

The National Association of Broadcasters has a petition on file opposing the inspection portion of the rule. But if stations aren't aware, and don't file their opinions, the rule may become effective on schedule.—*Hayward L. Talley, president,* KXGI *Fort Madison, Iowa.*

Leads and suggestions

EDITOR: I wish to deeply thank you for the very splendid article you did concerning my proposed broadcast facility to be staffed by the physically disabled (BROADCASTING, May 13).

Through the article I have received many excellent leads and helpful suggestions concerning this enterprise. I'm sure it will be some time before I reap the full benefits from this article, but I am sure that the role [you] performed has been quite sufficient.—*Kenneth A. Jacuzzi, 1239 Upper Happy Valley, Lafayette, Calif.*

BOOK NOTE

"The Technique of Documentary Film Production," by W. Hugh Baddley. Hastings House Publishers Inc., 151 East 50th Street, New York 22. 268 pp. $10.

It has not been too many years since the documentary film passed out of the travelogue class. Today's documentary-makers do more than take pretty pictures of streams, lakes and mountains. Documentaries have become "factual films," according to the author and in this volume he deals with all phases in the production of these films, from initial idea to distribution.

Mr. Baddley, who heads one of the few companies producing educational and classroom films regularly in Great Britain since World War II, has written an essentially practical book; one which spells out the experienced judgment and practice needed to skillfully make documentary films.

The author has delved into his personal experience to offer practical hints and suggestions, valuable to novice and veteran.

Film making is a professional job, and Mr. Baddley's book is a text which can make professionals even more the masters of their cameras.



Underneath is Charlotte

Beneath all the business and bustle is Charlotte. More than 100,000 cars enter this booming city on an average day. And you'll find more people in the Charlotte 75-mile radius than in a corresponding radius around Atlanta, Indianapolis, Kansas City, and Minneapolis. 8th in per family sales in the United States...5th in the wholesale distribution of industrial chemicals. With building permits exceeding even those of Pittsburgh and Buffalo in 1961. With major installations of 40 out of the 50 larger corporations in the United States. What better way to get at this thriving market than through WBT Radio Charlotte? For over 40 years, WBT has had the largest adult audience for the 37-county basic area. And this is the audience that receives and spends most of Charlotte's $2,612,784,000 worth of spending money.* Reach them with the station they turn to for responsible programming, outstanding service, and finer entertainment. **WBT Radio Charlotte** Represented nationally by John Blair & Co.

*SOURCE: SURVEY OF BUYING POWER

JEFFERSON STANDARD BROADCASTING COMPANY



Better Than Ever

There's a world of difference between the passionate posturing of Theda Bara and the child-woman blandishments of Brigitte Bardot. And it's a world well worth the exploring.

But, fascinating as it is, the evolution in screen sirens is just *one* of the movieland developments to be examined in the new series tentatively called "The Hollywood Story." Scheduled right after NBC-TV's Monday-night movies, the weekly program becomes a highlight of NBC's diversified schedule in the Fall.

The series—created by David L. Wolper and produced by him and Jack Haley, Jr.—offers a kaleidoscopic look at five decades of films. Wolper and his subject have already kaleided three times, and the happy results were "The Golden Years"; "The Fabulous Era"; and "The Great Stars"—a warmly received trio of television specials.



Among the myriad filmland phenomena slated to come under the new show's fond scrutiny are:

The gangster movies—with such beloved public enemies as Bogart, Cagney and Robinson brass-knuckling their way to top billing.

The monster cycle—in which the likes of Chaney, Lugosi and Karloff proved that looks aren't everything.

The comedy approach—from the Keystone Cops taking a corner on two reels, to Doris Day and Rock Hudson swapping *sotto voce* pillow talk.

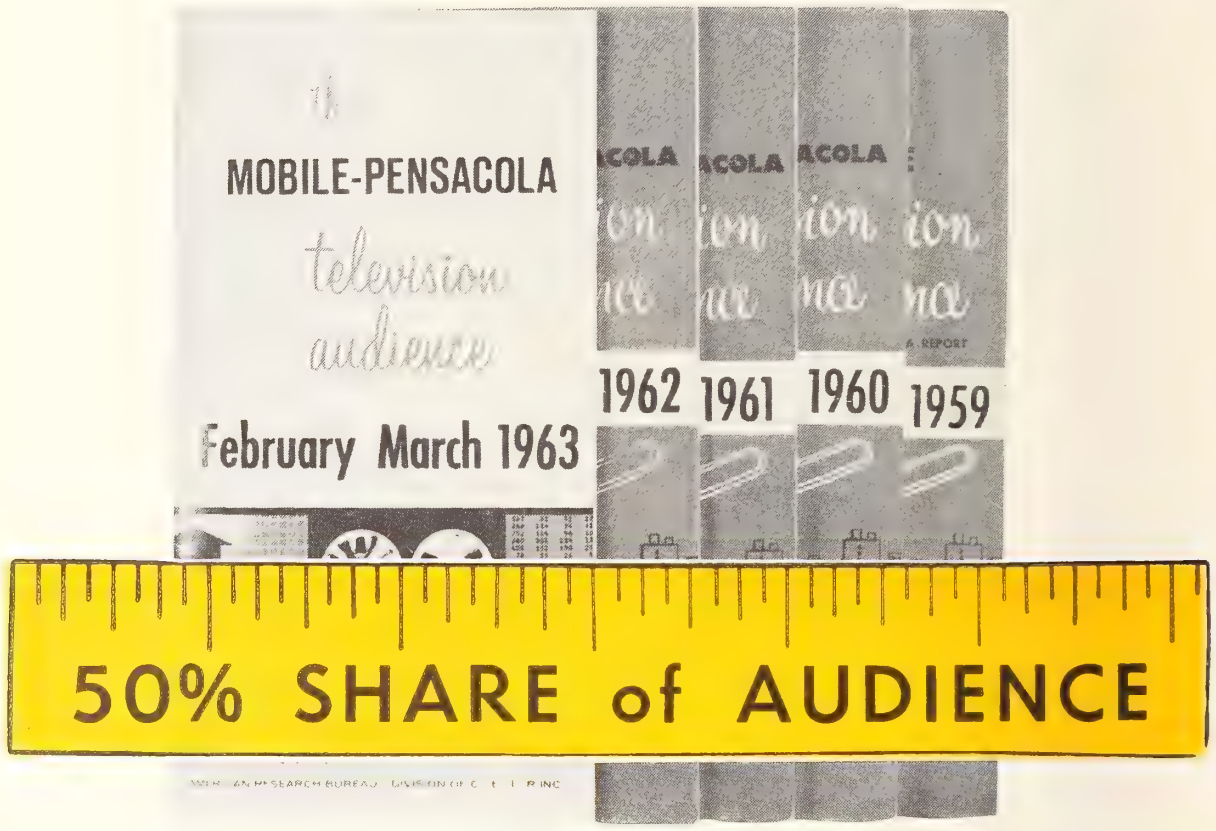
In all, "The Hollywood Story" shapes up as an out-of-the-ordinary portrait of the silver screen. As such, it's a fitting entry in NBC-TV's way-out-of-the-ordinary Fall schedule—a varied lineup that ranges from proven favorites like "Hazel" and "The Eleventh Hour" to such newcomers as "The Bill Dana Show" and the "Mr. Novak" dramas. We've never looked forward to so dazzling a season.

NBC

Look to NBC for the best combination of news, information and entertainment.

NO OTHER STATION CAN MAKE THIS STATEMENT

5 CONSECUTIVE YEARS



Exception To The Rule

WKRG-TV—Mobile—Pensacola

has averaged 50% or more share of audience in every March ARB measurement since 1959, from 9 a.m. to midnight.*

Represented by H-R Television, Inc.
or call
C. P. PERSONS, Jr., General Manager

*3 station VHF market.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
June 3, 1963, Vol. 64, No. 22

GOODBYE OPTIONS; HELLO WHAT?

■ FCC kills TV option time in hopes of curbing network power
■ But some predict the deed may come harder than the word
■ In companion action CBS-TV station payment plan is queered

The FCC outlawed television network option time last week—but years too late, in the opinion of some opponents of the practice.

The action was originally proposed to curb the growth of network influence in program origination. It came after the networks had become firmly established as the dominant suppliers of all kinds of programs except those that stations produce themselves.

Program syndicators, who were among the most vociferous advocates of option-time reforms several years ago, greeted last week's action mildly. Most of them doubted it would achieve now what they had hoped it would achieve when they were actively encouraging it. The syndicators, who were motivated originally by a desire to gain access to prime time for the first-run programs they were then producing, are mostly engaged now in distribution of network films in off-network runs.

Advertising agencies that at one time believed that a curtailment of option time would enormously increase their difficulties in obtaining station clearances on their network lineups reacted calmly to the news last week. Although some felt the elimination of the options would complicate their network buying, none saw now the possibilities of network fragmentization on the scale they once feared. The prevailing view was that the networks' grip on program sources was strong enough to assure a continuation of network clearances in desirable hours.

The networks themselves reserved official comment, but some of their executives appraised the FCC action as one that could be lived with—if it survived the inevitable court appeals—but would create new problems in maintaining stable lineups of stations.

Double Edge ▪ The outlawing of option time was one of two actions the FCC took last week to encourage competition in television program supplying. The second was an order holding that the CBS-TV plan of graduated compensation for its affiliated stations violates commission rules. Both actions had been anticipated (BROADCASTING, May 27).

The rule banning the networks' traditional method of assuring station clearances was adopted by a vote of 6-1, with Commissioner Robert E. Lee the lone dissenter. The commission vote declaring the CBS-TV plan a violation of the rules was 6-0, with Commissioner Frederick W. Ford abstaining.

Need For Competition ▪ In both actions, the commission indicated its purpose is to strengthen the ability of nonnetwork program producers to compete with the networks by giving television stations greater freedom in choosing programs from competing suppliers.

Both issues are likely to be settled

Nobody can say the FCC took hasty action

The drive for restriction or elimination of television network option time may be dated from 1954 when the Senate Communications Subcommittee attempted to find out why VHF was developing faster than UHF. Harry Plotkin, special counsel to the subcommittee (and now in private practice in Washington) wrote a report urging, among other reforms, the abolition of option time which he said was restricting competition.

The next year, at the prodding of influential senators and with a special appropriation from Congress, the FCC set up a special network study staff under the direction of Roscoe L. Barrow, dean of the University of Cincinnati law school.

In March 1956 Richard A. Moore, then president of the unaffiliated KTTV(TV) Los Angeles which was having trouble finding enough programing from film syndicators and other non-network sources, made a major presentation to the Senate Commerce Committee in opposition to network practices. Option time, he asserted, was a violation of the antitrust laws and ought to be prohibited. (Mr. Moore left KTTV a year ago to develop a pay TV system. By coincidence, the FCC last week approved the sale of KTTV, at the highest price ever paid for a television station [see story page 75], on the same day it outlawed the system of option time.)

In the summer of 1957 Kenneth Cox, then special counsel to the Senate Commerce Committee, issued a denunciation of option time and called for its restriction as a means of freeing prime time on television stations for non-network programing. Last week, six years later, Mr. Cox got a chance to vote for action on his original proposal. Now a member of the FCC, he was one of the majority that decided to kill the option.

Also in the summer of 1957 a House Antitrust Subcommittee urged the FCC to restrict option time and said the practice raised antitrust questions.

In October 1957 the FCC's network study staff issued what came to be known as the Barrow Report—a 1,485-page indictment of network practices. Included was a firm recommendation that option time be outlawed.

In 1960 the FCC ruled that option time was necessary to network operations, but it reduced the permissible amount of it from three hours per broadcast segment to two-and-a-half hours. That order was appealed to the court by Mr. Moore. Upon the installation of Newton Minow as FCC chairman, the FCC asked the court to send the case back for commission reconsideration. Last week, more than two years later, the commission took final action to throw option time out.

Option time reaction: so what?

AGENCIES CALM; SOME NETWORK BRASS FEARS STATION UPRISING

The FCC's abolition of network option time was viewed by leading advertising agency executives last week as a potential rather than an immediate influence on their television buying practices.

Some alarm was voiced, along with frequent assertion that the networks henceforth may have to "guarantee" satisfactory clearance of programs. But for the most part these views appeared to be overshadowed by the feeling that significant changes will be slow in coming —and may not come at all.

The networks, which have protested that option time is essential to their operations, had no official comment last week on the FCC's move. They indicated they would have none—at least until they have had a chance to study the FCC's order.

Privately, however, network officials who were willing to talk about the move took somewhat differing positions.

They felt the effect would be harmful—that affiliates will be more inclined to substitute local or syndicated programing for network shows, so that network advertisers would be less certain of getting the lineups they want and therefore more reluctant to buy.

Timing in Question ▪ They disagreed, however, on the extent to which this may happen, and on how soon it may come. Some predicted flatly that the structure of network television will be changed almost beyond recognition. Others thought the changes might be erosive and less drastic.

Station representation company executives, who depend on network programs to provide some of the best adjacencies they sell to national spot advertisers, seemed inclined to think that little or no real harm will result on that score.

Film companies, which were among the original agitators against option time, appeared to side with those who thought the effects, if any, will be slow in emerging.

A few agency executives told broadcasting without qualification that the abolition of option time "will destroy the networks." One, who refused to believe the FCC would ever go so far, felt this "destruction" would not be long in coming if the FCC ever did.

Guarantees Seen ▪ Several thought they would require guarantees or at least firmer assurances that the networks will be able to deliver the station lineups that their clients want.

Others felt that existing arrangements, in which networks sometimes get informal clearance commitments from their affiliates in advance, or make rebates to the advertiser for unsatisfactory clearance, will suffice at least until there's time to see what the effects actually are.

A number of agency executives said it was possible they will have to step up their own station-relations work in order to expedite clearances. Others doubted that this need would arise soon.

It was emphasized by many executives that clearance problems traditionally have been linked to the number of stations in a market, and that this probably will continue to be the case.

It is in the one, two and sometimes three-station markets—where networks have less chance to switch affiliation away from a recalcitrant affiliate—that most of the clearance problems have centered.

Even among those who foresaw the possibility of long-range bad effects on network advertising, a certain wait-and-see attitude was evident. And many executives felt that even the long term effects were not overly apt to be damaging either to the networks or to their use of networks.

The broadcast supervisor of a large agency, for example, argued that stations will still need top-flight programs for which the networks are the major source. "They have no place else to go to get the prime-time quality shows they need," he said. "Frankly, I can't take this abolition of option time too seriously."

The radio-TV vice president of

GOODBYE OPTIONS; HELLO WHAT? continued

in the courts. CBS has already appealed an FCC action declaring an earlier version of the compensation plan a violation of the rules. And an official of that network said the commission's decision last week might be appealed also. In addition, the Justice Department has brought suit against the network, contending the plan violates the antitrust laws.

In the option-time case, the commission points to one Supreme Court decision it says upholds the agency's authority to rule on the practice. This was the 1943 decision sustaining the agency's power to promulgate rules affecting network relations with their affiliates.

The new option-time rule (designated Sec. 3.658 [d]) becomes effective Sept. 10, 1963. It applies only to television—the present rules permitting the practice in radio are not affected—and doesn't consider the legality of option time under the antitrust laws.

The commission, in adopting the new rule, said it finds that "time optioning in television is not essential to networking, is both an artificial restraint on access to TV station time and an abdication of TV licensee responsibility, [and] is contrary to the public interest."

The commission also said the rule, as adopted, prohibits "any arrangement between stations and networks having the same restraining effect." The new rule covers the CBS compensation plan.

Commission About Face ▪ The commission's action reversed the position it adopted in 1960 when it held that TV option time was necessary to network operation and in the public interest. That finding was in the order reducing the amount of time an affiliate could option to a network from 3 to 2½ hours in each segment of the broadcast day.

Commissioner Lee is the only member still with the commission who was in the majority three years ago when the FCC upheld option time by a 4-3 vote. In his dissent last week, he said he adheres to his original judgment that "option time is reasonably necessary to the successful operation of a network."

The commission has been considering the option-time question since July 1961, when the U. S. Court of Appeals remanded the issue at the agency's request. The question was in the court following an appeal taken by KTTV(TV), which argued that option time should be abolished on the ground it violates the antitrust laws. Coincidentally, the commission last week approved the sale of KTTV from the Los Angeles Times and Mirror Co., to Metromedia Inc. [see story page 75].

CBS Plan ▪ The CBS "incentive com-

another agency anticipated "little immediate effect" although he thought it might accentuate the hitherto intermittent efforts of a number of advertisers to get some sort of "cost-per-thousand guarantee." He explained:

"Obviously, some kind of minimum guarantee will have to be made by the networks. If, say, 85 or 90 or 95% of the station lineup cannot be delivered, then some sort of cost adjustment will have to be made.

"In the long run," he added, "inability on the part of the networks to clear major stations would weaken the entire network system."

Others mentioned the possibility of guarantees figured "on a percentage basis" or calculated to "provide specific clearance levels in terms of stations and specific markets."

Another by-product seen as a long-term possibility by one agency executive was that "the rich networks may get richer and the poor networks poorer," with those having stronger affiliates and stronger programing more apt to get the clearances they need.

"Such a ban on option time," he asserted, "should be enacted only coincidentally with stepping up every market to three stations. The two actions should be married."

FCC Opposed ▪ The FCC was criticized by the media director of another agency on the ground that it is "out to get the networks." This executive held that the commission has consistently spurred the networks to produce better program fare and yet now seem to be trying to "cut the financial legs out from under them." If network finances suffer, he contended, network programing—and especially public affairs programing—will suffer.

This executive speculated that network clearances ultimately would be 10% below what they are now.

Film syndicators queried last week indicated for the most part that they don't expect the option time deletion to benefit them materially, for the same reason some of the agencies cited: The networks are the major sources of new programs of prime-time quality.

The director of syndication sales for a large film company speculated that there might have been a big difference six or seven years ago, when syndicators were distributing first-run programs.

He reasoned that if networks continue to produce hour programs that "eat up" schedules and continue to sell minute participations, the syndicator will still have to battle for time and for the type of national or regional advertiser that is likely to buy a first-run syndicated show.

Other executives of leading syndication firms were even more emphatic. They pointed out the abolition of option time in itself would make "very little difference" because stations, for competitive reasons, need a large supply or fresh programing in prime time. If the ruling not only banned option time but also forbade stations to take more than two or two and a half hours of network programs in prime time, that could spur the production of first-run syndicated properties, they asserted.

pensation plan" was found to be a violation of two rules: One prohibits stations from entering into contracts that prevent them from rejecting network programs. The other is the new option-time rule which not only bars time optioning contracts but any other arrangement "which has the same effect."

The commission ordered CBS and its affiliates who have signed incentive-compensation plan contracts to report on "steps taken to ensure compliance" with its ruling. Some 24 stations are affected, according to network officials.

The CBS plan is an amended version of one the commission rejected last year as a violation of the rules. The FCC said the earlier plan ran counter to a prohibition against affiliates entering into contracts that hinder them from taking programs from other networks.

The amended plan satisfied the commission on this count. But the agency tentatively held last fall that the new version was contrary to the rule penalizing affiliates for refusing network programs—a position it affirmed last week.

Under the incentive plan, CBS affiliates are paid 10% of the station network rate for the first 60% of the programs they carry and 60% of the rate for the balance of the programing they accept.

'Frustrates Rule' ▪ The amended plan, the commission said, "frustrates the purpose of the rule to reserve to stations freedom to reject network programs which the station reasonably believes to be unsatisfactory, unsuitable, or contrary to the public interest, or to substitute for CBS programs others of greater local or national importance."

The commission also said the plan, "both as originally tendered and as modified, involves a restraint which has a like effect as does option time. It follows that the plan is inconsistent with the basic policy judgment arrived at [in the option-time decision], namely, that the networks cannot properly be afforded a restraint upon, or a 'shield' against, competition of the nature of option time."

Pharmacraft makes biggest summer buy

Pharmacraft Laboratories has bought $4 million worth of summer business on NBC-TV, the largest summer order ever placed on that network by a single advertiser.

Included in the Pharmacraft order are the finals of the *International Beauty Pageant,* Friday, Aug. 16 (10-11 p.m. EDT); two other specials during the week of Aug. 11, and participations in programs in NBC-TV's regular summer nighttime schedule.

The order was placed through Pharmacraft's agency, Papert, Koenig, Lois Inc., New York.

Advertising by brewers is industry's main need

Beer advertising and lots of it is a prime need of the American brewing industry, Jack Samuels, marketing director of Lucky Lager Brewing Co. of San Francisco, told the Hollywood Advertising Club last Monday (May 27).

Beer consumption in the U. S. today is at a high of 90 million barrels a year, worth $3.2 billion, Mr. Samuels reported. But, he noted, it has failed to keep pace with the population increase. Between 1950 and 1962, the nation's population rose from 151 million to 186 million (23.2%), while beer consumption rose only 8.4% (from 83 million to 90 million barrels a year). More than 60% of all beer sold today is packaged in bottles and cans and sold in food stores for home consumption, a radical change from the days when most beer was draft beer, purchased in restaurants and bars and consumed on the premises.

These two facts make advertising of utmost importance to brewers, Mr. Samuels stated. Lucky Lager, he said, is the only beer to start in California and move east (while Eastern beers were invading the West Coast) and he said this had been possible only because "Lucky Lager is a quality, well-advertised, well-merchandised beer."

The company's new advertising campaign, with the theme, "Go lively, get Lucky," was previewed by William L. Calhoun Jr., vice president of McCann-Erickson, San Francisco, Lucky Lager's agency. Radio and television commercials, outdoor posters and magazine pages will soon let the public know that "thirsty days are here again" and that Lucky Lager is the answer.

TAPE OR DISC FOR COMMERCIALS?

Agencies concerned over radio station transfer practices

A number of advertising agency executives disturbed last week by the disclosure that most radio stations are transferring their commercial messages from agency-supplied disc transcriptions to tape cartridges, seemed poised for a campaign of "friendly persuasion" with the local stations (CLOSED CIRCUIT, May 27).

The agencies were apprehensive that in the transfer from disc to tape the quality of the sound was being diluted. A survey conducted among 476 of the country's top 500 stations by agency D. P. Brother & Co. revealed that 406 of the stations did make transfers from disc to cartridge, and that among the other 71, there was considerable evidence that most of them used some sort of taping process for the broadcast of commercials.

Thus, the agencies felt, the careful attention they had given to quality supervision in the production and actual pressing of the records was lost in some cases by the not-so-careful transfer by the local station from disc to tape cartridge. "In one case," said an agency executive, "we found that a message had been recorded at 60 seconds, but after being transferred to tape, actually ran 64 seconds. You can imagine the loss of quality in that one."

Quality Concern ▪ The concern of the agencies, however, was not in the use of tape itself. ("I have heard excellent tape transfers," said one executive, "and really couldn't tell it from the original disc recording.") Their expressed aims in a current series of agency meetings—thus far held in New York—is to seek a method of maintaining quality supervision over the commercial message through the transfer from disc to cartridge. Now the agency supervision ends with the pressing and shipping of discs to the stations.

"We realize that it is not feasible for many of the stations to use the actual disc. They are in a period of transition now and have spent thousands of dollars switching over to tape," said Mel Furney, the Brother agency executive who supervised the survey. "Nor is it feasible, though, for us to supply tape cartridges instead of disc recordings to the stations. They simply cannot be produced on the mass volume as disc recordings can."

Thus the stations are committed to tape, the agencies to discs. Out of such an impasse, the agencies hope to find an area of cooperation with the local stations by making specific technical recommendations to engineers who carry out the transfers to tape so that certain quality standards can be met.

Even here, however, the issue is clouded. The Brother survey indicated that among the 406 stations using tape cartridges for commercials, six different systems are widely used, and various others are used to a lesser degree. Thus the matter of making specific technical recommendations is complicated by the diversity of the equipment employed by the stations in making the transfers.

Hoping to reduce this diversity, representatives of various sound studios have contacted the tape manufacturers themselves seeking to bring about a greater uniformity of tape cartridges. A third phase involves an NAB study which has been going on for a year concerning such technical items as frequency response uniformity, flutter and wow and speed accuracy.

Several suggestions designed to bring stations and agencies into closer cooperation on the use of cartridges were advanced at a meeting last week in New York of several agencies who handle a large percentage of radio transcription work.

One proposal would have transcriptions labeled with instructions that the individual station contact the agency in regard to taping procedure; another would have the agency insert a test cut on each transcription to allow station engineers to check out their tape cartridge equipment at the level at which the recording was made.

"We talked mainly in the area of communicating the situation to other agencies and to such groups as the Station Representatives Association, Radio Advertising Bureau and the American Association of Advertising Agencies," Mr. Furney said. "We eventually hope to have the 4A's issue a bulletin on the problem.

"Right now we are concerned with informing the stations that we are aware of their problem, and trying to find a manner in which we can help them. The stations have been very helpful so far, and we hope to find a way to solve this problem in a spirit of cooperation."



Pepsi introduces Patio

Pepsi-Cola has started a test campaign in Michigan for its new Patio Diet Cola with a broadcast-print saturation campaign. The soft drink, with one calorie per six ounces, is being introduced in a 12-week project. One-minute and 30-second spots have been placed on 30 radio stations in the state, including seven in the Detroit area. Pepsi's agency is BBDO.

RADIO SUCCESS STORY

Household appliance firm's sales up 20-30% in 60 days

A campaign combining radio jingles with outdoor boards has achieved its intended goal. Re-establishing Mr. Gaffers and Mr. Sattler as readily recognizable advertising characters, identified with the household appliances marketed under the Gaffers & Sattler trademark. Robert Brandson, vice president and account supervisor, Charles Bowes Advertising, Los Angeles, told how it was done Thursday in a talk to the Southern California Broadcasting Association.

There has been a decided increase in consumer sales of the products—ranges, dishwashers, water heaters and air conditioners—which are running about 20-30% ahead of last year, he said. And it has been done in a period of 60 days.

Mr. Brandson and three other staff members of the Bowes agency—Harvey Pool, account executive; Mrs. Van Carlson, copy director, and Patricia Hale, media buyer—told SCBA that the characters had been introduced on television about 1958, but had not been advertised for some three years. The current campaign, they explained, was designed to re-establish recognition of these characters and their identification with the Gaffers & Sattler line of household appliances. A question-and-answer approach was adopted to tell the housewife what a Gaffers & Sattler appliance would do for her.

"Who bakes the cake? Gaffers and Sattler," a pair of male voices inform the radio audience. "Who keeps the water hot? Gaffers and Sattler." The rhythmic duet goes on to explain that "Gaffers & Sattler is the ultimate in cooking and no other range is so good looking" and that they are "skilled in

WHICH IS THE IOWA FARMER'S ?


WHO-TV
WHO-TV
WHO-TV

Cosmetics, toiletries up TV spending 33.1%

The 10 leading cosmetics and toiletries advertisers increased their television billings last year to $117,319,730 from $88,169,497 in 1961.

Alberto-Culver Co., with network and spot billings of $24,477,005, led the 33.1% gain in TV expenditures. The company, which rose from third to first place in product classification, spent $12,319,093 in TV in 1961.

Procter & Gamble and Gillette were second and third, respectively, in television billings, with each showing increases of nearly $1 million.

Other large increases reported last year were: Bristol-Myers, to $14,677,433 from $8,957,682; Chesebrough-Pond's to $6,712,802 from $3,626,473; and Armour & Co. (Dial soap and shampoo) to $5,299,750 from $2,691,663.

1962 COSMETICS & TOILETRIES TIME AND SPACE BILLINGS LEADING ADVERTISERS

	Total TV	Network TV	Spot TV	Magazines	Outdoor	Newspapers	Total	% TV
Alberto-Culver	$ 24,477,005	$13,322,015	$11,154,990	$ 20,424	$ —	$ —	$ 24,497,429	99.9
Procter & Gamble	17,926,828	11,094,358	6,832,470	871,567	—	74,937	18,873,332	95.0
Gillette	17,402,597	13,550,447	3,852,150	527,707	—	813,309	18,743,613	92.8
Bristol-Myers	14,677,433	10,186,603	4,490,830	6,741,391	100,800	1,675,032	23,194,656	63.3
Colgate Palmolive	13,829,439	9,152,649	4,676,790	588,205	—	230,606	14,648,250	94.4
Chesebrough-Pond's	6,712,802	4,030,352	2,682,450	2,477,489	—	42,544	9,232,835	72.7
Carter Products	6,014,692	2,804,632	3,210,060	221,070	—	—	6,235,762	96.5
Helene Curtis Industries	5,798,242	2,749,472	3,048,770	1,391,524	—	434,187	7,623,953	76.1
Armour	5,299,750	3,141,840	2,157,910	2,279,360	—	541,214	8,120,324	65.3
Lever Bros.	5,180,942	3,882,572	1,298,370	769,414	—	10,797	5,961,153	86.9
	$117,319,730	$73,914,940	$43,404,790	$15,888,151	$100,800	$3,822,626	$137,131,307	85.6%

Sources:
Television: TvB-Rorabaugh and LNA-BAR
Newspapers: Bureau of Advertising
Magazines: Leading National Advertisers
Outdoor: Outdoor Advertising Inc.

the sciences of making fine household appliances" and "our mission in life is making things easier for the housewife." The outdoor boards follow the same Q-and-A theme by showing an appetizing cake, a girl luxuriating in a hot tub and other pleasant results of the use of Gaffers & Sattler products, together with pictures of the two characters, but not of the appliances. "Nobody wants to buy a water heater," Mr. Brandson stated. "What the purchaser wants is plenty of hot water, for bathing—or dishes, so that's what we try to talk about in the advertising."

The 13-week campaign began March 25 in five markets, using four radio stations in Los Angeles, two in San Francisco, two in Sacramento, and one in San Jose (all California) and one in Houston, Tex., ("The distribution of Gaffers & Sattler products is spotty," the agency group commented.) The schedule calls for 10 to 20 spots a week per station. ("We'd like to use more, but that's all the budget permitted.")

Agency appointments...

▪ E. F. Hutton & Co., Los Angeles, names Interpublic's McCann-Marschalk Division to handle advertising for the brokerage firm's Southern California, Arizona and New Mexico offices.

▪ West Coast Trade Schools appoints Asher/Gould Advertising, Los Angeles. WCTS has budgeted $200,000 for fiscal year ending June 1, 1964, to increase student enrollment through local newspapers and TV.

▪ Perfect Photo Inc., Los Angeles, has named Donahue & Coe, that city. Perfect Photo, which claims to be the largest independent photo processing firm in the nation, will have an estimated 1963 billing of over $500,000. Donahue & Coe has already produced a series of radio and TV commercials featuring Art Linkletter.

▪ Orbar International Ltd., Aurora, Ill., proprietary manufacturer, has named Olian & Bronner Inc., Chicago, as agency. Radio will be used.

▪ Avery Adhesive Products has named Boylhart, Lovett & Dean, Los Angeles, to direct advertising and sales promotion for the company's new Rotex division, which is introducing on-the-spot marking equipment for home, business and industrial use. W. J. Boylhart is account group supervisor.

▪ The Monroe Auto Equipment Co., Monroe, Mich., appoints Daniel F. Sullivan Co., Boston, to handle advertising, publicity and sales promotion in New England states. Radio and newspapers will be used.

▪ National Mutual Benefit (life insurance firm), Madison, Wis., appoints Baker, Johnson & Dickinson, Milwaukee, to handle advertising and sales promotion.

Also in advertising . . .

AAAN is new name ▪ Affiliated Advertising Agencies International is the new name for the Affiliated Advertising Agencies Network. Approved at the organization's annual meeting in Los Angeles, the change reportedly reflects the organization's increasing international character, according to Virgil A. Warren, managing director. AAAI has members in 25 states and 13 countries.

ABBB messages ▪ The Association of Better Business Bureaus has released a series of seven public service messages —color slides with related copy of 8, 20, or 60-second length—for use by TV stations. Following test airing of the announcements, the three networks have advised all their affiliates of the series. It's priced at $25 a set and is available at local BBB offices.

Agency expansion move ▪ Kudner Agency Inc., New York, has moved to larger quarters at 605 Third Avenue, occupying the eighth and ninth floors. Kudner had been at 575 Madison Avenue for the past 12 years.

AFA seminar ▪ Advertising Federation of America's fifth annual seminar in marketing management and advertising will be held at Harvard University June 30-July 12. Fee is $590. For information, contact Professor George T. Clarke, AFA, 655 Madison Avenue, New York 21.

Business briefly . . .

Xerox Corp., Rochester, N. Y., will sponsor a repeat of NBC News's *The Kremlin* Tuesday, June 4 (7:30-8:30 p.m. EDT). Xerox also sponsored the original May 21 telecast, which was reported to be the most expensive TV documentary ever produced. The cost: about $250,000. Agency: Papert, Koenig, Lois Inc., New York.

Tidewater Oil Co., through Grey Advertising, Beverly Hills, Calif., has doubled its advertising on ABC Radio



Nine times out of ten, discretionary income is spending money — and there's 27% more of it (on the national average) in Ohio's Third Market. No medium — but none — covers it as thoroughly as WHIO-TV, AM, FM. George P. Hollingbery will be pleased to tell you more.

Additional morsel for thought:

Good Labor-Management Relations. Less idleness through work stoppages than any city its size, last ten years. (Source: Dayton Area Chamber of Commerce.)

Associated with WSB, WSB-TV, Atlanta, Georgia, WSOC, WSOC-TV, Charlotte, North Carolina and WIOD, Miami, Florida

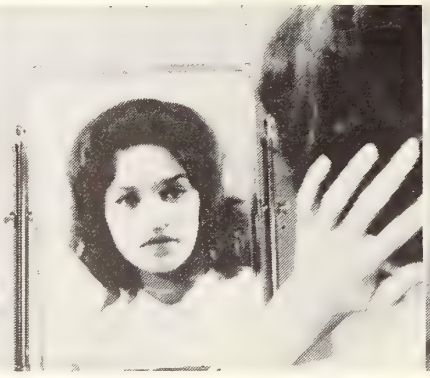
WHIO WHIO-TV CBS 7

DAYTON, OHIO • WHIO • AM • FM • TV

COMMERCIAL PREVIEW: Artra cosmetics starts second series



Bettye Mason applies Artra beauty base during one of the commercials.



Patricia Ann McCoo demonstrates Artra hair dressing and conditioner product.



Marlene Rankin and Bob Anderson dance in Artra moisture cream spot.

Pharmaco Inc., of Kenilworth, N. J., has begun its second flight of commercials using all-Negro talent. The spots for Pharmaco's Artra cosmetics line are used on *TV Gospel Time,* a weekly half hour program with all-Negro talent, shown in 24 East, South, Southwest and Midwest markets.

Among models used in the commercial series are Marlene Rankin, 1960 homecoming queen at Ohio State University; Bettye Mason, who has appeared in USO and summer stock shows, and Patricia Ann McCoo, a ballerina.

Pat Connell, the announcer and Miss Mason, who has appeared for another Pharmaco product, are the only members of the group with prior experience in TV commercials.

The spots, shot at Wilding Inc., Chicago, are for five Artra products, skin cream, soap, hair dressing and conditioner, moisture cream and medicated foundation cream. Agency is Tucker Wayne Co., Atlanta.

West by assuming full sponsorship of *Weekend West* of which it was originally co-sponsor, starting June 1. The five-minute human interest program is broadcast four times Saturday and four times Sunday between 9:30 a.m. and 4:30 p.m. Tidewater promotes its Flying A Paris contest on the shows.

Goodyear Tire & Rubber Co., through Young & Rubicam, and **Wilson Sporting Goods Co.,** through Campbell-Mithun, will sponsor NBC-TV's coverage of the final day of the United States Golf Association Open Tournament Saturday June 22 (4:30-6 p.m. EDT) from Brookline, Mass.

The Marathon Oil Co., through Campbell-Ewald, Detroit, has signed for 52 weeks on Storer Broadcasting Co.'s WSPD-TV Toledo, Ohio, as sponsor of a 40-second news summary five nights a week in prime time. The show, developed by WSPD-TV and Campbell-Ewald, is being placed in 11 Midwest markets, according to Jack Phillips, Marathon advertising manager.

Pabst Brewing Co. (through Kenyon & Eckhardt), **Goodyear Tire and Rubber Co.** (Young & Rubicam), **P. Lorillard** (Grey) and **Georgia-Pacific Corp.** (McCann-Erickson) will sponsor CBS-TV's coverage of the Professional Golfers Association (PGA) tournament. The tournament's last two days will be aired Saturday, July 20 (5-6 p.m. EDT), and Sunday, July 21 (4:30-6 p.m. EDT), and if a playoff is necessary, coverage will be carried 5-6 p.m. Monday.

'Yearbook' ad draws Nigerian pen pal

A key advertising agency executive in New York got himself an offer to be a pen pal of Lateforce Abbey, a 17-year-old student in Lagos, Nigeria. The pathway for the student: an advertisement in BROADCASTING Magazine for the BROADCASTING YEARBOOK.

Arthur S. Pardoll, associate media director of Foote, Cone & Belding, New York, was one of several agency executives whose testimonials for the YEARBOOK appeared in an advertisement. He recently received the letter from Nigeria enclosing a clipping from the advertisement and with a notation that "the full name and address" were obtained through cross-reference of the YEARBOOK's agency listings.

Offered as friendship tokens: "Ebony carving knives, wallet made of animal's skins, dagger knife, handbag made of animal skin, slippers of camel skin." Mr. Pardoll wrote the youthful correspondent, explaining his agency and family responsibilities prevented him from regular correspondence but adding that another New York employe of Foote, Cone & Belding was writing the Nigerian as a pen pal.

RADIO BUSINESS UP

Gallagher surveys radio management

Radio's gross billings are on the increase. Of 1,003 station executives responding to a questionnaire, 77.3% said their gross for 1963 would be an average of 18.8% higher than 1962. Only 6.3% predicted the billings would drop an average of 7.6% and 16.4% said they would be constant. The figures were published by *The Gallagher Report,* a New York media-advertising newsletter.

The majority of stations said their 1962 gross income was between $25,000 and $199,999 with 45.6% falling in the $25,000 to $99,999 category and 28.6% from $100,000 to $199,999. Only 5.1% reported gross of less than $25,000 and 1.9% reported more than $1 million.

Little more than a third of the executives (35.4%) planned to increase their rates during the year an average of 13%, while 63.2% said they would keep the same rates. Only 1.4% said their rates would drop, but that average was 14.0%.

Ratings services and the National Association of Broadcasters were represented in the survey and broadcasters had many opinions on both.

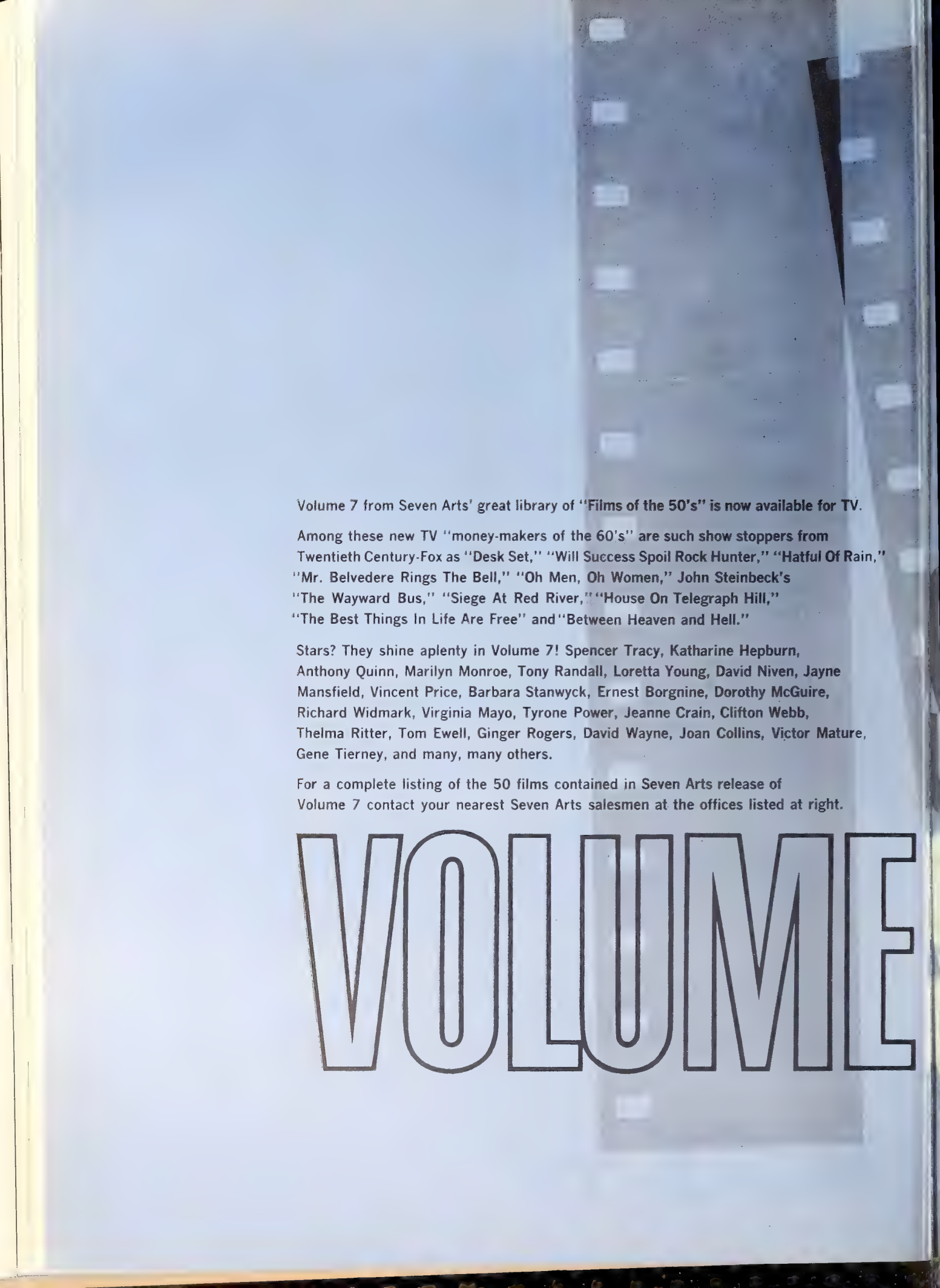
Slightly more than half the stations



COVERAGE ✱ First in the 17th market*... PROVIDENCE ...the whole market. One million homes... three states... one billion consumer dollars. WJAR-TV... 100% reach... continuing leadership in a 3-station market. And... the people are fine. Come on in.

*Television Magazine March 1963

WJAR-TV NBC —— REPRESENTED BY EDWARD PETRY & COMPANY, INC. OUTLET COMPANY STATIONS IN PROVIDENCE — **WJAR-TV**, FIRST TELEVISION STATION IN RHODE ISLAND — **WJAR RADIO** IN ITS 40th YEAR



Volume 7 from Seven Arts' great library of "Films of the 50's" is now available for TV.

Among these new TV "money-makers of the 60's" are such show stoppers from Twentieth Century-Fox as "Desk Set," "Will Success Spoil Rock Hunter," "Hatful Of Rain," "Mr. Belvedere Rings The Bell," "Oh Men, Oh Women," John Steinbeck's "The Wayward Bus," "Siege At Red River," "House On Telegraph Hill," "The Best Things In Life Are Free" and "Between Heaven and Hell."

Stars? They shine aplenty in Volume 7! Spencer Tracy, Katharine Hepburn, Anthony Quinn, Marilyn Monroe, Tony Randall, Loretta Young, David Niven, Jayne Mansfield, Vincent Price, Barbara Stanwyck, Ernest Borgnine, Dorothy McGuire, Richard Widmark, Virginia Mayo, Tyrone Power, Jeanne Crain, Clifton Webb, Thelma Ritter, Tom Ewell, Ginger Rogers, David Wayne, Joan Collins, Victor Mature, Gene Tierney, and many, many others.

For a complete listing of the 50 films contained in Seven Arts release of Volume 7 contact your nearest Seven Arts salesmen at the offices listed at right.

VOLUME



SEVEN ARTS ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

NEW YORK: 200 Park Avenue 972-7777

CHICAGO: 4630 Estes, Lincolnwood, Ill. ORchard 4-5105

DALLAS: 5641 Charleston Drive ADams 9-2855

LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. STate 8-8276

TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193

Winners in American TV Commercials Festival competition

Listed below are the winners in the fourth annual American TV Commercials Festival as announced May 24 in New York (AT DEADLINE, May 27).

Each listing includes, in order, the product advertised, the commercial's name, the advertiser, agency and production company.

Best—overall series: Goodyear Tires—"Go, Go Goodyear"; Goodyear Tire & Rubber Co.; Young & Rubicam; VPI Productions.

Best—apparel: Scotchgard—"Raincoat"; Minnesota Mining & Mfg.; MacManus, John & Adams; MGM Telestudios.

Best—appliances (Home): G.E. Can Opener—"Brand New"; General Electric; Maxon; Elektra Films.

Special citation—office appliance: Xerox—"Chimp"; Xerox Corp.; Papert, Koenig, Lois; Elliot, Unger & Elliot

Best—automobiles: VW Station Wagon—"Box"; Volkswagen of America; Doyle Dane Bernbach; VPI Productions.

Special citation—best trucks: Chevrolet—"Egg Demonstration"; Chevrolet Div., General Motors; Campbell-Ewald; Ty Thyssen, Hollywood.

Best—auto accessories: Goodyear Tires—"Go, Go Goodyear"; Goodyear Tire & Rubber Co.; Young & Rubicam; VPI Productions.

Best—baked goods and confections: Laura Scudder Potato Chips — "Old Lady"; Laura Scudder Div., Pet Milk Co.; Doyle Dane Bernbach; Elliot, Unger & Elliot.

Best—baking mixes: Pillsbury Pancakes—"White On White"; The Pillsbury Company; McCann-Marschalk; Robert Lawrence Productions.

Best—banks and financial: Chase Manhattan—"New York Is People"; Chase Manhattan Bank; Ted Bates; Sarra Inc.

Best—bath soaps and deodorants: Ivory Bar—"Susie's Bath"; Procter & Gamble; Compton Advertising; On Film Inc.

Special citation—baby products: Genteel—"Baby Bath"; The Mennen Company; Grey Advertising; Saul Bass/WCD, Hollywood.

Special citation—best-baby products: Genteel Baby Bath—"New Baby"; The Mennen Company; Grey Advertising; Saul Bass with WCD Inc.

Best—beers and wines: Jax—"What's Its"; Jackson Brewing Co.; Doherty, Clifford, Steers & Shenfield; Pelican Films.

Best—breakfast cereals: Kellogg's Raisin Bran—"Wind-Up Wanda"; The Kellogg Company; Leo Burnett; Hanna & Barbera.

Best—cleansers and waxes: Windex—"Line-up"; The Drackett Company; Young & Rubicam; Elliot, Unger & Elliot.

Tie for best—building products: Alcoa—"School Constructions"; Aluminum Company of America; Fuller & Smith & Ross; Pelican Films.

Tie for best—building products: U. S. Plywood—"Box"; United States Plywood; Kenyon & Eckhardt; MPO Videotronics.

Best—coffee and tea: La Touraine Coffee—"Not Just a Little"; La Touraine Coffee Co.; Hicks & Greist; On Film Inc.

Best—cosmetics and toiletries: Trushay—"Five Women"; Bristol-Myers; Grey Advertising; Norman Gaines.

Special citation—best-men's toiletries: Hi Sierra—"That's My George"; The Mennen Company; Grey Advertising; VPI Productions.

Best—dairy, margarines, health drinks: Foremost Milk—"Drop For Drop"; Guild, Bascom & Bonfigli; Fred Niles Communications Centers.

Best—gasolines and lubricants: Sinclair—"Long Pullback"; Sinclair Oil Co.; Geyer, Morey & Ballard; Paramount.

Best—gift items: Polaroid—"Boy With Trumpet"; The Polaroid Corporation; Doyle Dane Bernbach; Pelican Films.

Best—women's hair preparations: Ozon Hair Spray—"Mother & Baby"; Ozon Products Inc.; Sudley & Hennessy; On Film Inc.

Best—home furnishings: Rubbermaid Bath Mat—"Sound of Safety"; Rubbermaid Inc.; Ketchum, MacLeod & Grove; Van Praag Productions.

Best—institutional: Hallmark—"Christopher Columbus"; Hallmark Cards; Foote, Cone & Belding; Robert Lawrence Productions.

Best—insurance: Liberty Mutual Business Lines—"Welder"; Liberty Mutual; BBDO; WCD Inc.

Best—laundry soaps & detergents: Ivory Flakes—"Mother Cares"; Procter & Gamble; Grey Advertising; Mickey Schwarz Productions.

Best—media & entertainment: "Madame" with Sophia Loren; Embassy Pictures; Ferro, Mohammed & Schwartz.

Best—packaged foods; Betty Crocker—"Noodles Italiano"; General Mills; Doyle Dane Bernbach; Tele-Video Inc.

Best—paper products, foils: Zee Paper Napkins—"King"; Crown Zellerbach; Doyle Dane Bernbach; Producing Artists.

Best—pet products: Gaines Gravy Train—"Dane & Ducks"; General Foods; Benton & Bowles; Sutherland Associates.

Tie for best—pharmaceuticals: Allerest—"Weeds"; Pharmacraft; Papert, Koenig, Lois; Elliot, Unger & Elliot.

Tie for best—pharmaceuticals: Excedrin — "Testimonials"; Bristol-Myers; Young & Rubicam; Audio Productions.

Best—public service: Teenage Venereal Disease Prevention—"Rose"; New York City Public Health Dept.; Grey Advertising; Klaeger Films.

Best—retail stores: Sears-Roebuck—"Back To School"; Sears-Roebuck; Ogilvy, Benson & Mather; WCD Productions.

Best—soft drinks: Sprite—"Spice"; Fanta Beverage Co.; McCann-Marschalk; VPI Productions.

Best—toys: Goofer Gun—"Elephant"; Marx Toy Co.; Ted Bates; Filmways of California.

Best—travel and transportation: Hertz—"Suzy Parker Out West"; Hertz Corporation; Norman, Craig & Kummel; Filmex.

Best—utilities: AT&T Long Lines—"Between Planes"; N. W. Ayer & Son; Tele-Video.

Best—8-10 second ID's: Gulden's Diablo Mustard—"Hot Sandwich"; Charles Gulden Co.; Richard K. Manoff; Farkas Films.

Best—program openings and billboards: Ford Fairlane—"Lively Ones"; Ford Division, Ford Motor Co.; J. Walter Thompson; Filmways of California.

Best—premium offer: Yuban Coffee—"Glass Blower"; General Foods; Benton & Bowles; MPO Videotronics.

Best—children's market: Cracker Jacks—"School Bus . . . Candy Store"; The Cracker Jack Company; Doyle Dane Bernbach; Rose-Magwood Productions, New York.

Best—program cast commercial: Sid Caesar—"Waiting Room"; Dutch Master Cigars; Papert, Koenig, Lois; ABC-TV.

Best—Canadian market: Anacin—"Man In Office"; Whitehall Laboratories; Young & Rubicam, Toronto; Rabko TV, Toronto.

Best—French-Canadian market: Kellogg Rice Krispies—"Lucky Coin"; Kellogg Co. of Canada Ltd.; Leo Burnett Co. of Canada; Peterson Productions, Toronto.

Best—Southwest market—tie: Champlin—"Wheat"; Champlin Oil & Refining; Tracy, Locke, Dallas; Jamieson Films, Dallas.

Best—Southwest market—tie: Shamrock Equa Flow Oil—"Like Two"; Shamrock Oil & Gas Co.; McCormick Advertising, Amarillo, Tex.; Alexander Film Co., Colorado Springs, Colo.

Best—West Coast market: Harrah's—"Coming Attractions"; Harrah's, Lake Tahoe, Nev.; Hoefer, Deiterich & Brown, San Francisco; Imagination Inc., San Francisco.

Special citation: best—budgeted under $2,000: Revere—"Stereo Tape Cartridge"; Revere Camera Co.; Erwin Wasey, Ruthrauff & Ryan; MGM Telestudios.

Special citation: best-locally-produced: Birch Bayh For Senator—"Hey Look Him Over"; Citizens For Birch Bayh; Bob Long Associates, Indianapolis; Tee Vee Films, Indianapolis.

Special citation—best black and white cinematography: Award sponsored by

(50.7%) said they favor a ratings bureau run by a tripartite board of advertisers, agencies and radio stations; 16.8% are not in favor, and 32.5% are uncertain.

The overwhelming majority of respondents said they feel there is too much emphasis on the ratings services in general (92.4%); 1.3% not enough emphasis and 6.3% just about right.

Only 54.2% of the stations subscribe to a ratings service and in all cases the majority of subscribers felt that raters' work was poor. Pulse, the largest service subscribed to, is bought by 25.9%, and 58.6% of those clients consider the firm's work poor; 5.3% call it excellent; 36.1% say it is fair.

Hooper, which is bought by 12.9% of the stations is considered poor by 64.3% of its clients; 4.5% excellent and 31.2% fair. Nielsen is considered poor by 71.7% of the 8.4% of the stations it services; 5.2% give it an excellent rating and 23.1% call it fair.

Conlan, which is bought by 3.8% of the stations, is considered poor by 85.4% of its clients and fair by 14.6%. None of its buyers call its work excellent.

NAB membership is held by 57.2% of the respondents, but of this number only 61.6% subscribe to the NAB code. Of the stations belonging to the NAB, 75.4% feel the code is just about right; 17.1% too strict, and 7.5% too lenient. Two-thirds of the members (66.9%) feel generally favorable toward what the NAB is doing.

The 42.8% of the stations who don't belong to the NAB had a variety of reasons for not being members. At the top of the list were the 47.9% who said dues are too high; 37.6% say the organization is dominated by large stations; 25.8% see no benefit to the station; 23% feel NAB is too nationally oriented, and 20.2% disagree with the association's policies. The remaining 15.4% give other views for not joining.

The Radio Advertising Bureau shows a smaller membership among the respondents (38%) and 41.3% of these members consider the association's work excellent; 47.0% fair, and 11.7% poor.

The FCC's "attempts to improve programing in radio" is considered bad by

Eastman Kodak Co.; Sprite Soft Drink—"Spice"; VPI Productions; Cinematographer: Leonard Hirschfield.

Special citation—best color cinematography: Award sponsored by RCA: Ford Thunderbird—"How Would You Like"; J. Walter Thompson Co.; Cinematographer: George Folsey; Group Produs.

Special citation—best video-tape production: Award sponsored by the 3M Company; Schaefer Beer—"Bowling"; F&M Schaefer Brewing Co.; BBDO Inc.; MGM Telestudios.

Citation—best location video-tape production: Timex Watches—"Acapulco Series"; United States Time Corp.; Warwick & Legler; Telesistemo, Mexico.

Special citation—best editing: Award sponsored by Movielab Inc.; Goodyear—"Go, Go, Goodyear"; Young & Rubicam; VPI Productions; Armand Lebowitz, ed.

Special citation—best direction: Cracker Jacks—Children's & Adult Series; The Cracker Jack Company; Doyle Dane Bernbach; Rose-Magwood Productions; Howard Magwood, director.

Special citation—best animation design: Chevrolet announcement for 1963 models; Campbell-Ewald Company; Elektra Films; Abe Liss, Sam Magdoff, Jack Schnerk, Joanne Mitchel—designers.

Special citation—special effects: Trushay Hand Cream—"Five Women"; Bristol-Myers; Grey Advertising; Norman Gaines Productions & Synchrofilm.

Special citation—production effects: Chevrolet visits Venice; Campbell-Ewald; Arco Film Productions.

Special citation—use of graphics: Ford—1963 pre-announcement; J. Walter Thompson; Ferro, Mohammed & Schwartz.

Music scoring—special citation: Goodyear—"Go, Go Goodyear"; Young & Rubicam; VPI Productions; Bill Thompson, music director, Hollywood.

Special citation—music with lyrics: Ford—"Lively Ones"; J. Walter Thompson; Sid Woloshin & Jack Wohl, music composers; Jerry Jerome, arrangement and direction.

Special citation—best use of humor: Laura Scudder Potato Chips—"Old Lady"; Laura Scudder Div., Pet Milk Co.; Doyle Dane Bernbach; Elliot, Unger & Elliot.

Special citation—best copy: VW Station Wagon—"Box"; Doyle Dane Bernbach; Robert Levenson, copywriter.

Special citation—best demonstration: Chevrolet Trucks—"Egg Demo"; Campbell-Ewald; Ty Thyssen Productions, Hollywood.

Special citation—on camera spokesman: Jack Gilford for Cracker Jacks; The Cracker Jack Company.

Special citation—off camera spokesman: Alexander Scourby for Johnson & Johnson, Exedrin, Olin Mathieson and others.

Special citation—on camera spokeswoman: Joan Anderson for Purolator Oil Filter.

Special citation—off camera spokeswoman: Darlene Zito for Sprite soda, Yuban, Zest, Brylcreem and others.



Festival director's citation: Gillette Safety Razor Co. and Maxon Inc. For maintaining an enviable record of originality, taste and style, with a directness of selling approach since the early days of television. While bringing to the American public an unparalleled parade of extra-special attractions, Gillette has consistently demonstrated its respect for that public and for its own role as an advertiser.

68% of the respondents; 16.1% feel the commission's work is good, and it doesn't make much difference to 15.9%.

Persuasive compliance sought by FTC member

The Federal Trade Commission should adopt new policies to "persuade businessmen" into voluntary compliance with the law, FTC Commissioner Everette MacIntyre has recommended. Speaking before the Society of Business Advisory Professions Inc. in New York, he said he would urge the agency to adopt new procedures for voluntary compliance to be used before the FTC institutes formal litigation.

Such practices "could mark the real beginning of an effective partnership of government and business in developing a program for voluntary compliance," he said. The end result "would be a greater degree of fairness and far more effectiveness . . ." on the part of the FTC.

Commissioner MacIntyre admitted that his plan is a controversial one among the other four members of the trade commission. He also said that he is against additional delegation of authority by the agency to its staff, another move that has substantial support. "I do not believe that any businessman should be made the subject of charges in a complaint unless it has been fully considered and the commission itself has been led to believe that a violation of law has been or is being committed," he said.

Members of the FTC should not be able to shirk responsibility "by pointing to unspecified members of the commission's staff and saying, 'There is where the error was made'," Commissioner MacIntyre said.

Plough denies false ad claims on St. Joseph

Plough Inc. last week denied Federal Trade Commission charges that it has made false advertising claims for St. Joseph aspirin and countered that the FTC complaint is not in the public interest.

The trade commission has charged both St. Joseph and Bayer aspirin (manufactured by Sterling Drug) with false advertising because of their use of an FTC-backed medical study of five different pain killers (BROADCASTING, March 25).

Plough, Memphis-based firm which also owns five AM-FM combination radio stations, claimed that its ads were factual because the study proved that St. Joseph aspirin is less irritating to the stomach than higher priced combinations and is, in fact "a competitively better buy than any of the other pain relievers studied." The FTC proceeding, Plough and its advertising agency Lake, Spiro, Shurman Inc., Memphis, charged, seeks to withhold information from the buying public which "has a right to know the facts concerning the clinical study of pain relievers."

Radio stations owned by Plough include WMPS-AM-FM Memphis, WJJD-AM-FM Chicago, WCOP-AM-FM Boston, WCAO-AM-FM Baltimore and WPLO-AM-FM Atlanta.

Warwick & Legler drops its Revlon account

Warwick & Legler, New York, announced last week it has resigned its portion of the Revlon account, including Clean and Clear, Silicare, Natural Wonder and Contempera. Billing is estimated at $1.5 million.

This move means there is now approximately $6.5 million in Revlon billing that is officially unassigned. In April, Revlon reported it was withdrawing about $5 million in business from Norman Craig & Kummel, New York (BROADCASTING, April 15).

Rep appointments . . .

- KCHU(TV) San Bernardino, Calif.: John E. Pearson Television, New York, as national representative.
- WEAW-AM-FM Evanston, Ill.: Mort Bassett & Co. as national representative.
- WOMP Bellaire, Ohio (Wheeling, W. Va.): Roger O'Connor Inc., New York, as national representative.

Drop-ins end up in short-spaced grave

ADVERSE EFFECT ON UHF IS MAJOR POINT IN FCC DECISION

The FCC last week finally buried its proposal to drop short-spaced VHF channels into seven markets as a means of providing those areas with a third VHF network. The vote on the controversial issue was 4-3.

The commission held that the proposal is no longer needed to improve the competitive position of ABC with respect to CBS and NBC and that approval of the drop-ins would impede the development of UHF television.

The majority also maintained that enactment last year of the all-channel receiver legislation has considerably changed conditions in television since the commission originally proposed the drop-ins two years ago (BROADCASTING, July 31, 1961). The commission is counting on the new law to promote the spread of UHF stations.

Solid Victory ▪ Supporters of UHF TV consider the order an all-out victory, for it indicates the commission in the future will be extremely solicitous of UHF's welfare. They say the commission's position on the drop-ins means every proposal for a VHF channel drop-in or change in location—even at standard separations—will have to be scrutinized to determine whether it will adversely affect the development of UHF.

The markets that were to have received the drop-ins are Johnstown, Pa. (channel 8); Baton Rouge, La. (channel 11); Dayton, Ohio (channel 11); Jacksonville, Fla. (channel 10); Birmingham, Ala. (channel 3); Knoxville, Tenn. (channel 8); and Charlotte, N. C. (channel 6).

The commission, in the same order as that denying the drop-ins, modified the license of KOCO-TV, now on channel 5 in Enid, Okla., to specify operation on that channel in Oklahoma City. But, the commission said, the station will be required to observe standard mileage separations and to maintain an auxiliary studio in Enid to provide local service for that community. Originally, the commission proposed moving channel 5 to Oklahoma City at substandard spacing.

Voting to deny the drop-ins were outgoing Chairman Newton N. Minow, his successor as chairman, E. William Henry, and Commissioners Robert T. Bartley and Robert E. Lee. Commissioners Frederick W. Ford, Rosel H. Hyde and Kenneth A. Cox dissented.

This was the same line-up by which the commission instructed the staff three months ago to draft the order denying the drop-ins (BROADCASTING, March 11).

Cox Tries ▪ Commissioner Cox reportedly made a strong argument for a compromise proposal to head off outright rejection of the drop-ins. Under his plan, the drop-ins would have been approved, but successful applicants for the channels would have had to operate dual UHF-VHF stations and then surrender their VHF channels after seven years.

The commission, in originally proposing the drop-ins was concerned about the immediate need for service in the affected markets as well as ABC's need for additional VHF affiliates. And that network was the strongest supporter of the drop-in plan.

The FCC last week, however, said that while programs to assign three VHF channels to major markets have done much to rectify the competitive imbalance between the networks, "they have done little to advance a final solution of utilizing the UHF frequencies. Rather, these programs have prejudiced long-range UHF growth by removing demand for the service.

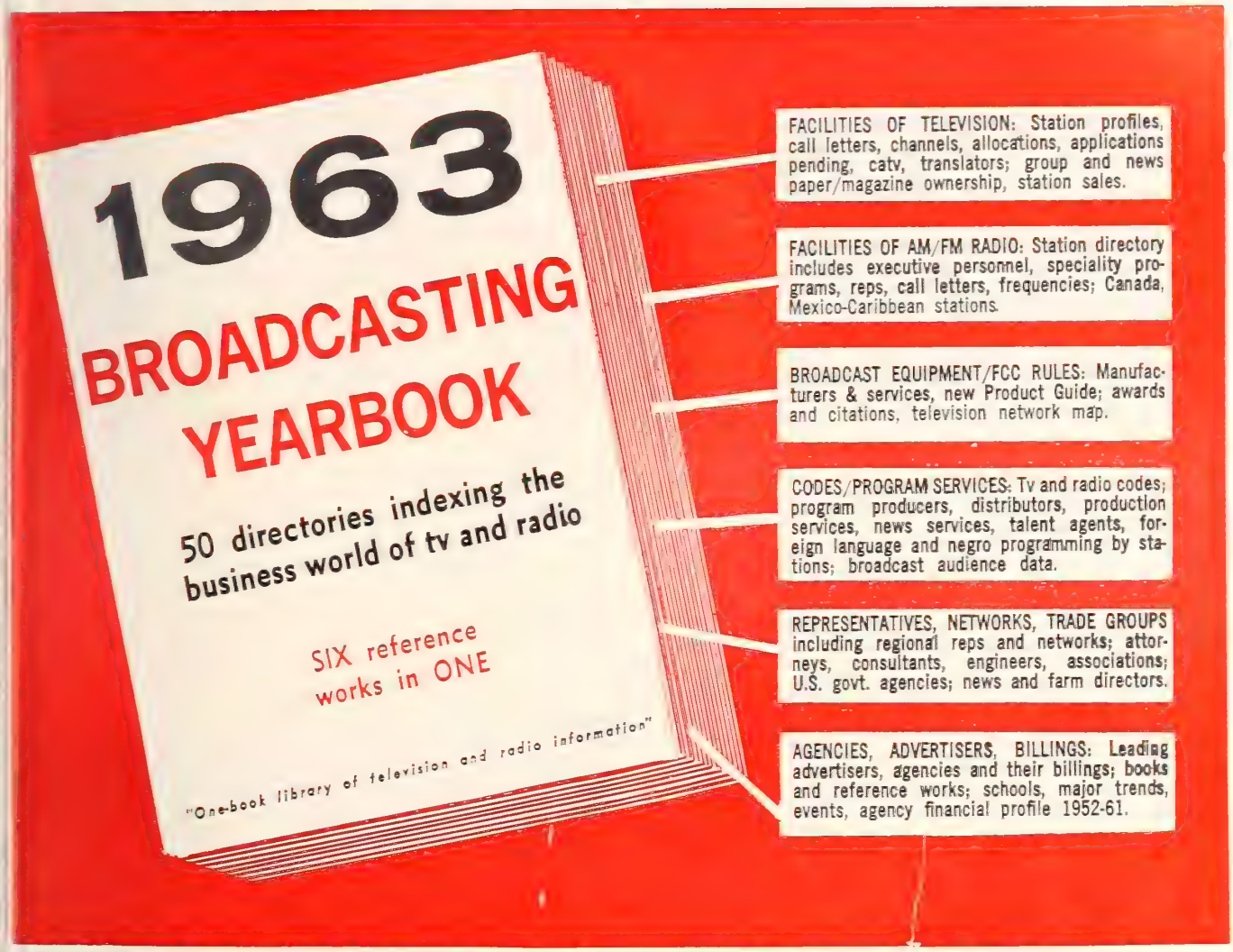
"In view of what has been accomplished to aid the network television structure and the considerations stemming from the enactment of the all-channel receiver legislation," the commission added, "the continuation of 'interim' programs cannot be justified."

By rejecting the drop-in proposal, the commission jettisoned the second part of a two-part package it proposed in 1961 as a partial solution to the UHF-VHF problem. The other part dealt with the deintermixture of eight markets through the deletion of their VHF channels to make them all-UHF.

That proposal created a storm of controversy in Congress, and the commission, then campaigning for passage of its all-channel receiver bill, promised to drop the plan if the receiver bill were passed (AT DEADLINE, March 19, 1962).



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city *zone* *state*

company name

*Occupation Required

KWK LOSES ITS LICENSE

FCC reverses initial decision by 3-2 vote for 'willful and repeated' fraudulent contests

The FCC last week revoked the license of KWK St. Louis for having conducted fraudulent contests which were "willful and repeated." The commission's latest death penalty was decided by a 3-2 vote, and reversed an initial decision by Hearing Examiner Forrest L. McClenning.

The commission instigated the revocation case against KWK in November 1960. The station was charged with having conducted two treasure hunts in which the treasures were not hidden until the last day. KWK was also cited for operating a "Bonus Club" which the commission claimed caused gross inconveniences to several winners in station contests.

Hearing Examiner McClenning's initial decision, issued last fall, found that the contests had been fraudulent, but that the KWK owners were not aware that they were so. Mr. McClenning decided that the fault lay with KWK's former vice president and general manager, William Jones Jr. (Mr. Jones died in May 1962), and ruled that Andrew Spheeris, president and major stockholder, acted in good faith as soon as he discovered the misrepresentations of the contests.

The Broadcast Bureau opposed Mr. McClenning's findings, maintaining that if the KWK license were not revoked it would be a violation of the FCC's policy established when KRLA Pasadena, Calif., was revoked. The commission then established that an absentee licensee is to be held responsible for the misconduct of its station manager. Mr. Spheeris and associates also own WEMP-AM-FM Milwaukee.

Sympathy Only ▪ The FCC last week said that although it may be sympathetic to the fact that a licensee can be the victim of the wrongdoings of its station employes, it has been shown that Mr. Jones was more than an employe. The commission said that he was also "an officer . . . cloaked with broad authority in the day-to-day operation of the station and the treasure hunts, in particular." The KWK ownership records, at the FCC, also show that Mr. Jones owned six shares of stock at the time of the violations.

In referring to Mr. Jones's last day hidings of the treasure hunt prizes, the FCC said "these acts of the station manager which resulted in a fraud on the public were willful and repeated as well as deliberate and intentional . . . justifying revocation." The commission said that KWK is "legally responsible" for the actions of Mr. Jones

"The nub of the controversy," the commission said, is whether the fact in the case warrant revocation. The commission concluded that the fraudulent treasure hunts alone provide the grounds. The agency would not grant an original application if it felt that such use of a station would be made, nor would it be in keeping with the terms of a license, the FCC said.

In reference to the hardships caused by KWK's Bonus Club to persons who won a "millionaire's vacation" the commission again concluded that the licensee was at fault. The commission noted that KWK had been warned by the St. Louis Better Business Bureau that Trans Continental Airline Agency, which handled the vacation trips, had a reputation for flight delays, lost baggage and refusing to refund unused tickets. The commission said Mr. Spheeris was aware of this, and that one "vacation" was given after the station had received complaints from a former prizewinner.

Cooperation Questioned ▪ KWK had argued that for similar offenses WNOE New Orleans had only been given a fine, and that KWK should get the same. However, the commission decided that KWK's case is "more severe" and that WNOE cooperated with the FCC during the latter's investigation. "However, we are not convinced that KWK's cooperation extended beyond what Mr. Spheeris believed to be desirable," the commission said. It has been found, the commission said, that he held back for a month information that the treasure hunts were indeed fraudulent.

In any case the commission said, "the forfeiture provisions of the Communications Act are not available to us here." Commissioners Rosel H. Hyde and Robert E. Lee, in their joint dissent to the revocation, said that KWK's violations were prior to the 1960 amendment of the Communications Act, which allows the FCC to fine stations as much as $10,000, but that they felt the commission could give a fine in this case. The commissioners noted that the amendment established a one year statute of limitations, but said the commission could fine KWK if the station waived its right to it. They said it would give the FCC "an opportunity of extending more lenient treatment to the licensee than the gravity of revocation.

"We, therefore, believe that the commission should invite the licensee to submit its views with respect to possible forfeiture," Commissioners Hyde and Lee concluded. Robert M. Booth Jr., KWK attorney and former officer,

Dodd orders extra copies of JD report

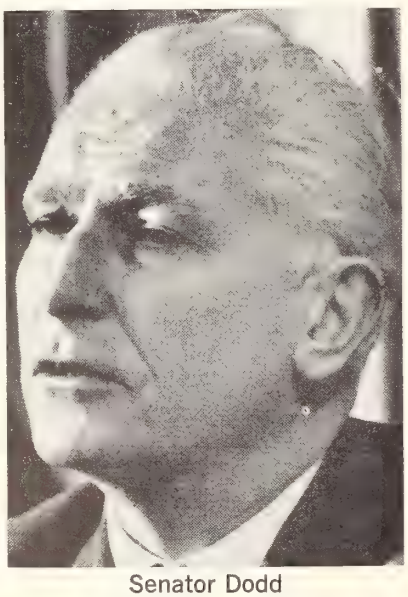
Senator Thomas J. Dodd (D-Conn.) hasn't told the public what's in his juvenile delinquency subcommittee's report on television, but he's asked the Senate to publish an extra 4,000 copies of the 957-page hearing transcript released last month.

Committees are entitled to print 1,000 copies of their hearings with no questions asked, but for extra copies it's necessary to ask permission, which is usually granted.

The senator hasn't said how great the public demand is for copies of these hearings, which cover June and July 1961 and January and May 1962, nor has he given any new indication when his controversial report will be made available.

His last utterance on that was reported in an interview in a Florida newspaper which said April 23: "Father of six children, Senator Dodd says his committee will report in 30 days what they found and what they propose to do about TV's role in mounting crime."

He predicted "his committee's report will 'singe' the industry," the Florida account said. "They promised us they'd clean up TV 10 years ago. They only did worse. We do not propose to allow them to do it again," the article said.



Senator Dodd
Potential best seller?



How to suggest freshness—
quickly, lastingly.
WHAT'S MISSING?



The magic of a little girl. What could be added . . . to show softness, to create eye-appeal?



What would you add in this picture to stimulate added appetite-appeal, accelerate product-sell?

What's missing in these shots from TV commercials?

Turn the page and see . . . →





Color —*soft, cool green—sells the freshness for this cigarette. Links TV advertising to the package, to the point-of-sale . . . to the color idea.*

Color —*Here again color makes the difference . . . brings out the gentle softness of the tissue, fixes the product and package firmly in the housewife's mind.*



Color and appetite . . . warm tones of yellow, red and brown make the story complete. Color in TV advertising turns prospects into customers.

Color's the answer!

Just count the ways you profit from using color:

1. Stronger trade-name identification
2. More direct product tie-in
3. Your best prospects see you at your best
4. Less cost increase for color than in print media
5. Black-and-white viewers see even better pictures

And, your commercials need color because opportunities to use it effectively are increasing, station by station, as more and more TV sets go COLOR TV.

For more about COLOR—why you should use Eastman film—why you should film all your commercials in color, even for black-and-white transmission, get in touch with: Motion Picture Film Department, **EASTMAN KODAK COMPANY,** Rochester 4, N.Y.

Or—for the purchase of film: **W. J. German, Inc.,** Agents for the sale and distribution of EASTMAN Professional Film for Motion Pictures and Television, Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.

Salem Cigarettes: Advertiser: R. J. Reynolds Tobacco Co. Producer WCD, Inc. Advertising Agency: William Esty Company, Inc. **Scott Soft-weve Tissue:** Advertiser: Scott Paper Company. Producer: Ansel Film Studios, Inc. Advertising Agency: J. Walter Thompson Company. **Gulden's Mustard:** Advertiser: American Home Products Producer: Gray-O'Reilly Productions. Advertising Agency: Richard K. Manoff, Incorporated.

For COLOR . . . EASTMAN FILM

General Sarnoff wants Comsat act amended

David Sarnoff, chairman of RCA, has recommended that the Communications Satellite Act be amended to permit the corporation to buy up all existing international communications companies so that it will have a revenue base to operate from.

In a private letter to Comsat Chairman Leo D. Welch, written last April but made public last week after excerpts were printed in Drew Pearson's newspaper column, General Sarnoff warned that the forthcoming transistorized cable, announced recently by AT&T, may very well postpone by several years the economic breakeven point of space satellite communications.

The transistorized cable, announced by AT&T Chairman Frederick Kappel and AT&T Engineering Vice President James E. Dingman earlier this year, will be able to handle 720 telephone circuits, nearly 10 times the capacity of present trans-Atlantic cables, and one television circuit.

Not only is AT&T working on this project, General Sarnoff pointed out, but so are engineers in several other countries, all with a high density of overseas communications traffic.

In view of this, General Sarnoff said, the Comsat organization should be changed into a U. S. "flag" communications carrier, handling all overseas communications—voice, radio, TV, data, telegraph and facsimile. In this way, he said, Comsat will have operating revenues that in 1962 amounted to $160 million, with estimated overall revenues of $350 million in 1970. It will also, he stressed, enable Comsat to deal with foreign communications administrations, almost all government owned, on a more equal basis.



General Sarnoff
Comsat economics

Although neither AT&T nor Comsat officials would comment on the letter, it was pointed out that the space communications corporation was established on the assumption that in a decade present radio and cable overseas communications facilities would be badly strained to keep up with the projected traffic. It was also noted that one of Comsat's objectives is to serve as a communications link for newly developed countries, as well as those now heavier users of international communication facilities.

It was stressed also, that the AT&T transistorized cable development is still that, under development. When and how it may be used is not known yet, it was emphasized.

said last week that the station would appeal the revocation.

The commission's final decision came only three weeks after the oral argument following Mr. McClenning's initial decision, so that former Chairman Newton N. Minow could participate. Commissioners E. William Henry and Frederick W. Ford joined Mr. Minow in voting for revocation. Commissioners Kenneth Cox and Robert T. Bartley did not participate.

KWK was given until July 29 to conclude its affairs.

Intervention is not censorship synonym

Government intervention in radio-TV programing is not necessarily censorship, according to FCC Chairman E. William Henry.

"It is the duty of the FCC to aim at broadening the base of expression by giving more choice, more controversy and more fresh ideas," Chairman Henry said in an interview with Paul Martin, Washington bureau manager for the Gannett newspapers.

He said that he is "unalterably opposed to censorship which I consider to be stifling of freedom of expression." Mr. Henry, who took over as FCC chairman today (June 3), said the FCC should improve its examination of license renewal applications and be as strict as money and personnel "will permit in going over with a fine tooth comb whether stations have lived up to their promises."

Speaking to the Gannett organization (owners of WHEC-AM-TV Rochester, WINR-AM-TV Binghamton and WENY Elmira, all New York, and WDAN Danville, Ill.), Chairman Henry said that "all things being equal" among applicants, a newspaper should not be granted a broadcast license.

As a result of the all-channel bill, he said, the only course left open to the FCC is to actively promote UHF intermixed with VHF. There is a psychological factor which has branded UHF as a low grade service that must be overcome, he said. The FCC, he said, must change its rules to aid UHF.

Canon 35 Advocate ▪ As a lawyer, Chairman Henry favors Canon 35, which bans microphones and cameras from courtrooms. Radio-TV access to congressional hearings and floor debate is a matter for Congress to decide, he said.

The young Memphis attorney noted that the FCC will "watch closely" the industry's efforts to cure the ratings situation. The FCC, he said, has accepted ratings as a useful tool for broadcasters and that the industry "deserves a chance to right itself and come up with its own solutions."

On the equal time provision of the Communications Act, Chairman Henry said that he would favor suspending the law for candidates for Congress and governor as well as President and vice president. The section (Sec. 315) should not be repealed, however, he said. In general, he stressed, stations have not abused the act's fairness doctrine and licensee's themselves should be permitted to be the judge on fairness matters with the FCC as arbitrator.

Commission denies short-spacing plea

Short-spaced VHF TV channels in Columbia, S. C., were vetoed by the FCC last week, and at the same time the commission announced a proposed shift of channels in Piqua and Dayton, both Ohio. Both actions followed the FCC decision to deny seven short-spaced VHF drop-ins (see page 44).

WIS-TV (ch. 10) and WNOK-TV (ch. 19), both Columbia, had asked the assignment of channel 8 to that city, and WCCA-TV (ch. 25) Columbia had requested channel 5. The requests were denied, the commission said, because the assignments would not have met the minimum mileage separation requirements.

The FCC invited comments on its

Loevinger calls for 'public debate' on FCC and its programing

Assistant Attorney General Lee Loevinger, who is due to be appointed to the FCC, feels one of the key questions confronting the commission is the extent to which it can go into the area of TV programing without engaging in censorship. He would like to see more public debate on this question.

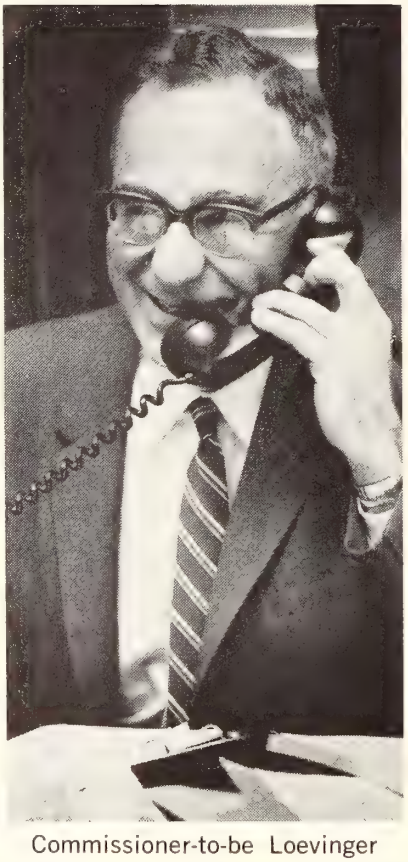
Mr. Loevinger said last week he doesn't think the commission has overstepped limits of the constitutional prohibition against interference with free speech. But he added that the commission should be acutely aware of the dangers involved before taking any action affecting programing.

Most members of the public, he said, are aware of former FCC Chairman Newton N. Minow's "vast wasteland" speech and "its implicit exhortation to improve programing." But he said "the question of whether it's legitimate" for a member of the commission to concern himself with "the quality of programing hasn't been adequately debated" in public.

He said that while the trade press may have opposed Mr. Minow's position, the debate "hasn't reached the public prints."

Mr. Loevinger, who has been nominated by President Kennedy to serve the remaining five years of Mr. Minow's commission term, said he has not yet had an opportunity to formulate his views on the issues confronting the commission.

Free Speech Crucial ▪ But he said the question of free speech is crucial. And although there may be "legitimate means" by which the commission can concern itself with programing, he said, "this must be done with the full knowledge of the dangers involved."



Commissioner-to-be Loevinger

Mr. Loevinger expressed his view in expanding on comments he made in an interview broadcast over WHAM Rochester, N. Y., on May 25. In that interview he said he believes that "government generally shouldn't interfere with the substance of things that are said or expressed or communicated—free speech if you like."

But Mr. Loevinger, who has headed the Justice Department's antitrust division since 1961, made it clear he doesn't favor a laissez-faire approach to broadcasting. He said radio and television are " quasi monopolies existing by virtue of government grants." The government, he added, "must use some means to insure that these monopolies do employ their powers and their grant in the public interest."

He said his "present inclination" is that regulation in the public interest can best be accomplished by attention "to the economic structure of the radio and television industry."

"In other words, I believe that diverse and independent ownership is infinitely better than any form of censorship."

Mr. Loevinger will appear before the Senate Commerce Committee tomorrow (Tuesday) for a hearing on his nomination to the commission.

proposed shift of channel 44 from Piqua to Dayton and assignment of channel 57 to Piqua. Taft Broadcasting Co. requested the reassignment of the UHF channels. The commission denied a petition by WWLP(TV) (ch. 22) Springfield, Mass., asking for the assignment of channel 38 to Dayton, since it would be incompatible with the FCC's UHF allocation plans. In the future, however, if interest in more UHF operations in Dayton warrants, another channel may be assigned, the FCC said.

Commissioners Hyde, Ford and Cox concurred in the Columbia actions, while Commissioner Cox dissented to the Ohio decisions.

McGee sees TV improvement

"Great strides" in improving the quality and quantity of TV programs have been made by some stations and broadcasters, according to Senator Gale McGee (D-Wyo.). Commenting on the Senate floor about the resignation of Newton N. Minow as FCC chairman and the current status of programing, the senator singled out WLOS-TV Greenville-Asheville, N. C.-Spartanburg, S. C. for "noticeable efforts to present responsible and informative programing." Senator McGee, a member of the Senate Commerce Committee, cited seven documentaries produced in the first five months of this year by the station as being illustrative of "what can be done by responsible broadcasters."

FCC gives Wentronics conditional approval

The FCC last week granted the application of community antenna operator Wentronics Inc. to add another microwave channel to its system in Casper, Wyo. The grant was conditioned to a voluntary acceptance by Wentronics of the restrictions proposed by CATV systems by the commission's pending rulemaking (BROADCASTING, April 29).

The rulemaking would restrict a CATV operation from duplicating a local station's programing, within its grade A contour, for 30 days before or after the local station's broadcast. The local station is required to give a 30-day, advance notification to the CATV operators. The CATV also would be required to carry the signal of the local station, if so requested, "without any material degradation in quality," the FCC said.

WRLP(TV) petition dismissed

The FCC last week dismissed a petition by WRLP(TV) Greenfield, Mass., which had asked for a reconsideration of the commission's Jan. 30 grant of a UHF translator station in Athol, Mass., to rebroadcast programs of WBZ-TV Boston.

The FCC, in denying the request, said that Millers River Translators Inc., owner of the translator, has received "adequate rebroadcast consent" and that WRLB had failed to show that it provides service to Athol.

93% SHARE IN A 4 STATION MARKET

In Sunday, May 12, the **San Francisco Giants-Los Angeles Dodgers** baseball game on **KTVU** reached a **93% share of audience!** This amazing audience domination was reported by **ARB** who conducted a **2½-hour coincidental survey** during the afternoon game on the 12th and the evening games on May 10 and 11. The average ratings listed below reveal that **KTVU had an audience as large, or larger than, all the competition combined** for the three telecasts.



PHOTO BY MODERNAGE

Average ratings and share... ARB coincidental surveys

Friday, May 10 • 8:00-10:30 P.M.		
KTVU BASEBALL	28 rating	52% share
Station X	8 rating	15% share
Station Y	11 rating	20% share
Station Z	7 rating	13% share

Saturday, May 11 • 8:00-10:30 P.M.		
KTVU BASEBALL	28 rating	50% share
Station X	10 rating	18% share
Station Y	11 rating	19% share
Station Z	6 rating	11% share
Other	1 rating	2% share

Sunday, May 12 • 1:00-3:30 P.M.		
KTVU BASEBALL	27 rating	93% share
Station X	0.1 rating	0% share
Station Y	1 rating	3% share
Station Z	1 rating	3% share

All ratings based on 2-1/2 hour coincidental surveys.

The Nation's LEADING Independent TV Station

KTVU

CHANNEL 2

SAN FRANCISCO • OAKLAND

Represented nationally by H-R Television, Inc.

Emergency preparedness will be better

SYLVESTER PROMISES SHORT-OF-WAR CHECKLIST

The Pentagon's information chief promised a House information subcommittee last week that his people will be better prepared to accommodate the needs of newsmen if the nation should again face another short-of-war emergency such as last fall's Cuban crisis.

Arthur Sylvester, assistant secretary of defense for public affairs, said in closed-door sessions of the Foreign Operations and Government Information Subcommittee Tuesday (May 28) that his office will issue an internal checklist for use by military and civilian information officers in emergency situations.

The subcommittee recalled Mr. Sylvester for a series of executive sessions late last month (the first closed hearings in its eight-year history), following his earlier appearances in its investigation of news control and other government information problems (BROADCASTING, May 27).

Representative John E. Moss (D-Calif.), chairman, said he thought the hearing had shown that the Kennedy Administration did its best to keep the public informed during the Cuban flareup, but he took issue with Defense Department actions on at least two points. Republican members of his group went further in their criticism.

Closed Hearing ▪ The subcommittee has tentatively scheduled a closed hearing Wednesday (June 5) to discuss with the Office of Emergency Planning guidelines for newsmen in short-of-war situations. The office has plans for news handling in all-out war (BROADCASTING, May 8, 1961), but a question exists whether it has authority to work up plans for short-of-war emergencies.

Representative Moss and several of his subcommittee colleagues disapproved of the Defense Department's Cuba actions in forbidding newsmen to go to the U.S. Naval Base at Guantanamo Bay, or to board U.S. warships carrying troop reinforcements.

Moreover, the subcommittee agreed that the department should rescind its Oct. 27, 1962 memorandum which requires its personnel to report their contacts with newsmen to Mr. Sylvester's office.

Representative Ogden R. Reid (R-N. Y.), former editor of the *New York Herald-Tribune*, said the memorandum is "repugnant" and "inhibits access to the news." A news media panel cited the memorandum to the subcommittee when it listed its greviences about news problems earlier this year (BROADCASTING, March 25).

Representatives Reid and George Meader (R-Mich.), ranking GOP subcommittee member, said they felt the administration did not do all it should have in providing information of the Cuban affair. The complaints of the media panel have not been adequately answered by the administration, Representative Meader said.

Commenting on Representative Moss' statement, the Michigan member said, "I don't see how he can say they told all they could" to the American people when he (Moss) may not know himself what the administration knows about the Cuba situation.

Price cooperation is not price fixing

A House committee hearing on cooperative price advertising has helped clarify the Federal Trade Commission's recent contention that such advertising would be price fixing.

That's the thinking of Representative Joe E. Evins (D-Tenn.), chairman of the Select Committee on Small Business, which brought the FTC and other parties in the issue to Capitol Hill to discuss the controversial advisory opinion. The opinion set off distress cries from small businessmen, mostly retail druggists and grocers, who said the advisory discriminated in favor of large chain stores which were free to use manufacturers' cooperative advertising money while the small merchants were not (BROADCASTING, May 13).

Representative Evins has said that the FTC's testimony implies that the agency will not proceed in cases where merchants cooperate on prices only for advertising purposes. This is expected to be borne out in the committee's report this week.

The counsel for a retail druggists group which requested the FTC ruling has subsequently advised its clients to proceed with plans for joint advertising with prices.

The Senate, however, is not through with the subject. Its small business unit plans a hearing of its own and intends to ask the Small Business Administration to comment on advertising problems small merchants face. Five senators are backing a resolution calling on the FTC to hold off any action in this field until Congress can study the matter.

Census Bureau figures

The House subcommittee investigating ratings has been told by the Bureau of the Census just how much it costs the government to complete interviews for the monthly survey of unemployment which the bureau processes for the Labor Department.

Interviews cost the bureau an average of $2 apiece in the field, but once tabulating, supervising and overhead costs are added, the final figure is closer to $4.50 each, said Dr. Conrad F. Taeuber, assistant director of the bureau.

The figure was requested during testimony by bureau witnesses three weeks ago when the subcommittee was seeking information on bureau standards and procedures in comparison with those of research firms already investigated by the subcommittee (BROADCASTING, May 20).

KXTV(TV) gets renewal; FCC denies objections

The FCC has renewed the license of KXTV(TV) Sacramento, Calif., and denied a petition opposed to the renewal filed by The Citizens for Better Broadcasting Committee of that city.

The committee's petition had based its plea against renewal on the station's alleged dearth of local live programing. This programing constituted only 3.8% of the station's offerings during the composite week in the renewal application, but the commission noted that KXTV had been deprived of 40 production personnel by a strike. The National Association of Broadcast Employees and Technicians and the American Federation of Television and Radio Artists called a joint strike in September 1960, shortly before the composite week was compiled.

KXTV claimed that with a rebuilt staff it presently carries and will continue carrying about twice the local live programing reflected in its application. The station also alleged that two of the officers of objecting committees were also officers of the striking unions.

In granting the renewal, the FCC sent a letter to the committee explaining that KXTV's local live programing had necessarily been cut by the strike, that the station has since bolstered such offerings and that key employes of the station were active in community affairs and had "maintained a continuing awareness of the tastes, needs and interests of the people of its listening area. . . ."





Why view on a screen . . . what they'll see on the tube!

A tv commercial viewed on the conference room movie screen may look to be a sharp winner . . . yet turn out to be a dull also-ran on the tv tube. Remember that, next time someone invites you to "screen" a tv commercial. And remember that what you'll see is a far cry from the cropped, out-of-time-phase image that comes through on tv. Like to see your tv films as others see them? View them on a tv monitor. We hope the results will help you realize why more commercials and shows every day are being carried on SCOTCH® BRAND Video Tape!

Tape provides an electronic original, expressly designed for tv viewing. This is no make-do electronic copy of an essentially optical original. Every image is completely compatible with the tv set in the home.

Don't take anyone's word for it—prove it! Bring a film you're proud of to a tv station or tape production house and monitor it. Then view a video tape side-by-side on another monitor. You'll see at once the unique live quality that "SCOTCH" Video Tape offers. Other plusses: a virtually unlimited array of special effects by pushbutton, immediate playback, no processing costs or delays—either black-and-white or color. Write for brochure on tape editing. 3M Magnetic Products Division, Dept. MBX-63, St. Paul 19, Minn.



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Magnetic Products Division 3M COMPANY

Charlie Walker as a statue of liberty?

OFF-COLOR DJ FIGURES IN FREEDOM TEST CASE

Is it possible that Charlie Walker, the erstwhile barnyard humorist of WDKD Kingstree, S. C., is going to go down in history as the saviour of broadcasting's freedom?

May be.

Rallying to the side of E. G. Robinson Jr., embattled licensee of WDKD, is the American Civil Liberties Union.

The ACLU has asked Harry Plotkin, former assistant general counsel of the FCC, to prepare a brief to be submitted as a friend of the court in the WDKD case. WDKD appealed the FCC's order last year revoking its license to the U. S. Court of Appeals for the District of Columbia. The case will probably be argued in October.

The nub of the ACLU's concern, it's understood, is that the FCC is attempting to censor programing and therefore is violating the First Amendment to the Constitution as well as Section 326 of the Communications Act. The First Amendment guarantees free speech; Section 326 prohibits the FCC from censoring any radio program.

When the FCC denied WDKD's license renewal, it found that Mr. Robinson not only made misrepresentations to the commission, but also permitted disc jockey Charlie Walker to broadcast programs that were "coarse, vulgar, suggestive and susceptible of indecent double meanings" (BROADCASTING, July 30, 1962). After failing in his request to the FCC for reconsideration, Mr. Robinson filed his appeal in the Washington appeals court.

It is the second count of the FCC's death sentence that has sparked interest in the Kingstree case and may make it a bellwether in broadcast law.

Mustn't Touch ▪ The commission refused to accept the contention of Mr. Robinson's attorney, Harry J. Daly, that the Walker "humor" must not be considered by the communications agency in the license renewal proceedings. Mr. Daly urged that unless it were found obscene or profane and therefore liable to criminal penalties, the broadcasts should not be an issue in its renewal hearings. Obscenity and profanity on the air are covered in the U.S. Criminal Code.

The commission refused to accept this viewpoint. In its reply to this point, the commission said:

"Radio could become predominantly a purveyor of smut and patent vulgarity —yet unless the matter broadcast reached the level of obscenity" the FCC would be powerless to act.

As part of its obligation to consider the public interest, the FCC said, it must act. It found the broadcasts not in the public interest.

It is this contention by the FCC, many lawyers feel, that is treading close to censorship. It is their feeling that this must be cut down quickly before the philosophy can be used to justify other incursions in the field of broadcast programing.

Mr. Robinson is represented in the appeal by the Washington law firm of McKenna & Wilkinson.

Moot Court ▪ The Kingstree case has already won fame of a sort. It was chosen for the Ames competition at Harvard Law School earlier this year. This is a school-wide contest in which all of Harvard's 400 law students participate. Through "clubs" the students brief a current legal case and argue it before guest judges. The contest is judged basically on the forensic ability of the students, not on the merits of the case.

In the finals, held in Cambridge in April, a distinguished trio of jurists, sitting as the guest panel, awarded the accolade to the law students representing the FCC. The panel: Associate Justice of the U. S. Supreme Court Byron R. White, and Circuit Judges Elbert P. Tuttle, fifth circuit, and Sterry R. Waterman, second circuit. They found that the students representing the FCC had more ably presented their case than those representing WDKD.

In a separate action, the protagonist of the case, Charlie Walker, was indicted by a federal grand jury under the obscenity statute in Florence, S. C., last year. His trial is expected to take place this fall.

Harris turns down offer to run station for a day

The Chairman of the House Commerce Committee, critical of broadcasters who run too many commercials and who do not provide a diversified programing service, has declined an invitation to run a radio station in his district for one day.

Representative Oren Harris (D-Ark.) told W. N. McKinney, president and general manager of KELD El Dorado, Ark., "I have no intention of telling the radio industry what they should program and how they should run their business."

Mr. McKinney fashioned his invitation after reading a report of the congressman's remarks before the Washington Ad Club last month (BROADCASTING, May 13). He asked "just what constitutes 'in the public interest'" and suggested the congressman collect a group "of these people who you quote as saying that radio is not operating in the public interest. . . . I would like for them to take just one broadcast day on my radio station and program it from 5:30 a.m. until midnight. Just one day out of 365!"

Representative Harris replied, "It is no answer for me, inexperienced in the operation of such a facility or planning programs, to be involved [sic] to assume responsibility for even one day. This is somewhat naive in my judgment to make it my business to describe to the industry what is balanced programing."

Radio's "contribution to the American people . . . has meant much more than the average person realizes to our progress and development," Representative Harris wrote Mr. McKinney. "In a way my statement was critical but it was more intended as a challenge," he continued. He is working to help broadcasting remain in private hands, Representative Harris said. "As a matter of fact," he replied, "I am giving much time and effort toward policies and procedures that will permit the industry to operate in the best interest and utilize the ingenuity that I know the industry has."

Insofar as what "public interest" may be, Representative Harris said the term is in the Communications Act. It has been "administered and construed all these years . . . [and] has been interpreted by the courts and if the industry does not know [what it means] by this time, with long years of experience, I think someone had better start doing their homework."

The congressman had said he thought radio's steady diet of "music of various kinds, interspersed with news and advertising . . . constitutes some waste, unfortunately, of precious spectrum space." He also complained of too many commercials and said that radio "does not provide service at its full potential."

The Burden of Responsible Programming



eems just about unanimous now. ■ A month , a distinguished panel of *opinion leaders* and *ics* singled out NBC for numerous and sig- cant Peabody Awards. Previously, the *nation's vers* selected a wide range of NBC programs and sonalities as their favorites in the TV Guide Awards. nd just a few days ago, *our colleagues* in the television ustry presented us with a dazzling array of Emmy ards—headlined by the naming of "The Tunnel" as ie Program of the Year." "The Tunnel" was also nored as the best documentary, and NBC News respondent Piers Anderton received the award the best international reporting for his work that program. We also want to add our appre- tion for the other NBC Emmy winners: Shirley oth of "Hazel"; Trevor Howard for his performance in "The Invincible Mr. Disraeli" (O. Tamburri won an award for camera work in the same program); Robert Russell Bennett for his original music in Project 20's "He Is Risen"; the "Huntley-Brinkley Report" *and* "David Brinkley's Journal"; "Walt Disney's Wonderful World of Color" (honored for the series itself, as well as the art direction by Carroll Clark and Marvin Davis); "The Andy Williams Show"; and a Trustees' Award to the late Dick Powell. ■ NBC's winners this year cover the complete broadcast spectrum, from on-the-spot reporting of great events to unalloyed entertainment. In all, they typify the diverse programming of the entire NBC schedule.

NBC

NGRATULATIONS, TOO, TO THE PROGRAMS AND TALENTS SINGLED OUT ON THE OTHER NETWORKS: "THE DICK VAN DYKE SHOW," "THE DEFENDERS," LIE AND CAROL AT CARNEGIE HALL," "G-E COLLEGE BOWL" AND THE "ANDY GRIFFITH SHOW" ON CBS; "BEN CASEY" AND "NAKED CITY" ON ABC

FCC charged with unfair action in AM freeze

COURT HEARS ARGUMENT OF PROSPECTIVE APPLICANTS

The FCC's AM freeze, imposed a year ago on new applications for standard broadcast applications, was attacked last week before three judges of the U. S. Court of Appeals in Washington.

Nine prospective applicants, who unsuccessfully sought to file in the immediate days following the commission's freeze date, charged that (1) they didn't receive the proper advance notice, (2) a freeze requires a rulemaking proceeding and cannot be done by fiat, (3) the refusal of the FCC to accept their applications discriminates against them because applications on file before the May 15, 1962, cutoff date are being processed. Some of the applicants appealing are in conflict with some of the applications being processed, it was pointed out.

One example of the alleged unfairness of the commission's action, it was pointed out, is that early in May the FCC announced routinely the list of pending applications scheduled to be processed during the month. It listed May 25 as the deadline for any new applications which might be in conflict with these on the processing line list. Some of the prospective applicants relied on this May 25 deadline, and found themselves frozen out.

A hint of ex parte conduct was raised in a reference to the "meeting" between then FCC Chairman Newton N. Minow and President LeRoy Collins of the National Association of Broadcasters. This resulted in the FCC's recent proposal to establish an AM-FM-to-population ratio table to control radio "overpopulation" (BROADCASTING, May 20).

Move Defended ▪ The FCC's action was defended by Assistant General Counsel Daniel Ohlbaum who explained that the decision to refuse new AM applications was based on a study that showed no major effect on the structure of AM broadcasting would take place if pending applications were processed, but would if new applications were permitted to be filed.

Stressing the "chain reaction" effect in AM application processing, Mr. Ohlbaum also argued that the commission's decision resulted in the fairest manner of handling the situation.

He also argued that the move was not substantive (requiring a rulemaking proceeding), but procedural only.

Mr. Ohlbaum was on the receiving end of a number of questions by the circuit judges, primarily as to why the FCC didn't stop all processing while it looked into the AM allocations picture. There was also one suggestion from the bench that the commission permit applications in conflict with pending applications to be filed so that the facilities at stake not be foreclosed.

Hearing the case were Chief Judge David L. Bazelon and Circuit Judges George T. Washington and Walter M. Bastian.

Ratings firms ask court to drop fraud suits

The A. C. Nielsen Co. and The Pulse Inc., defendants in separate $250,000 fraud actions by WAME Broadcasting Co., Miami, have asked that their cases be dismissed for failure to show cause of action.

The suits, believed to be the first court cases to grow out of a congressional investigation of broadcast research practices, were filed in April by WAME Miami in the circuit court of Dade county, Fla. (BROADCASTING, May 6). Both complaints claim the ratings firms misrepresented their Miami metropolitan area reports between 1959 and 1962.

A motion by Pulse attorneys to dismiss the Pulse suit will be heard in Miami Aug. 1, it was learned last week.

Attorneys for the Nielsen company were successful in having the action removed to the U. S. District Court; however WAME will ask that the case be returned to the state court so that its attorneys can litigate Pulse and Nielsen in the same jurisdiction.

VHF channel requested for Fort Smith, Ark.

The KWHN Broadcasting Co., licensee of KWHN Fort Smith, Ark., last week requested that the FCC institute a rulemaking to reassign channel 9 to that city, deleting it from Hot Springs. KWHN proposed that channel 64 be substituted for channel 9 in Hot Springs. KWHN would apply for the channel.

KFOY-TV Hot springs is on channel 9, KWHN noted, but said that Hot Springs is economically over-shadowed by its proximity to Little Rock. The population of Hot Springs has fallen in the last few years, KWHN said, while that of Fort Smith has been growing and can presently support more than one VHF operation.

KWHN said that KFSA-TV (ch. 5) Fort Smith, the only TV station in that city, is owned by Donald W. Reynolds, who also owns KFOY-TV. Mr. Reynolds also owns the *Fort Smith Times Record* and *Southwest American*, Fort Smith's only daily and Sunday newspapers, KWHN said, and contended that Mr. Reynolds has a virtual monopoly of communications media in the area. Reassignment of channel 9 to Fort Smith would alleviate any such monopoly, KWHN said.

KWHN also requested that the FCC deny an application by KFOY-TV to reduce the station's visual power from 30.1 kw to 2.63 kw. KWHN said that this will merely make it easier for Mr. Reynolds to lower the cost of maintaining his monopoly.

The Fort Smith AM suggested that the commission could instigate a de intermixture proceeding such as the agency did in Bakersfield, Calif. In the Bakersfield case the FCC succeeded in modifying the license of KERO-TV to specify channel 23 rather than channel 10 (BROADCASTING, Nov. 19, 1962).

Stratton wants FCC to intercede with NBC

Representative Samuel S. Stratton (D-N.Y.) has asked the FCC to help him in his effort to confront Senator Kenneth B. Keating (R-N.Y.) in a televised debate on Cuba.

The congressman said last week that NBC has denied his request for an opportunity to refute some of the "grave charges . . . on the competence of our intelligence community" made by the senator on *Meet the Press* May 12.

Citing 1959 amendments to Section 315 of the Communications Act, Representative Stratton told the FCC that NBC is obligated "to afford reasonable opportunity for the discussion of conflicting views on issues of public importance."

He said William R. McAndrew, executive vice president, NBC News, had explained that four officials of the Kennedy administration have appeared on the program since the Cuban crisis last October and had given ample expression to the administration's point of view.

Representative Stratton argued that only one of these appearances was after January 31, the date of what he considered Senator Keating's most serious charges on Cuba. The subject had not been covered satisfactorily in that appearance or by questioning of the senator last month, he said.

Representative Stratton said the network had invited him to debate with the senator on the *Today* show in March, but when the GOP senator would not agree to the joint appearance, Senator John Stennis (D-Miss.) was substituted. NBC had indicated he would be invited back, Representative Stratton said, but he's still waiting.

When he saw Senator Keating "get away with murder" on *Meet the Press*, he asked NBC for an opportunity "to disprove the senator's claim" on equal facilities or to debate him on the air.

Representative Stratton has been recently discussed as a Democratic opponent to Senator Keating, who is up for re-election next year.

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PROFESSIONAL COMMAND OF SOUND FOR EVERY RECORDING AND BROADCAST SITUATION

Sony CR-4 Wireless Microphone—The perfect transistorized microphone and pocket-size transmitter for active singer/dancers and TV performers to give complete freedom from entangling cables and obstructing mike stands. Mike and transmitter together weigh only 13½ ounces. *Complete with transmitter, receiver and carrying case:* $250.

Sony EM-1 Newscaster Portable—A full track, all transistorized portable recorder designed for rugged service and dependable performance in remote locations. Meeting NARTB specifications, the EM-1 is ideal for on-the-spot interviews and sound recording. • Governor controlled, constant speed spring wound motor • Rewind while recording • 13¼ pound weight. *Complete with microphone and accessories:* $495.

Sony MX-777 Stereo Mixer—A six channel all transistorized self powered stereo/monophonic mixer featuring: 4 balanced microphone inputs, 2 balanced hi-level inputs and 2 balanced recorder outputs. Other features include individual level controls and channel 1 or 2 selector switches, cannon XL receptacles and switch for bridging of center staging solo mike. *Complete with carrying case:* $175.

Sony C-37A Condenser Microphone—Remarkably smooth and uncolored natural response through the full range of recorded frequencies has earned the C-37A the title of "world's most perfect microphone." • Adjustable for omni-directional or uni-directional • Frequency response ±2 db 20-18,000 cps • Signal to noise—more than 55 db for signal of 1 micro-bar at 1000 cps. *Complete with CP-3 Power Supply, carrying case and 30 feet of cable:* $295.

Sony C-17B Condenser Microphone—A miniaturized, uni-directional companion to the famous Sony C-37A Microphone. With outstanding background isolation characteristics, the uni-directional cardioid pattern is ideal for TV, night club and solo voice stereo recording application. The slim 1 1/16" diameter size minimizes visual problems. *Complete with CP-3 Power Supply, carrying case and 30 feet of cable:* $350.

Sony CP-3 Power Supply—For the C-37A and the C-17B microphones, the CP-3 features: Switch for 3 positions of low frequency attenuation; special high cut filter switch for all frequencies above 10,000 cps.

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In New York, visit the Sony Fifth Avenue Salon, 555 Fifth Avenue.

All Sony Sterecorders are Multiplex Ready!

SUPERSCOPE *The Tapeway to Stereo*

But what did Minow do in his spare time?

Newton N. Minow, in his last week as chairman of the FCC, had what was probably the busiest week in his 27-month Washington sojurn.

During the week he: (1) appeared on *David Brinkley's Journal* Monday on NBC-TV; (2) presided on Monday, Tuesday and Wednesday over three full FCC meetings, which made several important decisions (see stories, page 31, 44, 46); (3) visited on Wednesday with President Kennedy at the White House; (4) attended a going-away party given by FCC staff members (also on Wednesday) (see picture); (5) was the subject of a statement on the floor of the House of Representatives by Oren Harris (D-Ark.), chairman of the House Commerce Committee; (6) with Mrs. Minow, celebrated his 14th wedding anniversary on Wednesday, and (7) probably did a little packing, in between his other activities, in preparation for his return to Chicago and a new position with Encyclopaedia Britannica Inc.

In his TV appearance Mr. Minow said television must "divorce the advertiser [from] the editorial department" if it is to be completely independent.

He reasserted his belief in the soundness of the so-called "magazine concept," under which advertisers would sponsor the commercials but not the programing.

Mr. Minow acknowledged that such a system would probably need exceptions to permit "full sponsorship of certain programs." He cited the *Hallmark Hall of Fame* as an example. The important thing, he said, is that advertisers "should have nothing to do with editorial judgment or editorial decisions."

Under questioning by Mr. Brinkley, the retiring FCC chairman also reviewed his philosophy on a wide range of other subjects including service to minority-interest groups, educational television, so-called censorship, editorializing and programming on controversial issues, "concentration" of power in the networks and children's programs.

Mr. Minow suggested that educational television "should take one subject and devote itself to it, and make or break its reputation on it." He suggested that ETV do *"the* great course in American history" and enlist the assistance of Presidents Kennedy, Eisenhower, Truman and Hoover in preparing and presenting the program.

He said that if he owned a commercial station in a major market, he would operate it with the aim that "I would get rich in perhaps three years instead of one."

Representative Harris, who has frequently taken strong issue with the FCC and some of Mr. Minow's policies, had friendly words for the retiring commission chairman in his House statement. He said Mr. Minow's " 'vast wasteland speech' succeeded in calling to the attention of the American people a vast public problem which to a large extent is still with us. . . .

"Many persons have labeled Mr. Minow a controversial person," the congressman continued. "No doubt he has created controversy or as I rather would describe it—he has brought about a dialogue which still continues on how broadcasters are to perform in the public interest. . . . Far from being given to controversy we have found Mr. Minow most cooperative in working for solutions of difficult and complex issues in the field of communications."

Mr. Minow "is owed a debt of gratitude by the American people for helping our democracy to identify an important public problem," Representative Harris said.

Mr. Minow's new job is vice president and general counsel of Encyclopaedia Britannica Inc., reportedly at a salary of $75,000 a year plus additional benefits. His resignation from the FCC to take the Britannica post became effective June 1.



Last Wednesday was a busy day for the departing FCC Chairman Newton N. Minow. He (l) presided over his last meeting as chairman; (2) with his family, called on President Kennedy; (3) was honored at a party given by FCC staff members, and (4) celebrated his 14th wedding anniversary. With Mrs. Minow and daughters Nell, 11, Martha, 8, and Mary 4, looking on, Mr. Minow (left in photo above) received from the new chairman, E. William Henry (r) farewell gifts from the commissioners and FCC staff. These included a gavel and base, the chair Chairman Minow used and a plaque detailing the FCC accomplishments while he was chairman. Mr. Minow told the approximately 200 guests at his going-away party that he hoped to return to "public service." He resigned from the commission to become executive vice president-general counsel of Encyclopaedia Britannica Inc.

Section 315 fans to give their views

Several members of the House Commerce Committee who don't think Section 315 of the Communications Act should be suspended at all will be represented by minority views in a report which was being prepared last week.

The full committee has given its blessing to a proposed suspension of equal time requirements for the presidential and vice presidential races in 1964 (BROADCASTING, May 27), but a small group of members—including the ranking men of both parties —oppose the idea.

In their section of the report they are expected to point out that broadcasters were warned once before that they should not use a suspension of Section 315 as a lever for eventual repeal of the equal time law. This warning was made in 1960, but no sooner did this year's hearing on equal time suspension open than two network presidents used the session as a forum to advocate outright repeal of Section 315, the minority says (BROADCASTING, March 11).

At least four members of the committee have been identified with these views: Representatives John Bell Williams (D-Miss.), ranking Democrat; John B. Bennett (R-Mich.), ranking Republican; Samuel L. Devine (R-Ohio) and J. Arthur Younger (R-Calif.).

Many other members feel the limited suspension is about as much tampering with the equal time safeguard as they can tolerate.

Next stop for the legislation is the Rules Committee which will decide whether and when to let it go to the floor.

These congressmen also have been critical of broadcasting editorials, especially as they apply to politics and other areas of controversy. Representative Walter E. Rogers (D-Tex.), chairman of the Communications Subcommittee, already is on record in favor of a hearing on editorializing and has said he hopes to hold it sometime this summer, possibly in July (BROADCASTING, May 27). No bills on the subject had been offered up to last week, but Representative Rogers said his subcommittee would be glad to hear the views of any member interested in such legislation.

The Senate hasn't been publicly active in political broadcasting problems so far this year. It's waiting for the FCC's report on Section 315 experience from the 1962 elections. But the committee's Freedom of Communications Subcommittee produced a six-volume report last year, and one of its recommendations urged the FCC to provide some ground rules on political editorializing (BROADCASTING, April 23, 1962).

The subcommittee offered some suggestions of its own which were intended to give persons who were subjects of editorials an opportunity to know what was said about them and to reply. The suggestions added up to equal time for editorials.

It is expected that these suggestions were in the back of some congressmen's minds when they drafted their minority views, but an outright ban on such editorials might sit well with them, too.

FCC lifts CP for WHYZ-TV Duluth, Minn.

The character qualifications of principals in WDUL Television Corp. again played a determining role in the company's fortunes, as the FCC last week denied WDUL's application for additional time to construct its WHYZ-TV Duluth, Minn., and so terminated its existing construction permit.

A WDUL application for a modification of its CP was denied last July (BROADCASTING, July 30), when the commission held that "the applicant's



DOUBLED THE EXPECTATION!

Last summer when our WWUP-TV satellite at Sault Ste. Marie went on the air, we estimated we'd increase our market and audience by 39.5%. But then the Nov., '62 ARB showed an 85% increase.

ARB also says that we now cover an area with 492,100 *TV homes* — actually about three times more *population* than Atlanta!

Have *you* discovered Upstate Michigan? It's America's greatest "sleeper market." It includes nearly a million people. Its retail sales are nearly a BILLION DOLLARS. If you want an increase in your Michigan sales, use a few extra television dollars *Upstate,* where they face a lot less competition! Ask Avery-Knodel for the facts.

The Folger Stations

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WKZO KALAMAZOO-BATTLE CREEK
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TELEVISION
WKZO-TV GRAND RAPIDS-KALAMAZOO
WWTV/ CADILLAC-TRAVERSE CITY
/ WWUP-TV SAULT STE. MARIE
KOLN-TV / LINCOLN, NEBRASKA
/KGIN-TV GRAND ISLAND, NEB.

WWTV / WWUP-TV

CADILLAC-TRAVERSE CITY — CHANNEL 9 — ANTENNA 1640' A. A. T. — CBS • ABC

SAULT STE. MARIE — CHANNEL 10 — ANTENNA 1214' A. A. T. — CBS • ABC

Avery-Knodel, Inc., Exclusive National Representatives

Newton's aware there's Somebody up there

"My God."

Zsa-Zsa Gabor couldn't get away with it, but Newton N. Minow did.

The expletive was "blooped" out by NBC-TV when Miss Gabor used it in a taped interview for the *Tonight* show about 10 days ago. It was left untouched when the retiring FCC chairman used it in a taped interview for *David Brinkley's Journal* last week (see page 58).

But Mr. Minow's exclamatory challenge to section 4, paragraph 5 of the NAB television code was not entirely unquestioned. NBC staff executives had fun speculating whether it would be allowed to stand.

Mr. Minow used the phrase in quoting himself. He said a broadcaster once told him that a study had shown that television "hasn't affected [children] at all." Mr. Minow said his reply was: "My God, I can't think of a worse indictment of television than that."

The NBC standards division usually "bloops" such utterances—that is, deletes them from the audio—in entertainment programs, where its jurisdiction is centered. The Brinkley program, presented by NBC News, is under the control of the news division.

The NAB code's "general program standards" provide that "reverence is to mark any mention of the name of God, His attributes and powers."

derelictions and misconduct" and "willful misrepresentations" in connection with an unauthorized transfer of control had disqualified its application. (The FCC at that time also judged the company unfit to be a licensee, but it later relented.) The commission maintained that its decision still stood and that "we likewise now conclude for these same reasons" that additional time should not be granted.

The commission added, however, "we emphasize the fact that the conclusion here reached is based upon the misconduct of the principals in the stewardship of the Duluth permit here under construction. Any bearing this conclusion may have upon the licensee qualifications of WDUL's principals as individuals at other times and places may be considered if and when appropriately raised in other proceedings."

FCC horse racing rule not to be retroactive

The FCC's proposed rulemaking on the broadcast of horse race information (BROADCASTING, April 15 et seq.) will not retroactively endanger licensees at renewal time if they have toed the present mark, it was explained in a letter, released last Tuesday but dated a week before, from FCC Chairman Newton N. Minow to Senator Warren G. Magnuson (D-Wash.).

The legislator—chairman of the Senate Commerce Committee and also chairman of the Senate Appropriation Committee's Independent Offices Subcommittee, which doles out money to the FCC—had asked whether the presently legal pony programing carried by some stations might, in light of the proposed rules, hamper their efforts to renew their licenses.

Mr. Minow replied, "The proposed rules are, of course, not in effect at the present time, and, as I indicated in my previous letter to you, the commission has reached no conclusions with respect to them." Noting that the proposed rulemaking is a controversial one, he added, "any licensee who conscientiously adheres to our 1961 policy statement [BROADCASTING, Nov. 27, 1961] pending finalization of the rulemaking proceeding, need have no fear of being penalized at renewal time. . . ."

Paterson applicants face hearing for ch. 37

The FCC has designated for comparative hearing the applications by four parties to operate channel 37 in Paterson, N. J. The four applicants are: Spanish International Television Co.; Progress Broadcasting Corp.; Bartell Broadcasters Inc., and Trans-Tel Corp.

The commission also made WPIX(TV) New York a party to the proceeding. WPIX has charged that Trans-Tel's application, if granted, would cause economic injury to the station.

There will be no final authorization made for channel 37, the commission said, until it makes a decision on the rulemaking to prohibit the use of channel 37 within a 600 mile radius of the University of Illinois' radio astronomy observatory in Danville (BROADCASTING, May 6). The channel 37 rulemaking would also restrict use of that channel, outside of the 600 mile radius, for television broadcasting between midnight and 7 a.m. The rulemaking if put into effect would be valid until January 1968.

Trans-Tel has suggested that the FCC drop-in a short-spaced channel 14 in Paterson in place of channel 37. Progress Broadcasting said it felt the rulemaking struck a fair balance of use of channel 37 by researchers and broadcasters. Radio astronomers, however, were not satisfied with the FCC's rulemaking, and felt there is a need for a nationwide reservation of the channel (BROADCASTING, April 29).

FCC Chairman Newton Minow dissented to the commission's action, supporting the contention that channel 37 should be reserved on a nationwide basis for radio astronomy. Chairman Minow suggested that a substitute channel be found for use in Paterson. Chairman-designate E. William Henry warned the applicants for channel 37 that because their applications were set for hearing, they were extended no rights to the channel as such.

USIA reports increases in Voice's audience

The Voice of America's free world listening audience increased by more than 25% last year, the U. S. Information Agency has reported. Facing some measurement problems (gaps in information and troubles in precise measurement), the agency describes its figures as estimates. While the Voice audience increased by more than one-fourth, the overall audience in the noncommunist areas increased by about 12%, the agency said. The largest increase was in Latin America, up more than 50% over 1961.

The Voice's average daily audience now ranges from 17 to 26 million people, but more than twice that number listens to the broadcast service's programs during any given week. About 5 million listeners in the daily audience hear their programs in English; the remaining listenership is divided among 35 other languages.

The Voice's Communist area audience averages from 5 to 10 million daily and twice that weekly, USIA reported.

Sacramento pay TV denial sought in

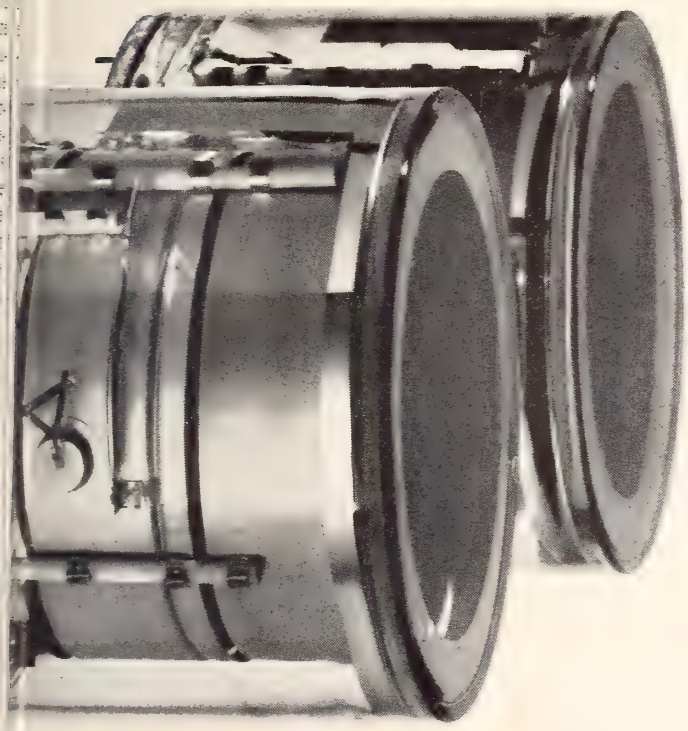
Camellia City Telecasters last week asked the FCC to deny the application of KVUE(TV) Sacramento and Melco Pay TV Co. to conduct a three-year pay TV test in that city. Camellia said that a grant of such an application would be unfair to its competitive status with KVUE's renewal application for the channel 40 facility.

Capitol TV Co., licensee of KVUE, and Melco applied for the subscription television test this spring (BROADCASTING, April 22). Melvyn E. Lucas, who developed the proposed system, heads both of the companies.

Camellia told the commission that if the pay TV test is conducted, KVUE would be given a comparative advantage

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on programing considerations. Camellia said it would have only a proposed program schedule to show. Camellia noted that its application to compete with KVUE's renewal was already on file at the time the channel 40 station and Melco filed the pay TV test request.

The application for the test doesn't meet the commission's requirements, Camellia contended. It failed to show that Melco and KVUE do not have "an exclusive contract" nor does it give the principals of Melco, Camellia said. Camellia questioned Melco financial qualifications to operate the proposed test as well as KVUE's ability to keep operating. Camellia noted that KVUE has not been on the air since March 19, 1960, and said that renewal of its license is doubtful.

Legalities of space probes

A panel discussion on the legal problems of space exploration is scheduled for tomorrow (June 4) by the Federal Bar Association.

The meeting, to be held at 8 p.m. in the National Lawyers Club, Washington, will hear T. A. M. Craven, former FCC commissioner and now special consultant to the FCC on space communications; Max D. Paglin, FCC general counsel; George Feldman, a director of the Communications Satellite Corp., and J. Henry Glazer, National Aeronautics and Space Administration.

The panel will be moderated by Kenneth Finch, FCC attorney who is chairman of the space subcommittee of the International Law Committee of FBA.

Network study printed

The FCC has announced that its Office of Network Study report on *Television Network Program Procurement,* is available to the public through the Government Printing Office, Washington 25, D.C. The report costs $1.25 a copy, and was printed by the House Committee on Interstate and Foreign Commerce, the commission said.

The network report was made public last December and advocated several stringent rules to control network program practices (BROADCASTING, Dec. 3, 1962).

Mr. Henry's calendar

E. William Henry, who has replaced Newton N. Minow as chairman of the Federal Communications Commission will be interviewed by Harry Reasoner on CBS-TV's *Portrait* program June 5 (7:30-8 p.m. EDT). The interview will be conducted at Chairman Henry's home in Washington. Mr. Henry will be asked to discuss his life and career leading to his recent appointment. Chairman Henry also has accepted a "major" speaking engagement in New York on Sept. 24. Mr. Henry will appear before the International Radio & Television Society, according to IRTS's new president, Sam Cook Digges of CBS Films Inc.

KFAB wants ruling on emergency service

KFAB Omaha has asked the FCC for "an advisory ruling" on a plan to provide an emergency locating service to the doctors of the Omaha area. The service, which would aid in contacting doctors for emergency calls, would be handled in cooperation with the Omaha Physicians Bureau, KFAB said.

The station requested a ruling from the commission that it would not be liable to any penalties for conducting an unauthorized point-to-point communications service.

KFAB described the proposed service as a "back-up" measure for the answering service which is available to area physicians. The answering service provides a code number for each member physician, KFAB said, and in cases where the answering service failed to contact a needed doctor, and the station was requested to do so, it would broadcast the code number of the doctor. Such bulletins would be labeled public service announcements, KFAB said, and would not use the name of the doctor.

Line rate hike Aug. 1; news services exempt

New wire rates, higher for leased telegraph lines and lower for leased telephone lines, will take effect Aug. 1, the FCC ruled last week. But the commission said that charges for news services, used by radio stations and networks as well as by the press, will not be changed until a separate study is made.

A rate hike was originally ordered for news services, too, in a final decision of Jan. 28. The commission stayed the decision March 13 in order to consider appeals.

Last week's action noted that rate increases for news outlets "would impair the widespread dissemination of news information." The FCC added: "In view of the authority given the commission to establish a separate press class of service with charges which may be different from the charges for other classes of service, and in view of the public interest in widespread dissemination of news information, we conclude it is appropriate to withhold a determination at this time."

UHF for Los Angeles ETV?

Community Television of Southern California, an organization devoted to obtaining an educational TV for Los Angeles, has filed a notice of intent to apply for UHF channel 28 with the FCC. But it does not intend to drop plans to acquire one of the seven commercial TV stations now operating in Los Angeles.

Rose Blyth, executive secretary, said "Channel 28 is the last UHF channel available in this area. We have always known that we would need more than one channel to provide the kind of service that is needed and have planned from the beginning for the eventual addition of a UHF facility to the VHF station with which we hope to launch our educational programing sometime in 1964. So going after channel 28 was just a matter of protecting ourselves."

Breakthrough in Ohio senate

The Ohio senate has extended floor privileges to 27 members of the Ohio Radio-TV Correspondents Association.

The senate resolution allows newsmen access to the floor to interview legislators and otherwise gather news. The correspondents, however, are still barred from taking any broadcast equipment on the floor, except by "express permission" of the senate's Committee on Rules.

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Union negotiation headache time ahead

SIX GROUPS WILL SEEK NEW PACTS IN '63; THREE MORE EARLY IN '64

The maintenance of jobs, wage increases and royalty or reuse payments loom as the key union demands in 1963 as networks and other broadcast industry groups head into a strenuous stretch of contract talks, starting this summer and extending through the fall and winter.

Six crucial negotiations are scheduled during 1963, and three other contract talks, which will be influenced by the course of settlements this year, are slated for the early part of 1964.

Industry officials have held discussions on new agreements with the Writers Guild of America and the Screen Directors International Guild for the past several months, and have reached tentative agreements, pending the framing of contract language and ratification by members.

But this is only the beginning. While applying the finishing touches to the SDIG and WGA contracts, negotiators have a back-breaking timetable through next February, involving talks with the International Brotherhood of Electrical Workers, the American Federation of Television & Radio Artists, the Screen Actors Guild, the National Association of Broadcast Employes & Technicians and the American Federation of Musicians.

"You can safely say we are moving into our 'headache period,'" one network executive observed last week.

The wage issue crops up traditionally in labor negotiations, and the broadcasting field is no exception. It is difficult to forecast a percentage increase that will apply to all unions, but a knowledgable source indicates that 5% (plus fringe benefits), is a reasonable estimate.

Job Factor ▪ The maintenance of jobs is expected to be a crucial factor in forging contracts with the technical unions, particularly IBEW at CBS and NABET at NBC and ABC, and with the AFM and Local One of International Alliance of Theatrical Stage Employes at the three networks.

These unions have been grumbling for years that automation and improved working procedures are displacing union employes, and the job retention issue is expected to take on heightened significance this year. IBEW will be negotiating with CBS this summer, and lurking in the background will be the specter to the union of the new CBS Broadcast Center on New York's West Side, now under construction at a cost of more than $14 million.

"We hear this center is virtually 100% automated," an IBEW official commented. "We realize the network will be trying to reduce technical forces and it is up to us to save jobs."

The extent to which CBS is successful in paring its technician staff this summer will undoubtedly have repercussions on the NABET negotiations with ABC and NBC next January. CBS officials were willing to acknowledge last week that the network's new center, which an IBEW executive said originally was called the "hard core center," will be "highly automated." But he declined to discuss the possible effect it will have on the employment of engineers and technicians.

The third key item in labor negotiations is expected to be so-called extra payment, applicable to the talent unions (the Writers Guild, AFTRA, SAG and the AFM). These unions are aiming to broaden their pay benefits for performers from royalties (based on a percentage of gross sales) or reuse payments (based on the number of times a program or commercial is used). These benefits are part of many of the existing contracts, but the talent unions are seeking to expand their intake in this area.

Lurking in the shadows of negotiation—but unmistakably present—is the threat of strikes. In the past year, strikes by unions in other industries have been more frequent. In broadcasting, management is concerned mainly with effects of strike action by the technical rather than the talent unions. The rationale is that a prolonged strike by technicians could more seriously hamper operations.

The significance that networks attach to technical union negotiations can be adduced by this development: The networks already are sending hundreds of their executives to training schools to be prepared for any contingency (box, page 65). This move paid off for management in recent years when CBS became involved in a strike with IBEW and NBC with NABET. Executives-turned-technicians manned cameras, control boards, dollies and other equipment, and kept the networks operating for periods up to 19 days.

A Status Report ▪ Though management and union officials traditionally are reluctant to discuss proposals, strategy or tactics planned for contract talks, background interviews with officials from both sides and with some outside observers over the past few weeks provided the basis for the following status report for each labor organization:

Writers Guild of America ▪ The East Coast branch of WGA has been negotiating with the three networks for a new contract for both free lance and staff writers in non-entertainment programs (news, documentary, continuity). The contract has not yet been ratified, but it is reported the union has gained a basic 5% increase in wages and fees. Present top minimum scales for staff writers: $195 weekly plus commercial fees and overtime at ABC and CBS; $214 at NBC but no overtime pay.

The old contract expired on March 31 and agreement on a new contract

Plans to syndicate KYW-TV program canceled

Plans to syndicate the *Mike Douglas Show*, a 90-minute daytime live talent program carried on KYW-TV Cleveland, to four other Westinghouse Broadcasting Corp. TV stations have been canceled because of KYW-TV's inability to reach agreement with the American Federation of Television & Radio Artists on a waiver of fees and two other issues.

A memo distributed to the KYW staff on May 24 and released generally last week stated that the Cleveland local of the union never had offered more than a conditional waiver for 90 days, while the station needed a permanent waiver. In addition, in return for the waiver, the union had insisted on demands that went beyond its contract with the station, the memo stated. These were said to include payment to announcers of fees for off-camera announcements and for contribution of 5% to the union's pension and welfare fund on all income earned by staff and free-lance members, rather than present 5% on gross scale income only.

AFTRA's demands, a KYW-TV official said, make the syndication of the *Mike Douglas Show* "impossible."

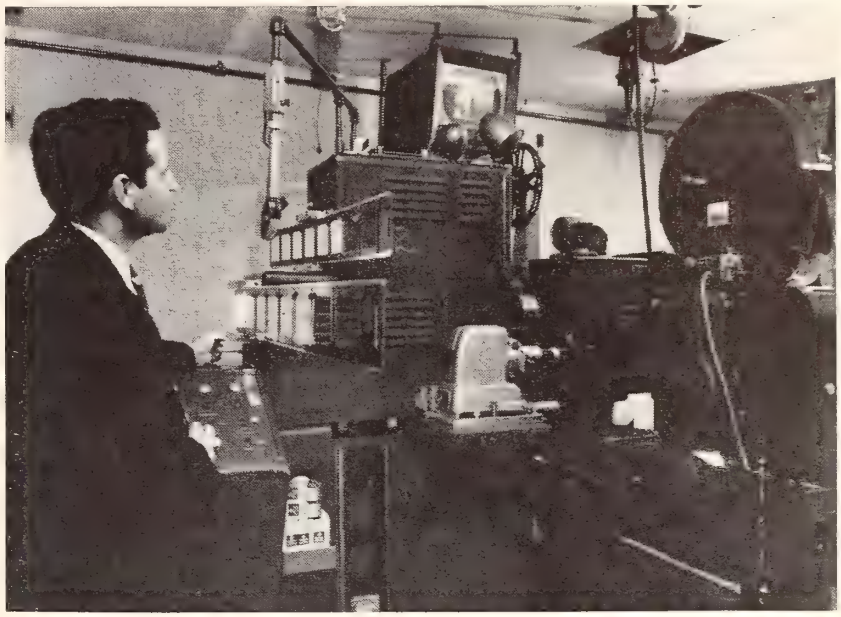
Nonunion technicians prepare for strike emergency

The networks are concerned mainly with the effects of a strike by the technical unions—the International Brotherhood of Electrical Workers at CBS and the National Association of Broadcast Employes & Technicians at NBC and ABC. One solution: send executives and other nonunion employes to a technical training school.

In preparation for coming negotiations with the technical unions (story, p. 64), the networks are sending some of their nonunion workers at main locations throughout the country to a technical school in the area. In New York network staffers are now training at RCA Institutes in Times Square, learning various technical operations, such as operating cameras and audio boards and (see photo) learning the intricacies of film transmission.

Network officials decline to discuss details but it is estimated that approximately 250 staffers from each network are undergoing technical training. One technical union leader commented last week: "We regard the existence of these 'scab schools' as a sign that networks are not ready to bargain in good faith."

A former NBC staffer who attended such a school in 1959 told BROADCASTING that training was under a unit system. A unit of 10 men was sent to school for 12 weeks, three hours a week. Each man learned a specific skill—cameraman, sound boom operator, dolly pusher and so on. When NABET called a "wildcat strike" in late April 1959, each unit was assigned to specific shows. He noted that these executives-turned-technicians were sufficiently proficient to telecast the Emmy Awards presentation that year in color. He recalled that he received a bonus of $200 at the conclusion of the 19-day walkout.



Network executives study technical operations

reportedly was held up largely because of the guild's position on a new formula to cover programs rerun in the U. S. and shown abroad. A union official noted that the question of deferred compensation is vital to the writer today and the framing of an appropriate contract provision acceptable to both management and the WGA formed the basis for considerable discussion. The new contract, which is expected to be signed within the next few weeks, will run for two-and-a-half years, retroactive to March 31. It covers almost 300 staff writers at the networks and approximately 800 free-lance writers.

Screen Directors International Guild ▪ The union recently reached a tentative agreement with the Film Producers Association of New York, but a contract will not be signed for several weeks pending ratification by union members. SDIG is understood to have gained additional fringe benefits and an estimated 5% boost over its present pay scale. The directors, who work on film commercials, documentaries and theatrical films in New York, now earn basic wages of $390 a week for a five-day week if they are hired for 26 weeks or more; $465 weekly if they are employed for six weeks to 26 weeks; $540 for one week's work, and $135.50 for one day.

The union had sought but reportedly did not obtain benefits in certain "working conditions" areas, including payment for preparation of work and for performing assignments in premium time (weekends and holidays).

International Brotherhood of Electric Workers ▪ This negotiation involving CBS shapes up as the critical one on the broadcasting scene this year. In view of its projected move in 1964 to its new Broadcast Center, which is highly automated, the network undoubtedly will seek a contract that will provide for flexibility in the size of IBEW crews. The union is bound to press for maintenance of staffs.

One source close to the union commented: "The union knows it's going to lose jobs. But it's going to fight hard to save as many jobs as it can."

The top minimum scale for most technicians at CBS is $200 a week. The union is expected to seek initially a possible 20% increase in wages, but the feeling is that it would accept an added 5% if it gained other concessions. These are said to be various devices that will help save jobs, such as a four-day week, a six-and-a-half-hour day, and guaranteed employment for workers with seniority.

Approximately 1,100 engineers and technicians employed in New York, Chicago, Hollywood and other cities are represented at CBS by IBEW. The dwindling of technician jobs is summed up by an IBEW official in this way: "We now have about 575 men working at CBS in New York. At one time we had more than 800 men."

Job Decline ▪ Several factors have contributed to the decline of jobs. One is the cut-back in live programing; another is improved working procedures devised out of experience, and the third is the introduction of automated equipment.

Len Bader, international representative of IBEW in New York, declined to discuss details of the coming negotiations but did reveal that the present contract concept is "outmoded" in view of the "changed conditions in the industry today." He claimed that the use of tape at the networks and the impact it has had on working procedures are not reflected in the contract. The basic pact, he said, was formulated in 1950 when the bulk of the programing was live. The union, Mr. Bader indicated, will aim for changes in working pro-

TvQ's top 10 for April, by age

Rank	Program	Total audience TvQ*	Age groups 6-11 TvQ*	12-17 TvQ*	18-34 TvQ*	35-49 TvQ*	50 + TvQ*
1	Beverly Hillbillies (CBS)	55	81	68	53	47	46
2	Bonanza (NBC)	48	43	55	45	43	53
3	Red Skelton Hour (CBS)	46	74	54	42	42	39
4	Doctor Kildare (NBC)	43	54	46	42	36	46
4	Saturday Night Movies (NBC	43	46	59	48	36	31
6	Combat (ABC)	42	55	56	41	38	25
7	Disney World of Color (NBC)	41	64	46	33	35	37
8	Andy Griffith (CBS)	40	49	36	34	40	43
9	Monday Night Movies (NBC)	39	41	46	41	35	32
10	Gallant Men (ABC)	38	53	55	33	33	26
10	Gunsmoke (CBS)	38	57	42	29	35	39
10	Hazel (NBC)	38	56	38	29	29	44

*Percentage of those who are familiar with program and say it is one of their favorites.
Copyright Home Testing Institute, Inc., 1963

cedures that will recognize the preeminence of tape production of programs, but he declined to elaborate.

The present contract is for two-and-one-half years, starting Feb. 1, 1961.

National Association of Broadcast Employes & Technicians ▪ The three-year contract with NBC and ABC expires Jan. 31, 1963. In general, pacts signed by IBEW and NABET are similar, though a rivalry exists between them and each claims it sets the pattern for the other. The basic top wage is slightly higher at NBC and ABC—$202 a week—as compared to $200 at CBS.

Both network and union officials reported last week that negotiations are too distant to form concrete plans. But they agree that the same basic conditions to be discussed in the IBEW-CBS talks will prevail in the NABET-NBC-ABC conferences. There are approximately 1,200 NABET members at NBC and 1,000 at ABC.

"NBC and ABC will be staying at the same old premises," a union official observed. "But they can install the same equipment and devise the same working methods as CBS at its new center. Of course, automation is the big problem. Though we all have to learn to live with it, management must realize it has responsibilities to its workers too."

Screen Actors Guild-American Federation of Television & Radio Artists ▪ A negotiation in which advertisers have expressed keen interest is the coming joint talks with SAG and AFTRA on codes governing TV commercials. For the first time, negotiations with these talent unions will be headed by a group of agency and advertiser officials, rather than network executives.

The present three-year contract, which expires on Nov. 15, was formulated by the unions and the networks, accompanied by violent protests from agencies and advertisers. They claimed that networks accepted fairly modest boosts in wages and fees on network programs and commercials, and steep increases in spot commercials. Accordingly, the networks have passed the negotiation reins to the advertisers and agencies in the commercials area.

The principal bone of contention is the reuse formula for spot TV commercials. Advertisers have contended that it has resulted in higher costs, and a joint American Association of Advertising Agencies—Association of National Advertisers study of the SAG-AFTRA residual formula is expected to confirm this contention. The study is expected to be completed within a month.

Neither the unions nor management will discuss projected proposals. A SAG official last week reported that its members earned approximately $25 million on commercials in 1962, representing the initial fee for making the spot and residuals from reuse of the commercial. He claimed that a comparison could not be made with prior years because the figure was computed from performers' contribution to the pension and welfare fund, which went into effect in 1962.

In addition, AFTRA will negotiate separately with networks on scales for performers appearing in live and taped programs plus staff announcers.

One area that is expected to be discussed searchingly is a "more realistic" formula for programs sold abroad. The effect of the present contract, which calls for certain percentages of the original fees to performers on programs sold in foreign countries, has been to keep the overwhelming proportion of so-called "prestige" music-variety, classical music and other taped shows off foreign airwaves because producers and networks claim the fees are exhorbitant. As a result, the bulk of U. S. programs exported abroad are films, on which there is currently no overseas pay.

Local One, International Alliance of Theatrical Stage Employes ▪ This contract with New York stagehands and associated employes at the three networks expires next Dec. 31. One union official characterized the problem of Local One with this terse remark: "We're losing jobs all the time."

Neither the union nor the networks would reveal employment figures, but it is estimated there are about 225 IATSE members on staff and 350 who work on a casual basis. One union official claimed that at one time there were almost twice the number there are today, but network officials insist the reduction has not been that steep. The union says the reduction in the number of stagehands results from improved working procedures and a decline in live programs at the networks, along with an increase in the number of filmed and taped shows. The taping of a program, a union official noted, speeds up the production process, and the practice of pre-taping has virtually "wiped out" employment during the summer of stagehands employed on a casual basis.

The union's main objective is to maintain a maximum number of employes on the staffs of the three networks. The top basic scale for stagehands is $151.36 per week.

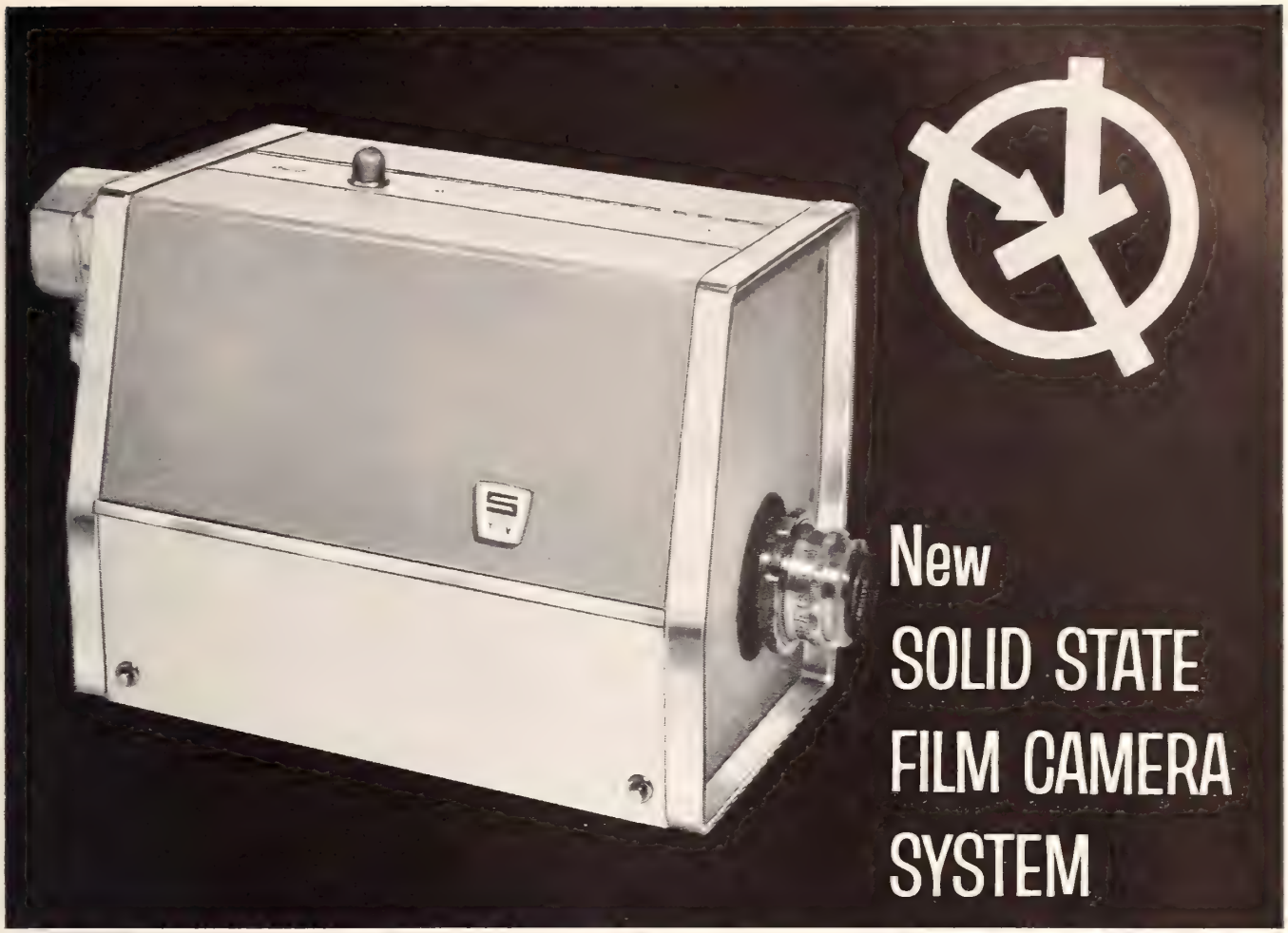
American Federation of Musicians ▪ The main issue with musicians also is job retention. Networks and stations which still employ staff musicians contend there is relatively scant use today for regularly employed musicians, and the networks are expected to emphasize this stand next February when the present five-year pact expires.

The three networks employ approximately 350 musicians on staff in New York, Chicago and Hollywood. This figure does not include musicians who are hired for special or regular programs by networks or independent producers. The weekly wage rate is $242 in New York and slightly lower in Chicago and Los Angeles.

The outlook is that the networks will be able to effect some reductions in staff musicians quotas. There is precedence for this in the last negotiations when the Chicago staff for each network was reduced by 20 musicians over a four-year period. The most vulnerable local is in New York, where each network employs 65 musicians.

Hayward gets rights

Leland Hayward Productions Inc. has purchased rights from British Broadcasting Co. to produce for American television the topical English TV satire, *That Was the Week That Was.* Marshall Jamison will serve as executive producer and William Harbach producer-director of the 30-minute weekly show whose format will be restyled to be a commentary on American events with occasional excerpts from the BCC show where pertinent to American life. The program package is represented by General Artists Corp.



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CBS, NBC in dead heat in Emmy race

CONTROVERSIAL DOCUMENTARY HONORED AS 'PROGRAM OF THE YEAR'

CBS-TV and NBC-TV shared in total Emmy awards on May 26. The two networks received 12 each in the various categories for outstanding TV program work. ABC-TV won three awards.

The telecast itself started at 10 p.m. on NBC-TV but didn't conclude until 11:50 p.m. EDT, 20 minutes past the scheduled sign off.

Aside from a count of awards by network, the attractions and performers selected acclaimed the following:

The Tunnel on NBC-TV, awarded the statuette as the outstanding program of the year, not only was a documentary but also a controversial program that the State Department asked be kept off the air because of the delicate international situation (the program, depicting the digging of a tunnel from East to West Berlin as an escape route for refugees, finally went on the air in December 1962, after a rescheduling).

A top comedy show—*Dick Van Dyke* on CBS-TV—received awards as the standout in several categories. This was true also of Carol Burnett and her appearances in specials on CBS-TV, of *The Defenders* (CBS-TV), of a *Ben Casey* episode on ABC-TV and of a Hallmark production on Disraeli (NBC-TV).

The first station to be presented a national Emmy in a new category was WCBS-TV New York for its production of *Superfluous People*. The first international award went to Granada Television Network (United Kingdom) for *War and Peace*.

Also cited by the National Academy of Television Arts and Sciences, which presents the awards, were AT&T for Telstars I and II; Dick Powell (posthumous), and President Kennedy for his recognition of TV and participation in telecasts of importance.

As in the past seasons, the Emmys were conferred at simultaneous three-city, black-tie dinner presentations in New York, Hollywood and Washington. Following a pattern, ATAS voting selected a mixture of culture, drama, high-level information and regular entertainment.

It was noted that this was the second straight year that the telecast ran 20 minutes over the 90-minute allotted time. Procter & Gamble, through Grey Advertising, sponsored two-thirds of the program and the other third was picked up by Libby, McNeill & Libby, through J. Walter Thompson.

Estimates placed the "per minute" audience at approximately 30 million.

The official awards list covers presentations of any length, live, taped or filmed. Classifications included cinematography for TV, electronic camera work, film editing for TV and engineering or technical excellence.

The awards list:

PROGRAM OF THE YEAR

(That program, created originally or fully adapted for television, which is considered to be the most outstanding presentation during the awards period. Such a program may be either one of a series or an individual presentation, either entertainment, public service or coverage of a newsworthy event, but may not include a duplicate or an approximate duplication of a presentation previously used in another medium.)—*The Tunnel*, Dec. 10, 1962 (NBC).

PROGRAMS

Humor (regular or special program, or series)—*The Dick Van Dyke Show* (CBS).

Drama (regular or special program, or series)—*The Defenders* (CBS).

Music (regular or special program or a series)—*Julie and Carol at Carnegie Hall*, June 11, 1962 (CBS).

Variety (regular or special program, or a series)—*The Andy Williams Show* (NBC).

Panel, quiz, or audience participation (regular or special program, or a series)—*G-E College Bowl* (CBS).

Children's (regular or special program, or a series)—*Walt Disney's Wonderful World of Color* (NBC).

Documentary *The Tunnel*, Dec. 10, 1962 (NBC).

News (regular or special program, or a series)—*Huntley-Brinkley Report* (NBC).

News commentary or public affairs (regular or special program, or a series)—*David Brinkley's Journal* (NBC).

International reporting or commentary (Overseas origination—person or program)—Piers Anderton, Berlin correspondent, NBC—for *The Tunnel*—Dec. 10, 1962 (NBC).

ACTING PERFORMANCES

Actor in a leading role (single performance)—Trevor Howard, "The Invincible Mr. Disraeli" on *Hallmark Hall of Fame*, Apirl 4, 1963 (NBC)

Actress in a leading role (single performance)—Kim Stanley, "A Cardinal Act of Mercy" on *Ben Casey*, Jan. 14 and 21, 1963 (ABC).

Actor in a series (lead) (continued performance only)—E. G. Marshall, *The Defenders* (CBS).

Actress in a series (lead) (continued performance only) — Shirley Booth, *Hazel* (NBC).

Actor, in a supporting role (regular or special)—Don Knotts, *The Andy Griffith Show* (CBS).

Actress in a supporting role (regular or special)—Glenda Farrell, "A Cardinal Act of Mercy" on *Ben Casey*, Jan. 14 and 21, 1963 (ABC).

In a variety or musical program or series (regular or special program)—Carol Burnett, *Julie & Carol at Carnegie Hall*, June 11, 1962 (CBS) and *Carol and Company*, Feb. 24, 1963 (CBS).

ACHIEVEMENT

In composing original music for television—Robert Russell Bennett, "He Is Risen" on *Project 20*, April 15, 1962 (NBC).

In art direction and scenic design—Carroll Clark and Marvin Aubrey Davis, *Walt Disney's Wonderful World of Color* (NBC).

Writing in drama—Robert Thom and Reginald Rose, "The Madman" on *The Defenders* Oct. 20 and 27, 1962 (CBS).

Writing in comedy—Carl Reiner, *The Dick Van Dyke Show* (CBS).

Directorial in drama—Stuart Rosenberg, "The Madman" on *The Defenders* Oct. 20 and 27, 1962 (CBS).

Directorial in comedy—John Rich, *The Dick Van Dyke Show* (CBS).

Cinematography for television—John S. Priestley, *Naked City* (ABC).

Electronic camera work—"The Invincible Mr. Disraeli" on *Hallmark Hall of Fame*, April 4, 1963 (NBC).

Film editing for television—Sid Katz, *The Defenders* (CBS).

THE STATION AWARD

Superfluous People, WCBS-TV New York City.

THE INTERNATIONAL AWARD

War and Peace, Granada Television Network Ltd., Great Britain.

TRUSTEES AWARDS

The American Telephone and Telegraph Company—"For conceiving and developing Telstar 1 and Telstar 2. The launching of these satellites into the skies has spanned the oceans with a measureless gift—the promise of instant television communication between the peoples of the world."

Dick Powell—"In grateful memory of his conspicuous contributions to and reflections of credit upon the industry as an actor, director, producer and executive; and for his consistent and unselfish cooperation with and support of the academy."

TRUSTEES CITATION

"This citation is presented to the President of the United States . . .

"Because you initiated and have continued to make your news conferences available to television . . .

"Because this willingness to expose to the public the thoughts and feelings of your office was further reflected in a specially scheduled news conference as part of the first Telstar broadcast . . .

"Because by participating in the program *Conversation with the President* a new dimension was reached in communication between the White House and the people . . .

"For these reasons . . .

"And in honor of your continued recognition of television's importance to the dialogues of a free society . . . this citation is extended by the Board of Trustees of The National Academy of Television Arts and Sciences to the President of the United States, John Fitzgerald Kennedy.



WSLS-TV, Roanoke sells Virginia's NO. 1 TV Market.*

* Source - Television Magazine

THE KATZ AGENCY, INC.
National Representatives

High mortality rate

The mortality rate of new television programs this current season which won't be around come next fall is the highest so far—72%—a study made by Foote, Cone & Belding, Chicago, disclosed last week. Of the 32 new shows which began last fall, a total of 23 won't be back next season, the agency said. FC&B's study of the past 10 years found the previous program mortality high was 66% in the 1959-60 TV year. Ten-year average death rate: 57%.

CBS Radio drops N.Y. Philharmonic

CBS Radio has terminated its 33-year seasonal broadcasts of the New York Philharmonic concerts. The current concert season ended with the performance of May 26. The orchestra was notified the network would not continue the broadcasts another season by CBS Radio President Arthur Hull Hayes.

Mr. Hayes said the broadcasts have been declining in audience over the years. He attributed the drop to several factors, among them the changing nature of network radio program service to principally news and information. He also attributed the drop to broadcast pickups by stations of regional concerts, delayed tapings, and to a growing supply of concert music to the public through recordings and network telecasts.

It was noted that the Philharmonic Society has received $90,000 a season for radio rights to the weekly concert plus additional payments which up the approximate total cost to CBS Radio to $155,000 a year. An increment study over a ten-year period on CBS Radio-owned stations found a 72.6 percent drop in audience, it was reported.

WNYC-AM-FM-TV New York, municipally owned and operated stations, offered their facilities for broadcast in New York. They also would tape the concerts for sales to stations elsewhere in the U. S. in the hope of defraying the expected financial loss to the Philharmonic Society.

Country Music Week planned

Preparation of the third annual National Country Music Week, Oct. 27-Nov. 2, is underway by the Country Music Association. CMA's president, Gene Autry, has appointed three regional co-chairman: Roy Horton, chairman in the East; Steve Sholes in the West, and Bob Pampe in Canada. Ken Nelson will be responsible for the production of a special promotion disc to be sent to radio stations in the U.S. and Canada.

Overseas Press Club presents TV awards

NBC News won top honors in three categories at the annual presentation of awards for journalistic excellence of the Overseas Press Club of America in New York last week. Two first place awards went to CBS News and one to ABC News at the club's 24th annual awards dinner.

NBC News winners were *The Tunnel* for "the best television reporting from abroad," Scott Berner for "best photographic reporting (motion picture) from abroad," and Peter Dehmel and Klaus Dehmal for "superlative photography requiring exceptional courage and enterprise abroad."

CBS News' Alexander Kendrick received the award for "best interpretation of foreign affairs, radio." The television award in this category went to CBS News for its production of "East Germany—The Land Beyond The Wall," one of the *CBS Reports* series.

ABC News' Sidney Lazard was named winner for "best radio reporting from abroad."

Citations were presented to NBC News' Piers Anderton and Joseph Harsch; ABC News' Charles Arnot, Howard K. Smith and the ABC News Special Projects Division for *Meet Comrade Student* and to CBS News for its production *So That Men Are Free.*

Faulk's life to be filmed

Tandem Productions, Hollywood, announced last week it will produce a motion picture in 1964 depicting the life of John Henry Faulk, radio and television personality. Mr. Faulk won a $3.5 million judgment for libel last year in a case involving "blacklisting" in the broadcast field.

Tandem said it has acquired the motion picture rights to a book Mr. Faulk now is writing. It will be published by Simon & Schuster in January 1964.

Film sales . . .

The 12-Hour Grind (Triangle Stations): Half-hour color film of Sebring, Fla., auto race, sold to: WPIX(TV) New York; WLWC(TV) Columbus, Ohio; WJRT(TV) Flint, Mich.; WDAF-TV Kansas City, Mo.; WNEP-TV Scranton-Wilkes-Barre, Pa.; WAGA-TV Atlanta; WTTV(TV) Indianapolis; WGR-TV Buffalo; KERO-TV Bakersfield, Calif.; KFMB-TV San Diego; WPTA(TV) Fort Wayne, Ind.; WSM-TV Nashville; WMCT(TV) Memphis; KPRC-TV Houston; KXTV(TV) Sacramento, Calif.; and KRON-TV San



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16-inch turntable chassis with synchronous motor.

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FEATURES:

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- Low speed synchronous motor (600 RPM) reduces motor noise.
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- Entire chassis floats on foam rubber cushion to isolate floor and desk vibrations.
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Francisco. Schaefer Beer, via BBDO, and Eldon Toy, via Don Kemper, will sponsor program in six Triangle markets: WFIL-TV Philadelphia; WFBG-TV Altoona, WLYH-TV Lebanon, both Pennsylvania; WNBF-TV Binghamton, N. Y.; WNHC-TV New Haven, Conn. and KFRE-TV Fresno, Calif. Now in 24 markets.

Trails West (Robeck & Co.): Sold to WOR-TV New York; WLKY(TV) Louisville, Ky.; KTVH(TV) Hutchinson-Wichita, Kan.; WAFB-TV Baton Rouge; WCTV(TV) Tallahassee, Fla.-Thomasville, Ga. and WNEM-TV Saginaw-Bay City, Mich. Now in 100 markets.

Program notes . . .

War is heck ▪ Desilu Sales Inc. has announced the acquisition of *The World at War,* a first run syndication series. *The World at War* consists of 13 half hours of film footage—from U. S., British, Canadian, Japanese, German and Italian sources—of World War II. Produced by the Canadian National Film Board, the series will be distributed beginning this summer.

Quiz for 'Jerrod' ▪ *People Will Talk,* an audience-participation game show starring Dennis James, will replace *Ben Jerrod,* a new series this season in the NBC-TV daytime schedule. The quiz, produced by Four Star Television, will be seen beginning July 1 (Monday-Friday, 2-2:25 p.m. EDT).

Free films for TV ▪ The Broadcast Information Bureau reports that there has been an increase of 10% in the number of available public relations films intended for TV and a 7% increase in the number of organizations underwriting this type of film. Information on public relations film is incorporated in the 10th edition of the *TV Free Film Source Book* released to subscribers by BIB. The bureau reports that between the release of its 1962 and 1963 volumes, 953 public relations films were added and 622 dropped.

Sarnoff to speak

The initiation of a new weekly series on NBC Radio, *"Toscanini —The Man Behind the Legend,* will be marked by an intermission talk by Brigadier General David Sarnoff, RCA board chairman, when the show begins Wednesday, June 5 (9:05-10 p.m. EDT). It was General Sarnoff, then NBC board chairman, who was instrumental in bringing Mr. Toscanini out of retirement in 1937 and launching the 17-year series in which the Italian conductor participated with the NBC Symphony on radio and recordings.

'Hedda Gabler' set

CBS-TV last week set Dec. 9, 1963, as the date it will schedule the 90-minute *Hedda Gabler,* the Henrik Ibsen play that the network taped for TV using BBC studio facilities in London a year ago. The program appeared on BBC on Dec. 28, 1962.

Desilu extends GAC sales pact

Desilu Productions has extended the contract of General Artists Corp. to serve as exclusive sales agency for Desilu's network television sales through the sales season for the 1964-65 broadcast season.

THE MEDIA

RATINGS MONKEY BUSINESS

American Research Bureau voids Green Bay survey after station asks diary keepers to reveal selves

The May-June American Research Bureau survey of metropolitan Green Bay, Wis., was voided by ARB last week because of a station's admitted attempt to "insure the accuracy of the survey."

ARB stopped the regularly scheduled survey, which was to have been published in mid-July, when it learned that WLUK-TV Green Bay had broadcast announcements requesting ARB diary keepers to call the station. According to field representatives of the ratings firm, the station began running the announcements Friday evening (May 24), one week after the four-week survey began.

Canceling Spots ▪ On Wednesday (May 29), Norman M. Postles, secretary-treasurer of M & M Broadcasting Co., licensee of WLUK-TV, notified ARB that the station was discontinuing the announcements immediately. Mr. Postles said he would go to ARB headquarters in Beltsville, Md., this week to meet with Ralph Crutchfield, station sales manager for ARB, and negotiate for a new survey of the Green Bay market at WLUK-TV's expense.

John H. Borgen, general manager of WLUK-TV, said the spots consisted of a "bulletin" slide with voice-over: "If you have received an American Research Bureau television survey book in the mail this past week, please call WLUK-TV at Hemlock 2-6468. We have an important message and surprise for you."

ARB reported that callers were told the gift would be some scratch paper and a pen and that the station would also send a letter explaining the importance of the diary and telling how to fill it in.

Mr. Postles said the station's move was an attempt "to make the survey as accurate as possible. We are advising people we have talked to, to be most careful, most complete in preparing their diaries."

According to the two most recent ARB surveys in the Green Bay area, (November-December 1962 and February-March 1963), WLUK-TV finished third on overall share in the three-station market. The November-December survey gave WBAY-TV a share of 53, WFRV(TV) a 25 and WLUK-TV a 22. In the February-March survey, WBAY-TV had a share of 49, WFRV a 32 and WLUK-TV a 20.

ARB said voiding the survey would cost the firm about $3,000, in rebates to station clients. The ratings firm said this was not the first time a station had interfered in the conduct of a survey.

During its February-March survey of the Abilene-Sweetwater, Tex., metro area, ARB ran into a similar situation. In its published report of that survey ARB included a "special notice" stating: "During the last two weeks of the February-March survey period . . . KPAR-TV televised several daily spot announcements consisting of pictures of an ARB diary and a Nielsen diary, with the request that any person keeping such a diary report to the station in person so that the 'registration number' of the diary could be 'checked.' The station offered $5 to all persons who brought in diaries to the station. In order to determine the magnitude of the response to the announcements and to evaluate the effect (if any) these announcements may have had in influencing diary keepers, ARB reinterviewed all persons who had returned metro diaries for the weeks March 1-7 and March 8-14. These reinterviews disclosed the fact that 12 diary keepers had taken diaries to the station and had collected the $5 offered. These diaries were located and eliminated from the data used in the preparation of the Abilene/Sweetwater report. However, the results of the reinterviews and an evaluation of the 12

diaries eliminated revealed no indication of pressure on the part of the station to alter the recorded viewing or the viewing habits of the persons keeping the diaries."

Not The Same ▪ ARB said it could not apply the Sweetwater/Abilene techniques to the Green Bay situation because WLUK-TV had begun its announcements so early in the survey. Mr. Borgen said the station had aired the announcements on a run of schedule basis, with most being aired in the morning hours.

Asked how WLUK-TV was logging the announcements, Mr. Postles would not comment.

An official of another Green Bay station reported that an ARB diary-keeper from Appleton, Wis., who apparently had seen the WLUK-TV announcement, called his station asking for her "important message" and gift. He said the call was referred to WLUK-TV.

Mr. Crutchfield said the survey had to be voided since the diary-keepers who responded to the television announcements had become "atypical," having spoken with an official of one of the stations.

ARB plans to send a special bulletin and letter to all agencies and clients telling them why the survey isn't being published.

The survey firm's officials were apprehensive of consequences if the station practices in Green Bay and Sweetwater/Abilene were to spread. "If 30 stations started doing it," an ARB official said, it could affect the national sweeps.

Media reports...

WLS to editorialize ▪ WLS Chicago has started a new editorial policy with initial series titled "Smut On Our Newsstands." The ABC-owned outlet will air editorials as occasion demands. A single issue will be treated continuously for a month or more and many times daily if necessary. Newsman Bernard Miller will prepare and voice the editorials approved by WLS President Ralph Beaudin and editorial board.

New quarters ▪ KRHM-FM Los Angeles has moved to new quarters at 301 S. Kingsley Drive, Los Angeles 5. Telephone remains Dunkirk 5-7421. Continental/International Productions, subsidiary of KRHM-FM, has also moved to the new address.

New salesmakers ▪ Effective June 15, KILO Grand Forks and KDLR Devils Lake, both North Dakota, will join the North Dakota Salesmaker Group. Their regional representative will be Dean & Slaughter Inc., Minneapolis.

Macfadden-Bartell purchase ▪ The Macfadden-Bartell Corp. has purchased *True Confessions* and *Motion Picture* magazines from Fawcett Publications for an estimated $2 million. Macfadden-Bartell also owns WADO New York; WOKY Milwaukee and KCBQ San Diego and Telecuracao, a television station in the Netherland Antilles. It is also the majority stockholder of Macfadden Teleglobe Denver, franchise holder for the Teleglobe system of subscription television proposed to be operated over the facilities of KCTO(TV) in that city.

Colleges get $116,000 CBS Foundation grants

CBS Foundation Inc. has announced grants to institutions of higher education totaling $116,000 for 1963. Seven $3,000 unrestricted grants will be presented to six institutions honoring graduates of those schools who are now CBS executives. The balance will be distributed to 11 colleges and college associations.

The seven CBS executives recognized and their alma maters: Frank Beazley, general sales manager, WCAU-TV Philadelphia, Stanford University; Willard Block, international sales manager, CBS Films Inc., Columbia University; Blair Clark, general manager and vice president CBS News, Harvard University; Ralph Daniels, national sales manager, KNXT(TV) Los Angeles, Pomona College; David Fuchs, director, market development, CBS-TV, Yale University; John McCrory, assistant sales manager, KMOX-TV St. Louis, Fordham University and Renville McMann, director of engineering, military and industrial systems, CBS Laboratories, Yale University.

The CBS Foundation has given over $1.5 million to colleges and universities since organization of its educational grants program in 1954.

Broadcasters-print men meet under UPI banner

United Press International, believing that broadcasters and newspapermen can learn a lot from each other, held a combined meeting of the UPI Newspaper Editors and Broadcasters of Wisconsin in Milwaukee May 24-25.

Richard Leonard, managing editor of the *Milwaukee Journal* and president of the UPI Newspaper Editors, noted that the meeting was held "because we both have problems that have a common solution."

Bill Garry, president of the Radio-Television News Directors Association, drew special attention to the joint crusading efforts of WBBM-TV Chicago and the *Chicago Daily News*. The two media recently joined hands to illuminate Chicago's slum problems (BROADCASTING, May 27).

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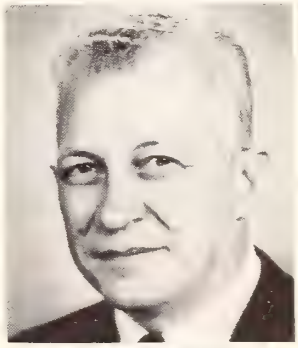
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Radio code board meets—and talks

PROPOSED CHANGES IN TIME STANDARDS ARE PLACED ON THE TABLE

There will be no immediate changes in the commercial time standards contained in the radio code of the National Association of Broadcasters, the radio code board decreed last week.

The code board, meeting for one and one-half days in Washington, tabled for the present all proposed changes in the time standards (BROADCASTING, May 27). In other actions, the code board:

▪ Adopted a statement alleging that incorporation of the time standards into government rules "would spell the doom of self-regulation in broadcasting."

▪ Approved in principle the recommendation of NAB Code Authority Director Robert D. Swezey for a broadcasting-advertising study of the entire problem with emphasis on the "quality" of commercials.

▪ Heard a report from Charles Stone, NAB radio code manager, showing that there is 91.7% compliance with the radio code (among subscribers who number some 37% of total radio stations).

▪ Recommended two minor changes in the code to the NAB radio board.

▪ Appointed a three-man "screening committee" to consider proposed changes and alternates to the present time standards.

A large portion of last week's meeting was devoted to pending proposals to relax the time standards and the FCC's threat to formally embrace in its rules the industry's prescribed commercial maximums. In view of the serious implications of the FCC rulemaking, "this board feels that it would be doing a disservice to the public, broadcasting and the commission if it failed to speak frankly and directly to the issues involved," the code board said.

If the government threat is carried out, the statement continued, "from that day forward a most significant determinant of a station's contribution to its community would be the numerical clocking by the government of minutes and seconds of advertising." This, the board said, would be a "fruitless result."

The radio and TV codes are a very creditable example of industry self-regulation, the code board said, constituting patterns of program and commercial practices which, when observed, substantially affect the financial income of subscribers. A fair appraisal shows that broadcasters' voluntary support of the codes has been respectable, the board maintained.

Facts and Figures ▪ TV code subscribers now number 409, 70% of all operating stations, it was pointed out.

The present radio code and its time standards have been in effect less than three years and "in that relatively brief period have acquired 1,830 subscribers —over 37% of the much larger and diversified radio business," the board said. An increase of radio subscribers of 19% over the past year "can scarcely be termed an unhealthy rate of growth," the statement continued.

Critics of the radio code ignore its many accomplishments and persist in the allegation that it has been unsuccessful in "restraining what is loosely referred to as overcommercialism," the board charged. "Overcommercialism has never been satisfactorily defined and probably never will be."

The board said that it has become "increasingly aware" that no quantitative measure of the amount of commercials without regard to content, quality and techniques of production can serve as a measuring stick for advertising. Alluding to Mr. Swezey's recommended study, the board said that a more realistic and meaningful gauge must be developed. "But if industry efforts toward that end are to be productive," the board said, "they must not be constrained by government fiat." The board concluded:

"We are convinced that the adoption of the proposal would constitute an ill-considered intrusion in an area in which government dictate is not only unnecessary but unwarranted. We therefore earnestly urge the commission to withdraw the proposal and to leave this matter of the appropriate presentation of commercials to the licensees of broadcast facilities who are not only competent to deal with it but who are fully cognizant of their legal and moral responsibility to do so."

Steering Committee ▪ Elmo Ellis, WSB Atlanta, who chaired last week's meeting in the absence of Chairman Cliff Gill, KEZY Anaheim, Calif., appointed the screening committee for a continuing study of time standard changes. Members of the special committee include Lee Fondren, KLZ Denver, Robert L. Pratt, KGGF Coffeyville, Kan., and Herbert L. Krueger, WTAG Worcester, Mass.

Other code board members present at last week's meeting were Richard O. Dunning, KHQ Spokane, Wash.; Robert B. Jones Jr., WFBR Baltimore, and Richard H. Mason, WPTF Raleigh,



At the May 27 meeting of the radio code review board were (l to r): Robert L. Pratt, KGGF Coffeyville, Kan.; Richard O. Dunning, KHQ Spokane; Robert B. Jones Jr., WFBR Baltimore; Elmo Ellis, WSB Atlanta; Robert D. Swezey, NAB code authority director; Lee Fondren, KLZ Denver; Richard H. Mason, WPTF Raleigh, N. C.; Herbert L. Krueger, WTAG Worcester, Mass., and Charles M. Stone, radio code authority manager. Absent from the photo: Richard M. Fairbanks, WIBC Indianapolis, and Cliff Gill, KEZY Anaheim, Calif., board chairman.

NAB's opposition going 'through channels'

There is no "sound need" for a national meeting of broadcasters to crystallize uniform opposition to the FCC's plan to adopt the commercial time standards now encompassed in the radio-TV codes of the National Association of Broadcasters, according to NAB President LeRoy Collins.

Replying to a request by the Georgia Association of Broadcasters that the NAB call such a meeting, Governor Collins said that the NAB will develop its strategy of opposition "through normal channels."

GAB made its proposal to the national association following a May 25 "emergency" meeting of its board of directors. Jack Williams, GAB executive secretary, wrote Governor Collins of the Georgia request and said that GAB would hold off on plans to call its own meeting of southern states to give the NAB an opportunity to act.

Five states already have pledged support of the Georgia position, Mr. Williams said. "We have no desire to splinter or oppose NAB," he told Governor Collins, "but we feel strongly that urgent action must be taken—and soon. . . Georgia broadcasters hope to have and expect NAB's leadership."

Governor Collins, in reply to GAB, said that "no one has any reason to doubt where we stand on this issue." He said NAB opposition will be developed through committee, board and staff considerations "and will be pressed in the manner we conclude will be most effective."

The NAB president told GAB to use "your own judgment as to what meetings you stimulate, but any impression you may give . . . that NAB may not be concerned or not active in its efforts will be wholly erroneous."

NAB plans to ask the FCC for an extension of the present July 1 deadline for comments on the controversial rulemaking. NAB Vice President Howard Bell disclosed in a letter to Mr. Wiliams. He said the NAB board, meeting in Washington June 24-28, will go over the proposal in planning the NAB's opposition.

N. C. The ninth radio code board member. Richard M. Fairbanks, WIBC Indianapolis, did not attend.

In the face of the FCC threat to adopt the time standards, the board tabled all pending proposals to relax, amend or repeal them entirely. And, while the board was meeting, the concept of expressing commercial limitations in percentages rather than minutes, and computing on a daily rather than an hourly basis (BROADCASTING, May 27), continued to be pushed outside Washington.

No Change In Total ▪ Broadcasters advocating this approach stressed that it could be adopted on a basis that would not change the permissible total of commercial content, yet would permit a redistribution of that content to accommodate the needs of most if not virtually all stations, large or small.

Thus, its supporters maintained, more stations would be "able" to subscribe to the code—and more subscribers would be able to adhere more closely to it.

In television, for example, it was estimated that this could be accomplished by amending the code to read that not more than 20% of the entire broadcast day, not more than 25% of any one hour, should be devoted to commercials.

These figures would in no way represent a relaxation of current standards, advocates emphasized.

These supporters felt that, in addition, there should be a qualitative study such as Mr. Swezey has proposed to learn more about how the nature of a commercial, as distinguished from the simple measure of its length, contributes to so-called overcommercialization. But they urged the adoption of their code revisions now, contending that the qualitative study, no matter how desirable, should not be used as an excuse—or a reason—for deferring valid changes.

Monitoring Report ▪ A random sampling of 244 radio code stations showed 91.7% compliance with limitations on commercials during 1,088 of the most-listened-to hours of the broadcast day, Mr. Stone reported. Hours covered in the monitoring were 7-9 a.m. and 4-6 p.m. during the past 10 months.

During the monitored hours, there were only 91 hours of commercial time in excess of that prescribed by the code, or 8.3% above the maximum. The 91 hours averaged to one minute, 41 seconds an hour above the time standards' allowable maximum of 18 minutes commercial time for any given hour.

Mr. Ellis said the results show "an excellent degree of compliance." He speculated that most instances of violations were inadvertent rather than a deliberate flaunting of the code.

The monitoring report showed that compliance averaged 93.8% during the evening and 89.6% from 7-9 a.m.

The code board recommended that the radio code be amended to include a specific provision against the disparagement of competitive products by advertisers. Another proposed change would state that "religious programs shall place emphasis on religious doctrines of faith and worship," excluding the present specific prohibition against the presentation of controversial or partisan views "not directly or necessarily related to religion or morality."

These proposed changes, as well as the time standards, will be considered by the NAB radio board at its June 24 meeting in Washington. The code board cannot make final changes and only recommends to the parent body.

Georgia vetoes Texas plan

The Georgia Association of Broadcasters has voted "unanimously" not to accept the invitation of the Texas Association of Broadcasters to join a proposed Federation of State Associations (BROADCASTING, May 27).

"This is an extremely poor time to further splinter the broadcasting indus-

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WMAL-TV's
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From June 2 to August 31 you get a



25% BONUS IN FREE SPOTS
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try which is already rent by far too many splinter organizations," GAB wrote Jack Roth, president of TAB. Instead, Georgia suggested that Texas support its drive to create a vice presidency at the National Association of Broadcasters whose sole duty would be to work with state associations.

NAB's 'leadership' defended by Collins

LeRoy Collins, president of the National Association of Broadcasters, replied sharply last week to rising criticism of the "leadership" the NAB is providing for the broadcasting industry.

Speaking before the Connecticut Broadcasters Association, he said that some of those who criticize the NAB role of leadership "do so in apparent ignorance of the true facts. Frequently, also, the critic will provide nothing more than a vague, general emotional appeal without suggesting alternative courses of action," he charged.

While the NAB is "disturbed by some current FCC procedures," Governor Collins said, he urged that "no one heed the prophets of doom—those on the fringes of our industry who would have us believe that there is implacable enmity between the FCC and the broadcaster. . ."

He urged those who disagree with NAB policies to work within its established framework to seek changes "rather than attempt from the outside to weaken the whole fabric of industry unity . . . Otherwise, there can be no recognizable voice of broadcasting, only a meaningless din of chaos and confusion with inevitable ultimate default and failure."

NAB's No. 1 objective is to help broadcasters to become better and stronger, Governor Collins said. The NAB has a strong government relations program to avoid federal incursion into broadcasting.

Renewal Letters ▪ For the first time in public, the NAB president mentioned license renewal inquiries which the FCC is sending to TV stations questioning local live programing. "Certainly one can raise questions on this subject," he said, "but such questions should be direct and meaningful to obtain useful answers. To ask a question of a licensee in a form to indicate to some that a particular answer is desired is, I submit, improper."

The NAB president spoke specifically of two broadcasting problems with government — congressional investigation of the ratings services and the FCC's threat to adopt the NAB's commercial time standards. He said the industry's ratings research plan (BROADCASTING, May 27) is a "bold and unprecedented concept that will be one of the most significant developments in the history of broadcasting." The primary objective of the plan, he said, is to assure that audience measurement services are valid, reliable and effective.

If more stations subscribe to the NAB radio and TV codes, Governor Collins said, the FCC rulemaking "would never have seen the light of day." He said this threat of government intrusion is wrong and the NAB will oppose it "with all our strength and effectiveness. Discipline is needed in this area, but this is a proper place for self discipline through our own initiative and resources, not for government stricture."

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Profitable 3 year record daytimer. Tops all ratings. Solid market. Liberal terms.	CALIFORNIA $275,000
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Powerful daytimer in multiple station market. Excellent facility. Presently profitable, but needs owner-manager to realize potential. Good terms.	NEW ENGLAND $200,000

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Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ WDZ Decatur, Ill.: Sold by Frank C. Schroeder Jr. to Stephen P. Bellinger, Morris E. Kemper, Joel W. Townsend, Ben H. Townsend and T. Keith Coleman for $325,000. The buyers control WIZZ Streator and WRAM Monmouth, both Illinois. WDZ is a 1 kw daytimer on 1050 kc with MBS affiliation. Broker was Hamilton-Landis & Associates.

▪ WRIM Pahokee, Fla.: Sold by WRIM Inc. to Mr. and Mrs. John N. Traxler for $23,000. Station is 500 w daytimer on 1250 kc. Broker was Chapman Co.

▪ KDWC(FM) West Covina, Calif.: Sold by J. Kent Blanche and associates to Sherman J. McQueen and group of Southern California local businessmen for $15,000. Station, which has been silent since July 1962, operates on 98.3 mc with 810 w. Broker was Wilt Gunzendorfer & Associates.

APPROVED ▪ *The following transfer of station interests was among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 88).

▪ KTTV(TV) Los Angeles, Calif.: Sold by the *Los Angeles Times-Mirror* to Metromedia Inc. for $10,390,000 (see page 75).

MAAC names permanent group on standards

MBS announced last week that the Mutual Affiliates Advisory Committee has appointed a permanent research committee to study ways and means of establishing a single-standard of radio listening measurement.

MAAC approved the move at a

meeting of its 25 members in Nassau, Bahamas. Ray Anderson, research and marketing director of the Minnesota Mining & Manufacturing Co., parent company of Mutual, was named consultant to the research committee.

MAAC unanimously commended the administration of the network and its news and special events divisions for performing "a most outstanding job in serving the affiliates with a superior radio service."

The committee re-elected Victor C. Diehm, WAZL Hazleton, Pa., chairman. Other officers elected were Carter C. Peterson, WBGY Savannah, Ga., vice chairman, and Ed Breen, KVFD Fort Dodge, Iowa, secretary.

WUHY-TV gets CBS grant of $100,000

CBS-TV continued its financial support of educational television with the announcement last week of a $100,000 grant to assist operation of WUHY-TV, the ETV outlet for Philadelphia.

According to CBS officials, the contribution raises to $1,350,000 the amount which the network has given in cash contributions to various ETV enterprises in the country.

WUHY-TV previously had received equipment, facilities and technical aid from CBS, and when the station's studios were hit by fire in 1960 the CBS-owned WCAU-TV in Philadelphia made its studios and facilities available to WUHY-TV then WHYY-TV.

In making the gift, CBS President Frank Stanton said that CBS supported efforts to make television "a useful tool of instruction, to develop new educational techniques, and to supplement the intellectual and cultural activities of commercial television. We welcome, both the opportunity that commercial television has to learn from educational television's greater freedom to experiment and the increased competition to earn the viewer's attention," he said.

Microwave for ETV planned

An agreement to exchange educational TV programing by microwave transmission has been announced by the New Jersey Educational Television Corp. and WHYY-TV Inc. of Philadelphia.

Initially the system will link NJ-ETV's proposed channel 77 Essex with WUHY-TV and later connect ETV outlets in New Brunswick, Atlantic City and Glassboro as part of the "live network." The proposed system will link the four New Jersey educational stations with each other as well as with WUHY-TV.

FCC okays sale of KTTV(TV) Los Angeles

METROMEDIA PURCHASE GIVES IT FULL TV QUOTA

The FCC unanimously approved the sale last week of KTTV(TV) Los Angeles from the Los Angeles/Times Mirror Co. to Metromedia Inc. for $10,390,000, one of the highest prices for a broadcast property.

In approving the transfer, with Commissioner Robert T. Bartley abstaining, the commission said it was without prejudice to its avowed hope that one of Los Angeles' seven VHF stations might become an educational, noncommercial outlet. This was expressed in the FCC's 1961 notice of inquiry.

The grant was conditioned on (1) the outcome of the ex parte proceedings involving WFTV(TV) Orlando, Fla., and (2) that John P. Crisconi relinquish his stockholdings in either Metromedia Inc. or WKTV(TV) Utica, N. Y.

The Orlando case involves allegations of ex parte contacts with members of the FCC resulting in the channel 9 grant to Mid-Florida Television Corp. in 1957. John W. Kluge, president of Metromedia, was at that time a principal stockholder in the Orlando applicant. He has since disposed of his interest in that station. WFTV(TV) principals were cleared of the off-the-record taint by the FCC after a rehearing.

Mr. Crisconi owns less than 1% of Metromedia stock and a little over 6% of the WKTV ownership. With the acquisition of KTTV, Metromedia becomes the owner of five VHF and two UHF television stations. In an attempt to overcome this technical violation of the duopoly rule (which prohibits any one entity from owning more than five VHF and two UHF television outlets), Mr. Crisconi placed his WKTV stock in a trusteeship. The commission, however, did not accept this arrangement. WKTV principals recently purchased KSYD-TV Wichita Falls, Tex. (BROADCASTING, March 18).

The transaction involves the acquisition of all the stock of the Times Mirror Broadcasting Co., licensee of the channel 11 independent. Robert W. Brechner, president and general manager of the station, will remain in charge.

Still To Come ▪ Still pending FCC approval is Metromedia's purchase of KLAC-AM-FM Los Angeles for $4.5 million (BROADCASTING, March 18). Only

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WEST —Good power and frequency provide excellent market coverage for this full time radio station. Presently running 15% ahead of 1962 gross of $190,000.00—plus. Priced for a quick sale of $260,000.00 cash. ***Contact—John F. Hardesty in our San Francisco office.***

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three weeks ago Metromedia announced the purchase of WCBM-AM-FM Baltimore for $2 million (BROADCASTING, May 20).

Metromedia's broadcast holdings: WNEW-AM-FM-TV New York; KMBC-AM-FM-TV Kansas City, Mo.; WTTG(TV) Washington; KOVR(TV) Sacramento, Calif.; all VHF, and WTVH(TV) Peoria and WTVP(TV) Decatur, both Illinois and both UHF, and WIP-AM-FM Philadelphia and WHK-AM-FM Cleveland. It also owns the outdoor advertising firm of Foster & Kleiser.

Fire hits Chicago FM

WDHF(FM) Chicago expected to resume broadcasting over the weekend from temporary studios, James DeHaan, president-general manager, said Thursday. The station went off the air May 24 after a $100,000 fire which also destroyed new stereo and automation gear waiting to be installed.

'No payola' affidavits sought by KFWB

POLLS RECORD PROMOTERS TO SEE IF THEY'RE CLEAN

About 20 record promoters have signed affidavits that they have not made gifts of more than nominal value to any employe of KFWB Los Angeles, J. Joseph Bernard, station manager, said last week. Several affidavits are coming in each day, he said, and he looks for the trend to continue until all, or the vast majority, of the city's record promoters are accounted for. Some are delaying, he said, because they represent companies with Eastern headquarters which must be checked before any local action is taken.

The affidavits are in response to a letter written May 14 by Mr. Bernard requesting all record promoters who submit records for use on KFWB that they have not engaged in any form of payola to get their records played. The letter states that it was written as a result of an anonymous telephone call to Joseph C. Drilling, president of Crowell-Collier Broadcasting Co., owner of KFWB and other radio stations. The call, Mr. Bernard stated, charged that KFWB's record librarian, Don Anti, "demands and receives gifts of monies, clothing, extensive trips and an inordinate amount of entertainment from certain record promoters and record companies." The caller said that if Mr. Anti is not replaced, a report of his activities will be made to the FCC.

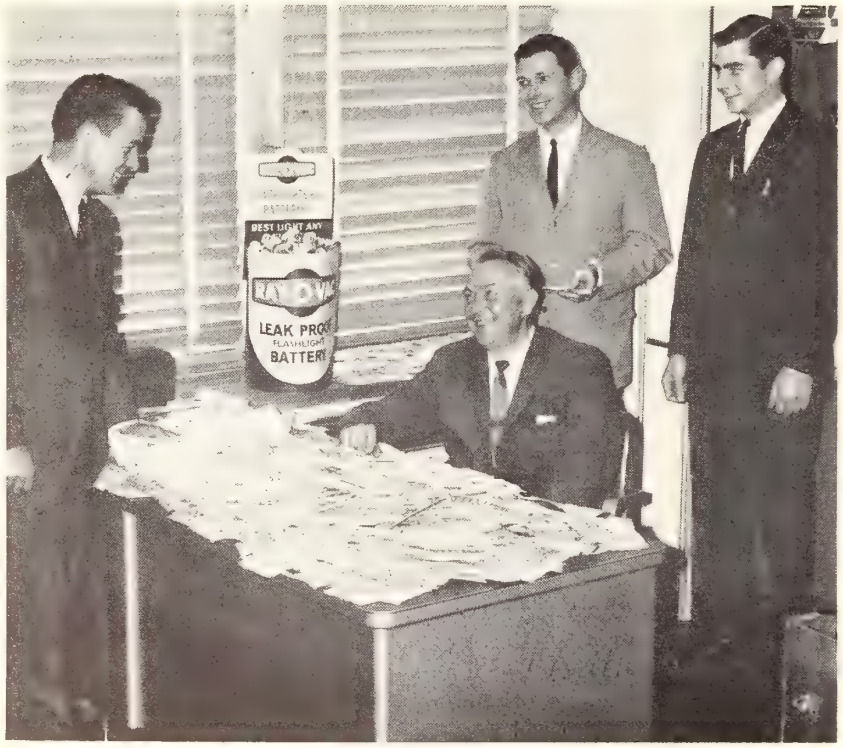
Mr. Bernard said that he too had received anonymous calls and has asked for "names, incidents and proof" without receiving any evidence to back up any of the charges. His letter quotes one of the basic CCBC policies forbidding the acceptance by staff members of any gift having a normal retail value of more than $20 or a loan of any amount and adds that each employe signs an affidavit every three months that he has complied with this policy.

"I approach this problem with the premise that all of you are honest and above reproach in the areas mentioned. . . ." Mr. Bernard wrote the record promoters. "I therefore ask each of you in the promotion business to sign and notarize the attached form. . . . If anyone does not do so, it shall become my duty to see that he is barred from the station."

The letter was discussed at a meeting of the Southern California Record Industry Promoters and the question was raised why it was sent to them rather than to the record distributors or manufacturers. "The answer is simple," Mr. Bernard explained. "The promoters are the people we do business with, not the manufacturers or the distributors. The promoters bring the records to us and leave them for us to play and then to decide whether or not they merit use on the air for our program format."

KFWB gets about 200 records a week, submitted almost entirely by record promoters, he said. A committee made up of the program director, the music librarian and the disc jockies, listens to about 40 records of the total and decides which should go on the station's play list for the following week. "The librarian selects the records for the committee to hear. Therefore his opinion is especially important to the record people." Mr. Bernard said that he believes the anonymous phone caller is a disgruntled promoter whose records have failed to get on the KFWB play list.

There are about 100 record promot-



Petry reps for shortwave station

Some of results of first contract placed by Edward Petry & Co. as sales representative for an international broadcasting service are examined on the desk of Ralph Pennell, marketing director of Electric Storage Battery Co. International, which through Petry placed the campaign on Radio New York Worldwide (WRUL).

ESB, one of the sponsors of WRUL's coverage of the Gordon Cooper space flight, got almost 3,000 letters (average postage: 30 cents) in response to an offer of a Ray-O-Vac flashlight. With Mr. Pennell (seated) are (l to r), Jack Duffy, Petry sales representative; David Wheeler, ESB sales representative, and Gene Mancini, ESB assistant merchandising and advertising director.

WRUL's appointment of Petry to handle sales to U. S. companies doing business overseas was announced last week. Petry meanwhile has racked up sales to Chrysler International, RCA, Champion Spark Plugs, and Voice of Prophecy. Radio New York, which was acquired Jan. 1 by the Mormon Church, is headed by Ralf Brent. It is an international affiliate of ABC Radio.

ers active in the Los Angeles area and about 60 of these belong to SCRIP. The president of SCRIP, Russ Regan of Buckeye Record Distributors, and the organization's secretary, Pamela Burns, an independent record promoter, have both signed affidavits, Mr. Bernard said. To date, he added, no one has flatly refused to sign one.

66 broadcasters enrolled for seminar

Broadcast executives, 66 strong, will invade the Harvard University campus this summer for the fourth annual executive development seminar sponsored by the National Association of Broadcasters.

James H. Hulbert, manager of the NAB department of broadcast management who is in charge of the seminar, said that no more registrations can be accepted for the July 14-26 sessions at the Harvard Graduate School of Business Administration. Station executives plan to attend from 26 states, Canada, Puerto Rico and an American newsman from England, he said.

The course is designed to develop skills in the analysis and solution of management problems and special attention will be given to competitive programing, personnel, finances and selling. Instruction will be by the "case method" technique developed by the Harvard Business School. Special research materials provided by the broadcasters and specifically tailored for the seminar will be used, Mr. Hulbert said.

A complete list of registrants follows:

COLORADO—Lee Fondren, KLZ Denver.

FLORIDA—Edmund Ansin, WCKT(TV) Miami; William Faber, WFLA-TV Tampa; Kenneth F. Small, WRUF Gainesville.

GEORGIA—Charles Doss, WROM Rome; Joseph Higgins, WAII(TV) Atlanta; Virgil B. Wolff, WRDW-TV Augusta.

ILLINOIS—Timothy Ives, WJBC Bloomington; Thomas Miller, ABC Television Spot Sales, Chicago.

INDIANA—Hugh Kibbey, WFBM-TV Indianapolis.

IOWA—Kenneth Hastie, WMT-TV Cedar Rapids.

KANSAS—Robert Schmidt, KAYS-TV Hays.

LOUISIANA—Roger Davison, WJBO Baton Rouge; Paul Goldman, KNOE-AM-TV Monroe; Robert Schultis, WDSU-TV New Orleans.

MAINE—Richard Bronson, WABI-TV Bangor; Robert Maynard, WMTW-TV Portland; Donald Powers, WCSH-TV Portland; Eugene Wilkin, WGAN-TV Portland.

MASSACHUSETTS—Leslie Arries Jr. WHDH-TV Boston; Donald Thurston, WMNB North Adams.

MICHIGAN—Donald DeSmit Jr., WKZO-TV Kalamazoo; James Gross, WJIM-AM-TV Lansing; Michael Lareau, WOOD Grand Rapids; Franklin Sisson, WWJ-TV Detroit.

MISSOURI—Ray Karpowicz, KSD-TV St. Louis; Robert Wormington, WDAF-TV Kansas City.

MONTANA—Edmund Peiss, KOOK-AM-TV Billings.

NEBRASKA—Ed Hundley, KNCY Nebraska City.

NEVADA—Lee Hirshland, KOLO-TV Reno.

NEW YORK—John Dickinson, Harrington, Righter & Parsons Inc., New York; Ole Morby, Time-Life Broadcast Inc., New York; Mark Olds, WINS New York; Robert Peebles, WROW Albany; Sam Slate, WCBS New York.

NORTH CAROLINA—Victor Dawson, WFNC Fayetteville; L. G. Jones, WTOB Winston-Salem; Penn Watson, Jr., WGTM Wilson.

NORTH DAKOTA—A. L. Anderson, KFYR Bismarck.

OHIO—James Burgess, WLW Cincinnati; George Campbell Jr., Peoples Broadcasting Corporation, Columbus; Harry Crowl, WAVI Dayton; Lawrence Rogers, Taft Broadcasting Company, Cincinnati; David Stewart, WKBN-TV Youngstown; Richard Wolfe, WBNS Columbus.

PENNSYLVANIA—Arthur Carlson WSBA, York; E. J. Meehan, Jr., WPBS Philadelphia; Dan Shields, WGAL-AM-TV Lancaster.

RHODE ISLAND—Albert Gillen, WPRO-TV Providence; H. William Koster, WEAN Providence.

SOUTH CAROLINA—Bruce Buchanan WFBC, Greenville; Law Epps, WIS-TV Columbia; Charles Sanders, WSPA-AM-TV Spartanburg.

TEXAS—John O'Brien, KTON Belton; Edwin Pfeiffer, WFAA-TV Dallas; William Terry, KRBC, KACB-TV Abilene.

VIRGINIA—Harold Barre WRVA, Richmond; Harold Soldinger, WTAR-TV Norfolk; J. Glen Taylor, WAVY-TV Portsmouth.

WASHINGTON—Lincoln Miller, KIRO-AM-TV Seattle.

WISCONSIN—Arlow D. Bice, Jr., WCWC Ripon; Norman M. Postles, Superior.

Also attending will be:

Dennis Barkman, CFAM Altona, Manitoba, Canada.; Rod Macleish, Westinghouse Broadcasting Co., London; Harlan C. McFadden, WKAQ San Juan; Segismundo Quinones Jr., WPRM San Juan.

FINANCIAL REPORTS

Tax reform would hit family-owned firms

BILL CAN ADD $10 MILLION A YEAR TO U. S. COFFERS

High-bracket tax payers who set up personal or family-owned corporations for tax purposes—a grouping which includes some television performers and other people in broadcasting—would be affected by a tax reform proposal tentatively approved last week by the House Ways and Means Committee.

Subject to review by the committee, the proposal is aimed at catching about $10 million in tax revenue which the government says it loses to "incorporated pocketbooks" of the wealthy.

Under present laws corporations pay a tax rate of 7.8% on dividend income, but individuals pay from 16 to 87%, depending on their tax bracket. The first $50 is exempt in either case.

The reforms would tighten up restrictions in this area which President Kennedy called "inadequate" in his January tax message. If adopted, the measures

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would make it more difficult for a taxpayer to use a corporation as a device for avoiding full taxes on investment income without running into the punitive taxes which are levied on personal holding companies.

Chris Craft reports profit

Both television stations owned by Chris Craft Industries Inc., a diversified company which owns KPTV(TV) Portland, Ore., and KCOP (TV) Los Angeles, are operating profitably, John G. Bannister, president of the company said in a May 20 report to stockholders on first quarter earnings. KCOP, he added, achieved a profit position for the first time in the latter part of 1962.

Three months ended March 31:

	1963	1962
Earned per share*	$ 0.21	$ 0.34
Revenues	17,468,186.00	17,803,252.00
Earnings before federal taxes	315,449.00	859,240.00
Net earnings	290,449.00	469,240.00

*Based on 1,376,672 shares outstanding as of March 31.

TV-Electronics Fund up 14.2%

Total net assets of Television-Electronics Fund Inc. increased to $378.1 million on April 30, the mid-year of the fund's fiscal year, it was reported last week. This is a 14.2% growth in assets from the $331 million in Oct. 31, 1962, the end of the last fiscal year, Chester D. Tripp, president of the fund, pointed out. Net asset value per share rose to $7.48, a gain of 17.5% from the close of the 1962 fiscal year.

Audio Devices report

Audio Devices Inc., New York, magnetic tape manufacturer, quarterly report for period ending March 31:

	1963
Earned per share	$ 0.14
Net income before federal taxes	249,880.00
Net income after taxes	123,480.00
Total sales	1,899,050.00
Total shares outstanding	868,371

(This is Audio Devices' first issuance of quarterly reports.)

EQUIPMENT & ENGINEERING

A television system for the blind?

ELECTRIC IMPULSES ON BRAIN MAY MAKE IT POSSIBLE

A television system may someday bypass the eye and send electric impulses directly to the brain, enabling a blind person to "watch" television. This possibility was presented by Dr. Allen DuMont at the International Television Symposium in Montreux, Switzerland.

Dr. DuMont is the founder and senior technical consultant of DuMont Laboratories Division of Fairchild Camera and Instrument Corp. He said "there are outstanding electronic scientists who are convinced that we will be able, eventually, to feed electrical waves directly to the human brain . . . with such precision that in combination with the human nervous system, a blind person will actually enjoy television pictures."

Other developments in TV envisioned by Dr. DuMont:

▪ "There is little question that color television of a 3-dimension type will replace present black-and-white receivers while the sound portion will be stereophonic.

▪ "Our better receivers will have their own tape recorder in order that particular programs can be taped.

▪ "Miniaturization will take over in the area of the pickup camera, so that we will have television cameras that will weigh less than a pound.

▪ "Interconnection from city-to-city or country-to-country will utilize lasers in combination with fiber optics, rather than presently existing coaxial cable and microwave."

FM-stereo in about half of combination sets

Almost 50% of all radio-television and radio-phonograph combination sets produced during the first quarter of 1963 were capable of FM-stereo reception, the Electronic Industries Association has reported.

During the first three months of this year, 24,465 radio-TV combinations out of 62,816 had FM-stereo. In radio-phonograph combinations, 180,752 out of a total of 348,436 were equipped to receive stereo signals. This adds up to 205,217 combination receivers out of 411,252 total capable of receiving stereo. For all of last year, 767,539 combination receivers (nearly 46%) out of a total of 1,677,385 combinations had FM-stereo.

CBS-TV to purchase 44 Mark IV cameras

Marconi's Wireless Telegraph Co. has received what it claims is the largest single order ever placed for 4½-inch image orthicon television cameras. The order for 44 Marconi Mark IV camera channels was placed by the CBS Television Network.

The cameras, which were ordered after an extensive series of evaluation tests, are fitted with a transistorized preamplifier.

The new CBS television center in New York will receive 29 of the new cameras between July and November. Another six are for the new CBS News facility in Washington and nine, to be delivered in July, will be used in two studios at the network's Television City in Hollywood.

Cameras now 'lock on' to track launches

Photographers are now using television to "lock on" to space rockets so that the camera automatically follows a launch.

A compact tracking system, developed by Douglas Aircraft Co. and Admiral Co., was used three weeks ago at the Cooper launch. Motion picture cameras were mounted on top of a 19-foot van, alongside of which was a

First quarter set sales figures

Production of TV receivers with UHF spurted in March to a high of 76,481, more than any month in the last 15 months, Electronic Industries Association has reported. EIA also said that distributor television set sales for the first quarter of this year were more than 73,000 sets above the total sales for the same period last year. Radio sales for the quarter were down by almost 300,000.

EIA first quarter reports:

Period	TV	SALES (With UHF)	Radio	(FM)
Jan.-March 1963	1,641,617	....	1,887,894*	....
Jan.-March 1962	1,567,987	....	2,177,998	....
		PRODUCTION		
Jan.-March 1963	1,738,781	(198,226)	4,187,540**	(264,125)
Jan.-March 1962	1,689,614	(134,647)	4,625,844	(241,736)

*Does not include auto radios.
**Includes 1,929,809 auto radios compared to 1,618,331 for same quarter in 1962. FM production does not include FM auto receivers.

vidicon TV camera trained on the Atlas missile. At launch, the Atlas's exhaust flames created an electronic "signature" for the TV cameras which automatically tracked the flight until booster burnout. Coupled to the TV camera via a servo-mechanism control was the motion picture camera.

Films from the motion picture camera were processed automatically in the van and furnished to the television pool and still photographers. The picture from the vidicon also can be video taped or used for live broadcast.

The system has been used previously to guide radar antennas at White Sands missile range in New Mexico during the hypersonic flight of the Nike-Zeus anti-missile missile; to track an Arcas rocket at Wallops Island, and to track the Delta vehicle which launched Telstar II at Cape Canaveral.

Zenith displays new color tube at parts show

Although Zenith Radio Corp. is not expected to announce the start of commercial production and technical details of its color picture tube for several weeks, a factory model of the new 21-inch three-gun shadow mask tube was on display in Chicago at the 1963 Electronic Parts Distributors show.

The new tube was described as the "blood brother" of RCA's standard color tube. It is being made under cross-licensing agreements between Zenith and RCA, it was explained.

The new color tube is being made by Rauland Corp., a Zenith subsidiary, and was on display with other Zenith-Rauland TV picture tubes at the Rauland exhibit. Rauland has supplied Zenith with color TV tubes for some dozen or more years for the set maker's own developmental purposes, a Rauland representative said.

A new UHF all-channel booster to extend fringe area home reception of UHF TV stations was introduced at the May parts show by Blonder-Tongue Labs. which claimed the unit is the first all-channel unit of its kind. Jerrold Electronics also displayed its new line of top-of-the-set UHF converters which enable existing VHF-only set owners to tune UHF too. Models tune all UHF channels 14 to 83 and range in price from $29.95 to $49.95.

Many of the exhibits this year also disclosed increased interest in FM stereo and citizens band radio. The parts show is sponsored jointly each year by the Electronic Industries Association, Western Electronic Manufacturers Association, Association of Electronic Manufacturers Inc. and National Electronic Distributors Association.

Suits dropped

Motorola Inc. and Zenith Radio Corp., both Chicago, have agreed to dismiss suits against each other for TV receiver patent infringements, the two firms have announced. The litigation began in 1959 when Zenith charged Motorola had infringed patents covering remote control and other TV set features. Motorola subsequently filed a countersuit over a circuitry patent.

Teleprompter to sell manufacturing operations

Teleprompter Corp., New York, announced last week that it plans to sell the electronics manufacturing operations of the company to a private group of investors, and henceforth concentrate on its community antenna, closed-circuit and live meeting production services.

Neither the price nor the identity of the prospective purchasers was divulged. Stockholder approval of the sale will be sought at the company's annual meeting in July. The electronic manufacturing division makes the Conley continuous loop magnetic tape cartridges, Weathers high-fidelity components, and products used in broadcasting, government and education.

Teleprompter had a net loss of $800,000 in 1961 and a net profit of $55,000 in 1962.

Technical topics...

Tube plant ▪ International Telephone and Telegraph Corp. has started construction of a $3.5 million Electron Tube Division unit at Easton, Pa. The plant will manufacture "special purpose tubes" and include research facilities for the IT&T system.

New technical handbook ▪ General Electric Co., Owensboro, Ky., has released its tenth edition of "Essential Characteristics," receiving tube, capacitor and picture tube handbook. Priced at $1.50, the publication features several innovations from past editions. All receiving tubes with same base pin connections are listed together alongside respective basing diagrams.

Shielded containers ▪ Spun construction netic containers in two sizes, 3½-inches and 20-inches, are being made available through Magnetic Shield Division of Perfection Mica Co., Chicago.

Animation equipment ▪ S.O.S. Photo-Cine-Optics, New York, has introduced two new animation stands, "Tel-Animastand" models IA and IIA. The IIA is a portable table model with self adjusting platen, motorized vertical camera adjustment and fully rotating camera priced at $4,500. The IA, a similar model with "zoom motor drive," is reported to be suited for titles, TV commercials and other animation production. It lists at $3,250.

Digital gear ▪ Digital display units which were part of CBS-TV's election tallying equipment are being marketed by CBS Laboratories, Stamford, Conn. The units are described as suitable for production control systems, time interval displays, tabulation and a variety of other uses.

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INVASION OF PRIVACY, PIRACY,
VIOLATION OF COPYRIGHT

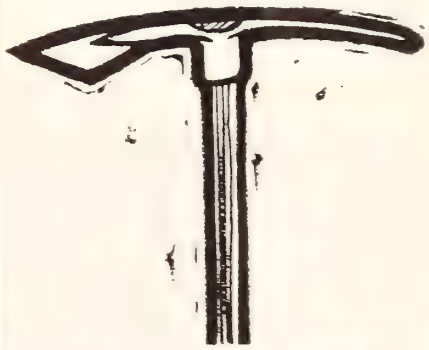
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KID Idaho Falls / KBLL Helena / KLIX Twin Falls

Radio month produces crop of promotions

TRANSISTORS ARE STATIONS' FAVORITE GIVEAWAYS

Governors signed proclamations and stations developed contests to promote May as National Radio Month.

In Michigan, where Governor George Romney issued a proclamation for radio month, the Mid-State FM Network presented him with an FM stereo radio. The Connecticut proclamation, read by Governor John Dempsey, was carried by more than 30 stations in the state.

Transistor radios were presented by several stations. KTTR Rolla, Mo., gave away a transistor a day during the month. Listeners were asked to write about what the station meant to them.

At WHAM Rochester, N. Y., the station tied its 41st anniversary to the radio month promotion and offered to swap a transistor radio for any radio receiver manufactured or home-built no later than 1925. Fifty-five radios were delivered at the station's booth at the Rochester Home Show. The earliest was a 1912 Clapp-Eastman crystal set, still in working order.

WSB Atlanta ran weekly contests during the month, with winners receiving FM radios. The contests included the hours listened most and why; the best joke heard on radio; favorite radio personality, and the number of advertisers the station had during the contest's period.

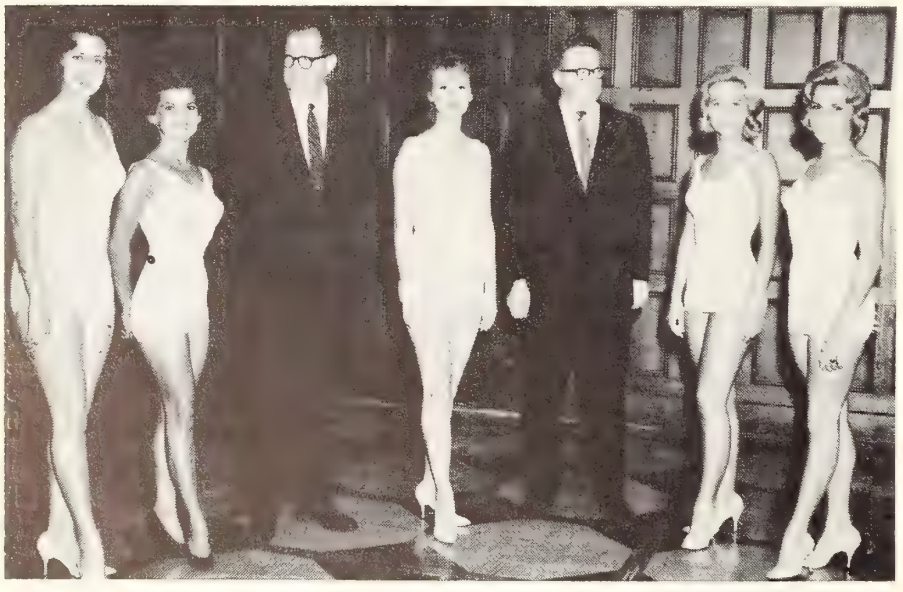
In Minnesota and North Dakota, five stations operated by Bob Ingstad worked with local chambers of commerce in presenting Fred A. Palmer, sales consultant. Mr. Palmer conducted one-day clinics in each community and spoke to high school students.

WFBR Baltimore used radio month to salute to its competitors. It allotted one day to each AM and FM in the city with a series of vignettes detailing the station's programing, community action and its principals.

The radio industry received a salute from Kiwanis International. Local Kiwanis clubs were asked to let "broadcast people know how much you appreciate the support that they have given . . . [and] the unflinching stand the broadcasters take in the sacred matter of free speech in a free land."

The Georgia Association of Broadcasters developed several events for its radio month campaign, culminating in a Miss Mobile Radio contest. Five finalists, chosen from a statewide radio promotion, were presented to the Atlanta Advertising Club on Radio Day, and the winner will be chosen at the GAB's annual convention, June 11.

The GAB used specially prepared materials to salute Law Day on May 1, with almost 2,000 spots and programs aired. During the month, the GAB announced the winner of its first $500 radio-TV scholarship and selected its annual Prestige Award winners.



The Georgia Association of Broadcasters presented the finalists in its Miss Mobile Radio contest at the Atlanta Advertising Club. The girls and their sponsoring stations (l to r): Joyce Bell, WCHK Canton; June Orr, WGAU, WRFC and WDOL, all Athens; Arthur McCoy, president of Blair Radio, featured speaker of the day; Nelle McBride, WFEH Louisville; Barry Sherman, WQXI Atlanta, GAB Radio month chairman; Genelda Odum, WGGA Gainesville, and Charlene Tarpley, WRGA Rome.

Pick a seat, any seat

A contest with only one prize has been announced by KGLM Avalon (Catalina), Calif.: all 272 seats to the June 24 evening performance of "Billy Barnes, L.A.," a revue now playing at the Coronet Theatre in Los Angeles. The listener who writes the best explanation in 50 words or less of why he wants to be entertained all by himself by the six performers in the show's cast will get the right to invite 271 guests, to sell that many tickets or to tear them up and enjoy the play in solitary grandeur.

How now, experimental cow

A "milkdown" to determine whether a cow gives more milk listening to the uninterrupted musical program segments on WAIT Chicago or to the diverse fare offered by the city's "top five" stations was undertaken May 23 by WAIT. Two cows were placed in special window stalls at a downtown department store for two weeks of public display.

One cow is wearing earphones tuned exclusively to WAIT. The other cow is listening alternately for two hour segments to each of the "top five" competitors selected by WAIT and including, alphabetically, WBBM, WGN, WIND, WLS and WYNR. Each cow will be milked twice daily during rush hours and the one producing more milk will be the winner. Promotion also includes naming the cows.

19 stations get awards for on-air promotion

Nine television stations and 10 radio stations were cited for on-air promotion of their own facilities in the Broadcasters' Promotion Association's second annual awards competition.

Judging by three advertising agency executives was based on motivation, creativity, execution of idea and contribution to industry. Serving as judges were Robert Boulware, vice president and associate media director at Fletcher, Richards, Calkins & Holden; Samuel Vitt, vice president and media director at Doherty, Clifford, Steers & Shenfield, and Bern Kanner, associate media director at Benton & Bowles.

The winners will receive engraved awards from the Broadcasters' Promo-

tion Association, at the group's annual seminar in San Francisco, November 17-20.

The winners:

Television (markets over 500,000): Station image: 1st—KFMB-TV San Diego; honorable mention — WIIC(TV) Pittsburgh, KTRK-TV Houston.

Special Events: 1st—WFAA-TV Dallas-Fort Worth; honorable mention—WCBS-TV New York, WTVT(TV) Tampa-St. Petersburg, Fla.

Personalities and programs: 1st—KFMB-TV San Diego; honorable mention—WTCN-TV Minneapolis-St. Paul, and WTVJ(TV) Miami.

Radio (markets over 500,000). Station image: 1st—WHAS Louisville, Ky.; honorable mention—WGBS-AM-FM Miami, WMCA New York, KCBS-AM-FM San Francisco. Special events: 1st—WIL-AM-FM St. Louis; honorable mention—KCBS-AM-FM San Francisco; WFAA-AM-FM Dallas, WABC-AM-FM New York. Personalities and programs: 1st—KCBS-AM-FM San Francisco; honorable mention—KCBS-AM-FM San Francisco, WHAS Louisville, Ky., WLS Chicago (two entries).

Radio (markets under 500,000). Station image—no winners. Special events: 1st—CJOB-AM-FM Winnipeg, Man.; honorable mention—KRNT Des Moines, Iowa.

Personalities and Programs: 1st—KOB Albuquerque, N. M.

No prizes were awarded in any category for television stations in markets of less than 500,000.

Jaycee safety drive gets radio-TV backing

A year-long traffic safety campaign will be conducted by radio and TV stations in South Dakota in conjunction with local Junior Chamber of Commerce clubs, according to Mort Henkin, KSOO-AM-TV Sioux Falls and president of the South Dakota Broadcasters Association. The drive will begin this week with the two sponsoring organizations working closely with local police departments.

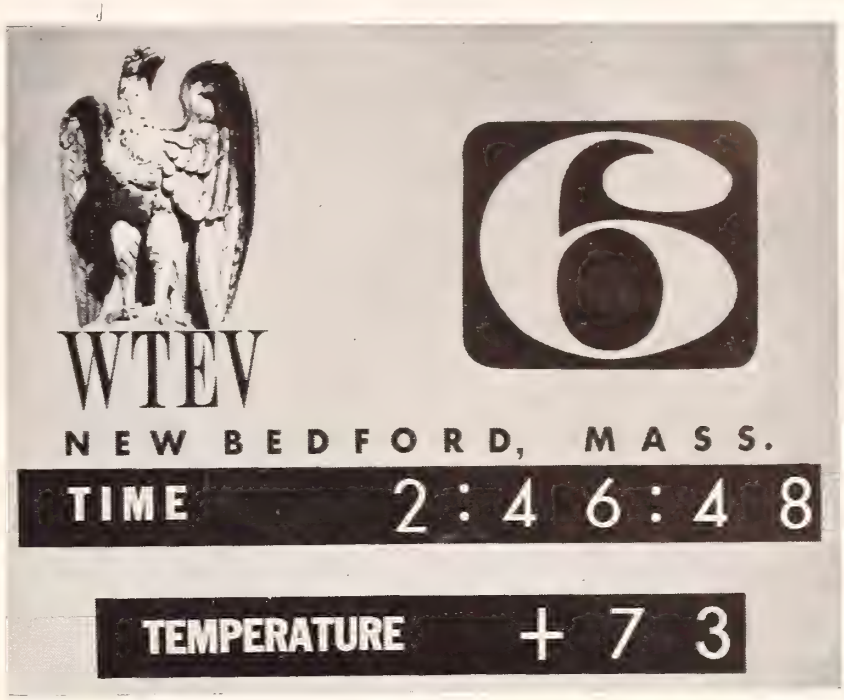
The campaign will include a series of public service announcements geared to teen-age and adult driver education. Al Clark, KWYR Winner, is coordinator for radio and Tom Sheeley, KELO-TV Sioux Falls, for television.

Vicks merchandising award goes to WKDA

WKDA Nashville was announced last week as the winner of a radio merchandising contest for Vicks Vaporub. Second and third place winners were WJLD Birmingham, Ala., and WKIX Raleigh, N. C., respectively.

Thirty-three radio stations in the Southeast participated in the Vicks contest, which was designed to enhance consumer awareness of the product and its 11-week advertising campaign on the participating stations during the winter.

WKDA set up its own contests including a retailer display competition and several on-air consumer contests. In addition, the station helped set up displays in 20 supermarkets and conducted a one-week public service colds prevention campaign. For its efforts, WKDA won two portable television sets and a trophy. WJLD and WKIX were awarded gold plaques.



Time and temperature on TV

Each station ID on WTEV(TV) New Bedford, Mass., now includes a time and temperature report, activated by the electronic brain that automates all technical equipment at the channel 6 facility. The information is held on the screen from 3 seconds to 10 seconds and the time flashes from second to second. WTEV's master clock is a custom-made model designed and constructed in Switzerland.

Drumbeats . . .

Close guess ▪ Irene Hess, account executive at Erwin Wasey, Ruthrauff and Ryan Inc., Chicago, came within 0.002 of a mile in winning the WFBM Indianapolis Speedway Sweepstakes. The annual sweepstakes is awarded to the timebuyer who most nearly guesses the correct qualifying speed for the pole position car for the Memorial Day 500-Mile race (151.153 miles per hour this year). Miss Hess, who guessed 151.151 miles per hour, won an all-expense paid trip to Indianapolis for the race.

Pear-shaped answers ▪ Media buyers got their chance to predict listener response in a contest held by KNBR San Francisco. The station awarded a Polaroid camera and a case of pears to each of 18 winning buyers who guessed closest to the number of letters, with pear labels enclosed, sent in by KNBR listeners. At contest deadline, 16,737 letters had been received from listeners to the Pacific Coast Canned Pear Service commercials.

His and Hers ▪ More than 85,000 entries were received by WKMH Dearborn, Mich., in the station's one-month Family Prize Fair. A Detroit couple was first prize winner of His and Hers 1963 Plymouth and Valiant convertibles. Portable TV sets, radios, movie cameras and watches were given to 350 other winners.

Public service report ▪ A 24-page booklet, "Reflections," is being distributed by WFLA-TV Tampa, Fla. The booklet, which describes the station's public service activities during 1962, is sent to people the station feels should be interested in what WFLA-TV is doing in the community. Depending upon the individual who receives the mailing, certain types of letters go out, one of which asks the recipient his ideas as to what the station should do to better improve its service to the community.

BROADCAST ADVERTISING


Mr. Murison

Kenneth A. Murison elected executive VP of Edward H. Weiss & Co., Chicago. Mr. Murison joined Weiss in 1954 as account executive. He was elected VP and account group supervisor in 1957, member of board of directors in 1959 and senior VP last year. He is also chairman of account management board.

H. Earl Hodgson resigns as president of Aubrey, Finlay, Marley & Hodgson, Chicago, "to resolve differing management views." Mr. Hodgson had been with agency since 1948.

David Y. Bradshaw, operations manager in television department of Young & Rubicam, New York, and **Sidney Marshall,** supervisor of TV commercial production on West Coast, elected VP's.

Robert Schulberg has closed his own agency in Los Angeles to join Guild, Bascom & Bonfigli as manager of its Los Angeles office. He succeeds **George Allen,** who will concentrate on account supervision. **Shirley Kittelson,** assistant to Mr. Schulberg, and **Jean Craig,** copywriter, also moved to GB&B.

Edson F. Allen, formerly with advertising staff of Allis-Chalmers Mfg. Co., Milwaukee, joins Klau-Van Pietersom-Dunlap, that city, as account executive.

Irving Miller, Edwin H. Pfund and **William E. Sprague** promoted to group managers at Ketchum, MacLeod & Grove, Pittsburgh. Messrs. Miller and Pfund, both vice presidents, had served as assistant group managers prior to their promotions. Mr. Sprague was account supervisor.

Flora L. Neumeister and **Catherine H. O'Brien** appointed copy group heads of Foote, Cone & Belding, New York.

Louis J. Nicholaus, VP of Geyer, Morey, Ballard, Los Angeles, appointed manager of West Coast operations.

Sumner Fineberg joins Public Relations & Advertising Associates, Birmingham, Ala., as art director.

William Miller, formerly of Leo Burnett Co., joins McCann-Marschalk, New York, as account executive.

Orville Benskin, Jane Mars, Veronica McLaughlin, Gene Moss and **Bill Olofson** join Davis, Johnson, Mogul and Colombatto, Los Angeles. Mr. Benskin, account executive; Miss Mars, co-media director; Miss McLaughlin, art director, and Mr. Olofson, copy chief, all come from similar posts at Kenyon & Eckhardt, Los Angeles. Mr. Moss, formerly assistant merchandising manager of Capitol Records, will be copy writer.

Posthumous elections

Gilbert T. Hodges and **Paul B. West** have been posthumously elected to Advertising Hall of Fame. Mr. Hodges was associated with Frank Munsey Co., *New York Sun,* and *Wall Street Journal* and was past president of Advertising Federation of America. His affiliation with *Wall Street Journal* ended with his death in 1959. Mr. West was president of Association of National Advertisers for 28 years until his death in 1960. Hall of Fame is sponsored by AFA and Advertising Club of New York. Citations will be given to members of families of two honored at annual convention of AFA in Atlanta June 17.

Jack Stanley, former creative group coordinator at J. Walter Thompson, joins Fuller & Smith & Ross, as vice president and creative director.

Edward S. Early, formerly with Lambert & Feasley, New York, joins Gardner Adv., St. Louis, as account executive. **William C. Hogan,** advertising artist for International Shoe Co., joins Gardner as art director in merchandising department.


Mr. Miller

L. E. Miller, VP and account supervisor at Ted Bates & Co., New York, rejoins Lennen & Newell, that city, as senior vice president and management account supervisor. Mr. Miller held same posts with Lennen & Newell from 1952 to 1959.

Joseph S. Hayden Jr., copy writer, named to newly created post of TV-radio coordinator for Bo Bernstein & Co., Providence and Natick, Mass., advertising and public relations agency.

Jack Walters, associate producer at ABC-TV, joins radio-TV department of Carl Byoir & Associates, New York PR firm, effective today (June 3). Mr. Walters succeeds **Ed Hymoff,** who is resigning to enter aerospace work.

Frank McDonald, formerly of Doherty, Clifford, Steers & Shenfield, joins Cunningham & Walsh, New York, as senior media buyer. Other new personnel: **Tom Della Corte,** formerly of Geyer, Morey, Ballard, and **Robert Jeremiah,** of Lennen & Newell, named media buyers. Agency also appointed **Eleanor Accles** media supervisor; **Joseph Larsen** and **Angela Nicholais,** media buyers, and **Jay Holland,** media assistant.

Thomas G. Armstrong, Keith P. Fischer and **John H. Thomas,** account supervisors at Grey Adv., New York, elected vice presidents.

Norman Reed, VP of WWDC-AM-FM Washington, elected president of Advertising Club of Metropolitan Washington, succeeding **Robert A. Bowerman** of *The Washington Post.* Among six new directors elected by club was **Tom E. Paro,** WRC-TV Washington.

THE MEDIA


Mr. Roberts

Michael J. Roberts, former VP - general manager of WBC Program Sales, subsidiary of Westinghouse Broadcasting Co., joins broadcast division of Triangle Publications in newly created position of director of syndicated program sales. Mr. Roberts will make his headquarters at Triangle's offices in New York and be responsible for syndicated sales of radio-TV programs produced by Triangle stations, and for sales of Triangle program service. Triangle Stations are WFIL-AM-FM-TV Philadelphia; WNBF-AM-FM-TV Binghamton, N. Y.; WFBG-AM-FM-TV Altoona - Johnstown, Pa.; WNHC-AM-FM-TV New Haven-Hartford, Conn.; WLYH-TV Lebanon-Lancaster, Pa.; and KFRE-AM-FM-TV Fresno, Calif.

Norman L. Posen, sales manager of WCHS Charleston, W. Va., appointed general manager of KDAY Santa Monica, Calif. Both stations are owned by Rollins Broadcasting Co.

George W. Crowell appointed station manager of WMBR-AM-FM Jacksonville, Fla. Other staff appointments: **Robert W. Ward,** commercial manager; **Guy Williams,** program director; **C. Roy King,** chief engineer; **Lee Simms,** public service director; and **Bill Greenwood,** news director.

Marshall R. Nanis, regional sales manager, promoted to commercial manager of WILD Boston.

Clifford F. Fisher, sales manager of WHAM Rochester, N. Y., joins WKBW-TV Buffalo as account executive.

Stanley Levey, former labor reporter for *New York Times,* joins CBS News as correspondent specializing in labor, economics and business, effective July

29. Mr. Levey has been assigned to Washington bureau.

Oscar C. Turner, manager, promoted to director of personnel and labor relations on West Coast for NBC.

Mike Sullivan joins sales staff of WEJL Scranton, Pa.


Mr. Sailors

Don Sailors, VP in charge of sales for WING Dayton, Ohio, named VP and assistant general manager. Mr. Sailors joined WING in 1959 as local sales manager and was elected VP-sales in September 1960.

Bill McLean, air personality at KAKE-AM-TV Wichita, Kan., named program director of KAKE radio, succeeding **Doug Lyon,** who moves to station's sales staff.

Del Wininger joins WTAF-TV Marion, Ind., as regional sales manager. **Donald L. Tillman** appointed program manager.

Anne Denton Blair, Washington correspondent for broadcast division of Triangle Publications and producer of *Window on Washington,* interview-type program heard on Triangle radio stations, elected president of American Newspaper Women's Club May 28.

Herbert Feinstein, former attorney for Music Corp. of America, in Beverly Hills, named host of *Look Who's Talking,* new interview program on KRON-FM San Francisco.


Mr. Lutz

Dale Lutz, with WCOL-AM-FM Columbus, Ohio, since January 1962, elected vice president in charge of sales.

Samuel S. Carey, former program director and film buyer at WRVA-TV Richmond, Va., elected VP and assistant station manager. Other WRVA-TV promotions: **James D. Freeman,** operations manager; **Sanford S. Terry Jr.,** chief engineer; **Cecil K. Spicer,** assistant chief engineer; **Don T. Johnson,** production manager; **Robert Brown,** film director.

Jonathon Kirby, former executive director of American Freedom Network, joins news staff of KFWB Los Angeles as reporter-at-large.

Pat McGuiness, veteran reporter-newscaster in Southern California radio, joins news staff of KABC Los Angeles, effective June 10. For past five years he has been with KNX Los Angeles and CBS Radio Pacific Network.

Jim Kiser, program director of KSET El Paso, Tex., joins WIS-TV Columbia, S. C., as announcer-newsman. **Joe Pinner,** announcer at WZOK Jacksonville, Fla., joins WIS-TV to do news and general announcing assignments.

Executive roster posted

L&P Broadcasting Corp., new owner of WVON and WHFC(FM) Cicero, Ill. (formerly WHFC-AM-FM), last week announced its executive roster: station manager, **Frank D. Ward,** former operations manager of WINZ Miami; commercial manager, **Lloyd Webb,** former general manager of WJOB Hammond, Ind.; operations manager, **Gwen McDonough,** former assistant program director of WYNR Chicago; production manager, **Tom Johnson,** previously operations manager at WSAF Sarasota, Fla.; technical director, **Pat Cerone,** who was chief engineer at WINZ; program director, **E. Rodney Jones,** previously with WYNR; and news director, **Mike McClellan,** formerly with WBEE Harvey, Ill. WVON's new format is all-Negro 24 hours daily.

Richard Bradley, formerly of WQXR-AM-FM New York, joins news staff of WSOC-TV Charlotte, N. C.

Bill Shadel, ABC News Washington congressional correspondent, is leaving network Friday, June 7, to become professor of communications at University of Washington. Mr. Shadel joined ABC in 1957 after 14 years with CBS as newsman. His various assignments have included coverage of Italian campaign for CBS, 1943-44, and space shot coverage for ABC in recent years.

Palmer Payne, former news director of WCOP Boston, joins WNAC, that city, as vacation staff announcer.

Chuck Mitchell, former West Coast manager for Ansco's motion picture division and recently employed in graphic arts field as broker and sales manager, joins KGBS Los Angeles as merchandising manager.

Paul Condylis joins KHJ-AM-FM Los Angeles as Sunday disc jockey and part-time newscaster.

Harry Munyan joins WIOD Miami as community relations director.

Bob Chase, sportscaster, named public affairs director-assistant program manager of WOWO Fort Wayne, Ind.

Jack Steck, director of program and talent development for WFIL-AM-TV Philadelphia, elected president of Poor Richard Club, that city.

Mike Booth joins WAMR Venice, Fla., as air personality-promotion director, replacing **Jim Hart,** who has been promoted to program director.

Duayne Trecker joins news staff of KING-AM-FM Seattle.


Mr. Marsh

Howard H. Marsh, account executive at Television Advertising Representatives, New York, appointed assistant sales manager of KPIX(TV) San Francisco. Both organizations are owned by Westinghouse Broadcasting Co. Before joining TVAR in 1961, Mr. Marsh had been with Harrington, Righter and Parsons; CBS-TV Spot Sales; Peters, Griffin, Woodward.

Richard Leader, radio manager of H-R Representatives, Los Angeles, appointed office manager. **Robert Billingsley,** television salesman, named manager of firm's TV department.

INTERNATIONAL

R. W. Bolstad, VP-treasurer of Famous Players Canadian Corp., Toronto, elected president, succeeding **J. J. Fitzgibbons,** who became board chairman. Company controls Trans-Canada Telemeter, Toronto; owns share of CKCO-TV Kitchener, Ont., and CKMI-TV and CFCM-TV Quebec City. **Eugene E. Fitzgibbons** was elected VP for communications management, and **K. J. Easton,**

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings

VP for communications operations.

John Funston, formerly of CHNS Halifax, N. S., named general manager of CKSL London, Ont.

Allen A. McMartin, mining financier, elected a director of Standard Radio Ltd., Toronto, owners of CFRB and CKFM, both Toronto, and CJAD and CJFM, both Montreal.

GOVERNMENT


Mr. Rosenbloom

Joel Rosenbloom, who had served as legal assistant to former FCC Chairman Newton N. Minow, named special assistant to Mr. Minow's successor, E. William Henry. Mr. Rosenbloom, 32, joined commission in 1957 as trial attorney in litigation division of office of general counsel. New chairman is retaining **Lillian Watson** as his confidential assistant.

Marguerite F. Hubbard, assistant chief of FCC's broadcast license division, has retired. Mrs. Hubbard, whose government service dates back to 1918, has been with commission since 1934.

PROGRAMING


Mr. Gerber

David Gerber, VP of General Artists Corp. Television Division, elected senior VP. **Lester Gottlieb,** VP at NBC-TV, elected VP at GAC-TV. **Malcolm Stuart,** VP in literary division, appointed VP for creative programing for GAC-TV, and will retain literary division post. New appointments were announced by Herman Rush, recently appointed president of GAC-TV (BROADCASTING, May 13).

Roy Seawright, former VP of Cascade Pictures (FATES & FORTUNES, May 27), joins MPO-TV of California, Hollywood, as producer, director-cameraman. **Don Sweeney** joins MPO's New York office as special effects cameraman. Other additions to New York staff are **Paul Kasander,** producer; **Thomas Whitesell,** TV production control; and **Cal Schultz,** editor.

Dick Berg, who joined Revue Studios in 1961 as producer of *Checkmate* series, elected VP. He will produce segments of Chrysler show hosted by Bob Hope during 1963-64 season.

Don W. Sharpe, recently resigned as president of television division of General Artists Corp., reappointed personal representative of Lucille Ball and Desilu Production's representative for *The Lucy Show*. GAC is exclusive sales agency for network sales of Desilu's television properties.

Frank DeVol, who wrote theme for *My Three Sons,* reappointed by Don Fedderson as executive producer of ABC-TV series, to compose and direct scores for all 38 segments of series for its fourth year.

Edward Sargoy elected president of Copyright Society of U. S. A. **Charles B. Seton,** former secretary, and **Sidney A. Diamond,** former treasurer, elected VP's and trustees. Other new offices: **Alan Latman,** secretary; **Edward M. Cramer,** treasurer; **Morton Goldberg,** assistant secretary; and **Stanley Rothenberg,** assistant treasurer.

Praise from Boys' Clubs

Memorandum: From the Boys' Clubs of America to the Federal Communications Commission.

Subject: The "invaluable contributions" the broadcasters of America have and are giving to the youth of America.

Proof: The Boys' Clubs of America presented National Association of Broadcasters' President LeRoy Collins with an engraved scroll for the "immeasurable assistance" radio-TV stations have given "with sight, sound and personal support" to the youth of America. In presenting the scroll, A. Boyd Hinds, associate national director of the youth-guidance organization, revealed that $6 million in free air time was donated by broadcasters last year in telling the BCA story.

NAB President Collins was keynote speaker at the annual BCA convention in Toledo, Ohio.

EQUIPMENT & ENGINEERING

Donald Spanier resigns as VP-general manager of Harman-Kardon Inc. (hi-fi equipment), subsidiary of Jerrold Corp., Philadelphia.

Frank A. Seghezzi named manager of contracts for Raytheon Co.'s communications and data processing operation at Norwood, Mass.

Charles L. Winchester, director of advertising for Allied Research Labs, Glendale, Calif., joins Eitel-McCullough Inc. (electronic products manufacturer), San Carlos, Calif., as publications services specialist.

Donald W. Sharp named operations manager of ARINC Research Corp., subsidiary of Aeronautical Radio Inc., Washington.

Dan O'Connell, sales manager for Taco consumer products division of Jerrold Electronics Corp., appointed marketing administrator for distributor sales division.

ALLIED FIELDS

Irving Levine, veteran entertainment industry attorney who has represented theatrical, motion picture and television interests in both New York and Hollywood, appointed special consultant and counsel for Theatre-Vision Color Corp., subsidiary of National General Corp., which is developing national closed circuit color TV network for theaters.


Mr. Mazur

Philip Mazur, member of special tabulations department of American Research Bureau, division of C-E-I-R Inc., Beltsville, Md., transfers to ARB's midwest station sales staff. Mr. Mazur joined ARB in June 1962. He formerly served on staffs of WOSU-AM-FM-TV and WBNS-TV, both Columbus, Ohio.

John F. White, president of National Educational Television and Radio Center, elected to board of directors of Foreign Policy Association (nonprofit educational organization), New York. **Eric Johnston,** president of Motion Picture Association of America, and **Arthur B. Toan Jr.,** partner of Price Waterhouse & Co., were also elected FPA directors.

A. Bruce Rozet, VP of Gencom division of Electra Megadyne, wholly owned subsidiary of Capitol Records, resigns to join Stanford Research Institute in Palo Alto, Calif. He will serve as senior staff member involved in corporate planning, contract negotiations, and international corporate negotiation.

Dallas W. Smythe, research professor of communications at University of Illinois, Champaign-Urbana, resigns to become first head of social sciences division of University of Saskatchewan, Regina. Dr. Smythe served as chief economist of FCC before moving to Urbana in 1948.

DEATHS

A. Fred Gibson, 34, Carolinas' sales manager of WBTV(TV) Charlotte, N. C., died May 29 at his home in that city. Prior to being appointed Carolinas' sales manager in 1961, Mr. Gibson served four years as assistant sales manager of WSJS-TV Winston-Salem, N. C.

Osborne C. Wade, 51, air personality at WKNE Keene, N. H., died May 22 of heart attack.

TAX MAY BE TOO MUCH

ATV says it will go out of business if revenue levy on advertising is made into law

Associated TeleVision Ltd., one of Britain's major TV companies, is prepared to go out of business if the levy on advertising revenue becomes law. The company, which made over $14 million last year, has told the government that the levy would make it no longer worth while to continue in television. It doesn't intend to apply for broadcast license renewal next year if the levy is imposed.

Norman Collins, deputy chairman of ATV, speaking at the annual convention of the Radio & Television Retailers Association, said that the levy would result in drastic production cuts which would mean big unemployment throughout the industry.

The levy on advertising revenue would reduce profits of some companies to the level of a depressed industry. It would mean the end of the commercial network as viewers know it today, he said.

"British television would take a big step backwards," and the BBC-TV would not maintain its present standards without vigorous competition, Mr. Collins continued.

He foresees the end of the export of British TV films, adding that during the past seven years ATV had earned $23 million from the Western Hemisphere. "If our revenue is to be slashed by a levy we could never afford the huge long term investment . . . which film making involves." If money has to be taken from the TV companies then profits should be taxed, not revenue.

Mr. Collins said that the levy will probably be scrapped before the new television bill became law.

Commercial TV companies received $159.6 million in advertising revenue last year and spent $98 million leaving a $61.6 million profit. This year their revenue was expected to be about $154 million and with the proposed levy taking $50.4 million most of their profits would be eaten away.

Dealing with the suggestion that a profit tax is unworkable because the TV companies would attempt to evade it, Mr. Collins said, "The whole thing is an insult to the whole structure of our free enterprise society."

He said there are about 200,000 shareholders spread over the 15 companies. Unless the government thought again, a lot of money that had been invested could never be recovered.

Two local TV companies have said that they do not intend to go out of business because of the proposed levy on advertising revenue.

Scottish Television Ltd. said, "We do not think we are in any danger and whatever happens we will not be throwing in the towel."

Anglia Television Ltd. said, "No change in Anglia's established service is contemplated."

A spokesman for the Screen Writers Guild has commented that it is opposed to the levy, "But it is strange to hear the companies squealing for all they are worth, when for the past few years they have been enjoying fat profits which have never been passed on to writers, actors and technicians.

"It is sickening that the companies, in an attempt to cut their losses, turn immediately to the creative people in the industry and threaten redundancy and cuts in expenditure."

Financial loss causes drop of local shows

Britain's newest TV company, Wales West and North Ltd., which went on the air last September, will no longer produce local shows but will carry only network programs.

WWN has about 320,000 viewers in a coastal belt from west to north Wales. Its accounts to December, representing 16 months expenses and three and a half months time sales, showed a $445,-200 loss.

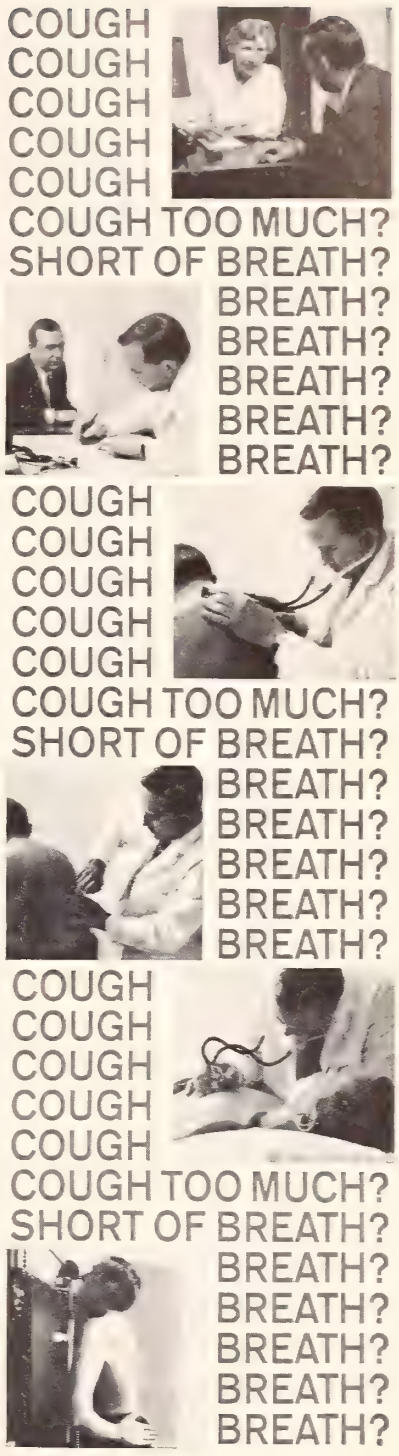
The chairman, Dr. B. Haydn Williams, has resigned, but will remain on the board of directors.

British post office bans 625-line TV tests

The United Kingdom post office has banned 625-line test programs by a mobile television station owned by a TV set manufacturer. The station has already made several broadcasts.

Negotiations between the company, Pye Group Ltd., and the post office for a license have been going on for several months. Pye wants to operate the station all over the country. The post office wants to limit the four mile range broadcasts to the London area where BBC begins 625-line transmissions next April.

More publicity should be given to BBC-TV 625-line broadcasts on its new channel scheduled for next year said Michael Keegan, director of the Radio



Don't take chances . . . see your doctor. You may have a Respiratory Disease. Chronic RD afflicts at least 12 million Americans today. Don't take chances with its most common symptoms—chronic cough and shortness of breath. Your local Christmas Seal organization and the National Tuberculosis Association say: **See Your Doctor.**

U.S. TV can learn from European cousins

Eric Boden, an international television advertising consultant, has said in the past that "the know-how shoe has slipped onto the other foot and now it's Britain that has much to teach America" in advertising technique.

In New York recently to observe samplings of U. S. television commercials, Mr. Boden in a special interview with BROADCASTING expanded his views to mention contributions which the continental countries might make to American advertising.

A former head of Schwerin Research's Great Britain division, Mr. Boden now acts as an independent consultant, watching TV and cinema commercials by the thousands and logging miles by the tens of thousands. In 1962 he estimates he saw 7,000 commercials and journeyed 25,000 miles.

His close affiliation with European television, however, has not jaundiced his views of American advertising—indeed, he's quick to admit that much of European advertising, for one reason or another, is in the rudimentary stage. But he's just as quick to point out that a little more observation of their European counterparts might be a boon to U. S. advertisers. "Nothing strikes me more than the lack of cross-pollination between the commercials of different countries," he said, admitting that there is "surprisingly similarity in commercials," but that the ideas have traveled mostly "in one-way traffic" from the U. S. to Europe.

Soft Sell ▪ In Great Britain, the only European country which could seriously rival the U. S. for the commercialization of its television, Mr. Boden describes great progress in the matter of "soft sell" or indirect selling techniques.

"They don't need 60 seconds to create a mood," he said, "they can do it in 30 or sometimes 15 seconds. It seems that they succeed mainly because they don't try to say too much; they don't try to cram as many points as possible into a given length.

"I remember one in particular where the message was the simple identification of a soap product with the theme of mother love. Very simple, and yet sales of the product proved the commercial was successful."

Elsewhere in Europe, where commercial television is still in its infant stages, very limited or even nonexistent, Mr. Boden said there are techniques which could be applicable to U. S. advertising men.

As an example, he pointed out that nowhere is the German propensity for formalism more apparent than in its television advertising. The Germans' close attention to pictorial arrangement and graphic qualities of a commercial, have led them to effective use of split-screen or triple-split-screen devices.

Although he claims the Germans remain a bit heavy-handed, Mr. Boden added that they, too, are skillful in the shorter, crisper commercial.

Arty in France ▪ France, though it doesn't have commercial television, has a counterpart in cinema advertising. Mr. Boden scores the French commercials as "maddening" and "over-sophisticated" and says that they too often are the product of an "arty" producer and a gullible advertiser, who completely bypass the agency. But he said that Americans, plagued with the continual necessity for originality, may find in France a rich source of new ideas.

Italian television advertising Mr. Boden dismissed as "surprisingly bad," explaining that the strict limitation of commercials makes prac-

and Television Retailers Assn. speaking at the group's annual convention. He complained that the new BBC television network had been considered by TV set manufacturers as a potential booster of business but it was a disappointment.

He attacked BBC's development plans for the new network which would transmit only to the London area in 1964 and in Birmingham by 1965. There was no date set for the rest of the country.

All the public knew was that there is to be a change of line standard. It must be told by BBC that a new network would soon be on the air and if it wants to tune in to it, it will need new sets and antennas.

A criticism of the "secrecy" about the new network was made by association President Cyril Butterfield who said that the choice of BBC-2 as a name was "unenterprising and unimaginative."

TV-radio advertising up

National advertising in Canada on radio and television for January was ahead of a year ago, according to Elliott-Haynes Ltd., Toronto market research organization. National radio advertising in January 1963, totaled $1,196,811 against $1,189,820 in January 1962. Television advertising in the same period totaled $4,825,836, up from $4,010,445. Foods and food products advertisers were the largest group in radio both January periods, while drugs and toiletries were largest group in this January period in television, replacing foods and food products advertisers the previous year.

WEST GERMAN TV

Spot selling is brisk despite limitations

West German regional broadcasting organizations registered a total of 7,789 TV spots representing a sales total of close to $7 million in February 1963. Only part of the West German total TV time is open for commercials and spots are the only type of TV advertising. There are still no sponsored shows. Spots are grouped in special daily slots while the rest of the schedule carries no advertising at all.

February figures are higher than the comparable January figures and those statistics from February 1962. Figures of February 1963 for different regional German television broadcasting organizations are as follows: Bayerisches Werbefernesehen (Munich, Bavaria) 1,094 spots, $700,000; Werbefernsehen Berlin (West Berlin), 1,210 spots, $550,000; Hessisches Werbefernsehen (Frankfurt, Hesse), 1,233 spots, $625,000; Norddeutsches Werbefernsehen (Hamburg, Northern Germany), 1,227 spots, $1.475 million; Saarlaendisches Werbefernsehen (Saarbruecken), 1,172 spots, $350,000; Werbefernsehen Suedwest (Stuttgart and Baden-Baden), 965 spots, $825,000; Westdeutsches Werbefernsehen (Cologne, Western Germany), 888 spots, $2.4 million.

Television set saturation in West Germany is growing at different rates in different areas of the country. Westdeutscher Rundfunk in the heavily populated industrial area of West Germany reports a saturation of 57% in March, this year. This is the highest saturation percentage registered in West Germany. Lowest saturation percentages are reported from Suedwestfunk, Baden-Baden, and Sueddeutscher Rundfunk, Stuttgart, both in Southwestern Germany and both having a TV saturation of 35%. The same 35% figure is reported by Bayerischer Rundfunk, Bavaria.

Mountains and resulting propagation problems are given as a reason for low saturation figures in these areas. In



Eric Boden
Professional commercial watcher

tically every campaign in Italian television a successful one.

But in smaller countries, such as Portugal and Finland, he expressed admiration for their ability "to get around simple ideas effectively with a very low budget . . . there's seldom the slightest relationship between the production cost of a commercial and what it does to viewers."

other parts of West Germany TV saturation is around 40-50%. The figures are increasing at a moderate but regular pace. There is no longer a "television boom." Set makers have cut back their production rates and a larger than expected share from the total is now going into replacement set sales as VHF transmitter construction is now all but completed and new transmitters added are mostly in the UHF band. All German set models are now equipped for UHF reception.

Theatre sports network set up in Canada

A closed circuit network of nine theaters has been established by Paramount Pictures Corp., in Toronto, to present a complete schedule of professional sports events on large screen television.

International Telemeter Co., pay-TV subsidiary of Paramount, and Famous Players Canadian Corp., partly owned by the movie company, will be aligned with Trans Canada Telemeter in a four-year agreement with Toronto Maple Leafs for the presentation of hockey games at the theaters in the Toronto area. The games will be shown at the theaters at the same time they are being telecast to Telemeter's home TV subscribers.

A seating capacity of 11,000, with tickets priced at $1.25, $2, $2.50 and $3, will be provided by the theaters.

R. W. Bolstad, president of Famous Players, pointed out that "this is only the second step in the building of a theater television network across Canada that could grow to over 100 theaters."

The nine-theater network is an outgrowth of the presentation last season of the Maple Leafs' away from home games at the College Theater in Toronto.

Canadian radio set sales up

Sales of made-in-Canada radio receivers was up during the first three months of this year compared to the same period last year, while television receiver sales for the period were down, according to the Dominion Bureau of Statistics, Ottawa. Radio receiver sales totaled 167,074 in the January-March period 1963, against 153,881 sets sold in the same period last year. Canadian-made TV set sales numbered 92,965 in the January-March 1963 period compared with 93,379 last year.

Imports of transistor radio receivers in the first eleven months of 1962 amounted to 750,760 units, while 14,900 TV sets were imported in that period.

CBC, union in deadlock

New radio and television equipment designed to streamline broadcasting operations has led to a deadlock in contract negotiations between the Canadian Broadcasting Corp. and the national Association of Broadcast Employees and Technicians. Negotiations broke off when CBC demanded a preliminary agreement on its proposal that NABET abandon its jurisdiction over the equipment. The Canadian government's Department of Labor has appointed Bruce McRae as conciliator to mediate the dispute. The union, which represents 1,500 CBC technical employees across Canada, is seeking wage increases and adjustments which CBC estimates at 16.5%, and a reduction in the work week from 40 to 35 hours.

WAB meeting postponed

The Western Association of Broadcasters annual meeting has been delayed from June 11-13 to September 8-11. WAB, representing Canadian broadcasters of the four western provinces, will meet at Jasper Park Lodge, Jasper, Alberta.

Abroad in brief...

Canadian TV award ▪ An annual television film award is being established by friends of three Canadian Broadcasting Corp. film men who were killed in an airplane crash on Feb. 25. The award, for which $5,000 is being collected, will be in memory of CBC producer Norman Caton and CBC cameramen Charles Riegler and Len Macdonald. They were killed in a plane crash in the interior of British Columbia while filming a production for *Camera Canada.*

'English by Television' ▪ The British Broadcasting Corp. has introduced a series of 39 television programs, *English by Television,* consisting of a full elementary course in English grammar. Each program runs 13-½ minutes. The series is now being shown in Finland, France, Egypt, Germany and Switzerland, and reportedly will begin shortly in Algeria, Argentina, Denmark, Indonesia, Morocco, Thailand and Uruguay. Negotiations are currently underway with several other non-English speaking countries.

FM network completed ▪ Radiodiffusion-Television Francaise completed national FM radio coverage in France last week by adding 17 new transmitters to the four already in service in its French I network. Like its predecessors on FM,

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France IV and France III, the new Paris-Inter chain will provide 95% of the continental French radio audience with high fidelity sound. The few remaining blank spots in FM coverage will reportedly be eliminated later this year with the installation of 10 more relay stations on France I and three more on France III.

Resumes service ▪ The British Broadcasting Corp., which suspended in 1957 radio broadcasts to Portugal, resumed service to that country (half-hour daily) last month with world news, reviews of the British press, and comments reflecting the British point of view on world events.

RFE sets power increase to Eastern Europe

Radio Free Europe announced plans last week to double the power of its signal to its five-country East European target area.

RFE, which operates on a reported $11 million budget, will spend approximately $1.75 million to put four new 250 kw transmitters into operation at its main transmitting station near Lisbon. All of the transmitters, on order from International General Electric Co., are expected to be operating by next April.

The new broadcast operation was contingent upon an agreement recently signed by the Portugese government allowing the increased power and renewing RFE's authority to broadcast from Portugal for 10 years.

C. Rodney Smith, director of RFE, explained that effective penetration of Eastern Europe necessitated higher power because of increased man-made and natural interference. He said that jamming of RFE signals had increased 43% since 1954. The other is a four-year period of "sun spot low," an ionospheric condition which hinders sky wave transmission. RFE is dependent on sky wave transmission in reaching the Communist satellites and hopes to overcome the difficulty with increased power.

More FM in Canada

There are now an estimated 463,000 homes in Canada with FM receivers, according to a tabulation of All-Canada Radio and Television Ltd., Toronto. This is estimated to be 31.5% more than in 1961. The breakdown by provinces shows that more than half the receivers, 239,000, are in Ontario, 132,000 in Quebec, 40,000 in British Columbia, 24,000 in Alberta, 14,000 in Manitoba, 6,000 in Saskatchewan, and approximately 4,000 in each of the four Atlantic coast provinces of Canada.

Canadian sales arm formed by CBS-TV

CBS-TV on June 1 will form a wholly owned subsidiary, CBS Television Network Sales of Canada Ltd., to direct the sale of CBS-TV programs in Canada. The board includes CBS-TV President James T. Aubrey Jr., Vice President Thomas K. Fisher and Willard Z. Estey, Canadian attorney. Officers of the new firm also are CBS-TV executives. CBS also had announced William Cooke as general manager of its subsidiary.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING May 23 through May 28 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw.—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunest. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New TV stations

APPLICATIONS

***Little Rock, Ark.—Arkansas Educational Television Commission.** VHF channel 2 (54-60 mc); ERP 100 kw vis., 50 kw aur. Ant. height above average terrain 1,014 feet, above ground 936.5 feet. P. O. address c/o Thurl E. Tom Tyler, 1010 West Third Street, Little Rock. Estimated construction cost $827,971; first year operating cost $220,500. Studio location Little Rock, trans. location Jefferson Springs. Geographic coordinates 34° 22′ 12″ N. Lat., 92° 10′ 07″ W. Long. Type trans. RCA TT-25CL, type ant. RCA TF-5CL. Legal counsel John C. Doerfer, consulting engineer Willis C. Beecher, both Washington. Principals: **board of commissioners.** Ann. May 22.

Roswell, N. M.—R. H. Parker. VHF channel 10 (192-198 mc); ERP 12.6 kw vis., 6.62 kw aur. Ant. height above average terrain 104 feet, above ground 186 feet. P. O. address 2nd floor, Union Fidelity Life Building, Dallas. Estimated construction cost $152,147; first year operating cost $180,000; revenue $240,000. Studio and trans. locations both Roswell. Geographic coordinates 33° 23′ 51″ N. Lat., 104° 31′ 21″ W. Long. Type trans. RCA TT-2BH, type ant. RCA TF-6AH. Legal counsel Prescott & Prescott, Dallas; consulting engineer W. B. Carr, Fort Worth, Tex. Mr. Parker, sole owner. is VP of life insurance company. Ann. May 28.

New AM stations

ACTIONS BY FCC

Morris, Ill.—Grundy Broadcasting Co. Granted CP for new AM on 1550 kc. 250 w-D. P. O. address Louisiana, Mo. Estimated construction cost $14,077; first year operating cost $48,550; revenue $53,600. Owners are theatre owners **Russell** and **Mildred Armentrout** (each 50%). Chmn. Minow and Comr. Cox not participating; Comr. Lee dissented. Jan. 15, 1962, supplementary initial decision looked toward grant. Action May 22.

Crawfordsville, Ind.—Radio Crawfordsville Inc. Granted CP for new AM on 1550 kc, 250 w, DA-N, unl. P. O. address 311 Ben Hur Building, Crawfordsville. Estimated construction cost $9,937; first year operating cost $42,000; revenue $48,000. **Richard E. Lindsay** (16.7% of WMRI-AM-FM Marion, Ind.) owns two-thirds; **Ralph J. Bitzer** (33⅓% of KGRN Grinnell, Iowa) owns one-third. Chmn. Minow and Comr. Cox not participating; Comr. Lee dissented. Jan. 15, 1962, supplemental initial decision looked toward grant. Action May 22.

Sullivan, Ind.—Sullivan County Broadcasters Inc. Granted CP for new AM on 1550 kc, 250-w D. P. O. address 555 South Seminary Street, Madisonville, Ky. Estimated construction cost $11,300; first year operating cost $36,000; revenue $48,000. **Edgar F. Arnold Sr., Elmer L. Kelley Jr., H. W. Wells** and **Edgar F. Arnold Jr.** (each 25%), all have interest in WFMW-AM-FM Madisonville, Ky. Chmn. Minow and Comr. Cox not participating; Comr. Lee dissented. Jan. 15, 1962, supplementary initial decision looked toward grant. Action May 22.

Lynchburg, Va.—Griffith Broadcasting Corp. Granted CP for new AM on 930 kc, 1 kw-D; pre-sunrise operation with daytime facilities precluded. Estimated construction cost $30,373; first year operating cost $58,-163; revenue $74,553. Principals: **Alfred H. Griffith Sr.** (99.5%) and **A. Hundley Griffith Jr.** and **Mildred Wright Griffith** (each .25%). A. H. Griffith Sr. is attorney; A. H. Griffith Jr. is president of WBCR Christianburg, Va. April 4 initial decision looked toward grant. Action May 28.

Lake Geneva, Wis.—Southern Wisconsin Inc. Granted CP for new AM on 1550 kc, 1 kw-D. P. O. address c/o John F. Monroe

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, May 28

	ON AIR Lic.	ON AIR Cps.	NOT ON AIR Cps.	TOTAL APPLICATIONS for new stations
AM	3,801	43	139	384
FM	1,088	21	101	198
TV	518	60	87	121

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, May 28

	VHF	UHF	TOTAL TV
Commercial	486	92	578
Non-commercial	47	21	68[1]

COMMERCIAL STATION BOXSCORE

Compiled by FCC, April 30

	AM	FM	TV
Licensed (all on air)	3,789	1,078	518
Cps on air (new stations)	51	28	60
Cps not on air (new stations)	128	104	84
Total authorized stations	3,968	1,210	662
Applications for new stations (not in hearing)	232	180	72
Applications for new stations (in hearing)	166	13	48
Total applications for new stations	398	193	120
Applications for major changes (not in hearing)	266	88	41
Applications for major changes (in hearing)	54	3	8
Total applications for major changes	320	91	49
Licenses deleted	0	1	0
Cps deleted	0	1	1

[1]Includes 3 stations operating on unreserved channels.

Jr., 735 North Water Street, Milwaukee. Estimated construction cost $35,473; first year operating cost $45,000; revenue $60,000. Owners are **John F. Monroe Jr., Mary Ellen M. Schmitz** and **Margaret M. Zunick**, each 29.4%, and **Miriam B. Monroe**, 11.8%, all of whom have interest in WSWW Platteville and WCWC Ripon, both Wisconsin. Chmn. Minow and Comr. Cox not participating; Comr. Lee dissented. Jan. 15, 1962, supplementary initial decision looked toward grant. Action May 22.

Madison, Wis.—Air Capitol Inc. Granted CP for new AM on 1550 kc, 5 kw-D, DA. P. O. address Herbert L. Mount, 2040 West Wisconsin Avenue, Milwaukee. Estimated construction cost $23,973; first year operating cost $75,200; revenue $88,088. Owners are **Herbert L. Mount** (26.53%) attorney; **Neil K. Searles** (26.53%) former general manager WFOX Milwaukee; **Frederick A. Wilmanns** (13%); **John E. Dickinson** (13%), and **Gordon D. Adams** (20%). Chmn. Minow and Comr. Cox not participating; Comr. Lee dissented. Jan. 15, 1962, supplementary initial decision looked toward grant. Action May 22.

Existing AM station

APPLICATION

WJNO West Palm Beach, Fla.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. May 22.

Ownership changes

ACTIONS BY FCC

WEAD College Park, Ga.—Granted assignment of license from **College Park Broadcasting** (100%) to **Ruth Sills** (100%), receiver in bankruptcy. No financial consideration involved. Action May 23.

WMAS - AM - FM Springfield, Mass.—Granted assignment of license from **WMAS Inc.** to **Southern New England Broadcasting Inc.**, parent company of WMAS Inc. No financial consideration involved. Action May 23.

WEEL Fairfax, Va.—Granted acquisition of positive control of licensee corporation, **O.K. Broadcasting Corp.**, from **George E. Oleson** (50%) by **Arthur Kellar** (100% after transfer, 50% before). Consideration $125,000. Action May 24.

APPLICATIONS

KFGT Flagstaff, Ariz.—Seeks assignment of license from **E. G. Phillippi** (100%) to **Guy Christian** (100%). Consideration $3,000 and assumption of sales agreement. Mr. Christian is majority owner of KKAN Phillipsburg, Kan. Ann. May 28.

KHOS Tucson, Ariz.—Seeks relinquishment of positive control of permittee corporation, **Grabet Inc. Radio Enterprises**, by **Fred L. Vance** (56 ⅔%) to **Walter J. Stiles** and **Thomas J. Wallace** (each 33⅓% after transfer, 5% before); other ownership remains stable. Consideration $7,750. Ann. May 28.

KDWC(FM) West Covina, Calif.—Seeks assignment of license from **John K. Blanche** and **Joseph D. Worth** (each 50%), d/b as **Pacific-South Broadcasting Co.**, to **Sherman J. McQueen** (18.75%) and others, tr/as **San Gabriel Valley Broadcasting Co.** Consideration $15,000. Mr. McQueen is VP of Foote, Cone & Belding, Los Angeles. Ann. May 22.

KWSL Grand Junction, Colo.—Seeks acquisition of positive control of licensee corporation, **Mesa Broadcasting Co.**, (13,334 shares issued), from **V. A. Buckmaster** (9,375 shares) and **Joe B. Sullivan** (3,125 shares) by **Francis C. Gibbs** (13.334 after, 834 before transfer). Consideration $17,500. Ann. May 23.

WLBE Leesburg-Eustis, Fla.—Seeks transfer of negative control from **Paul A.** (49.1%) and **Sally H.** (.9%) **Husebo** and **Wendell F.** (49.1%) and **Jean T.** (.9%) **Husebo** to P. A. and S. H. Husebo (each 50%). Consideration $50,000. Ann. May 22.

WKRS Waukegan, Ill.—Seeks transfer of control of licensee corporation, **News-Sun Broadcasting Co.**, from individuals to **Keystone Printing Service Inc.**, substantially owned by same persons. No financial consideration involved. Ann. May 23.

KNDR(FM) Des Moines, Iowa—Seeks assignment of license from **New Directions Broadcasting Corp.** to **Charles Funaro** (100%), trustee in bankruptcy. No financial consideration involved. Ann. May 23.

KNIA Knoxville, Iowa—Seeks assignment of license from **Mitchell Broadcasting Co.** to **KNIA Broadcasting Co.**, wholly owned subsidiary of Mitchell. No financial consideration involved.

WNVL Nicholasville, Ky.—Seeks assignment of license from **Pierce E.** and **F. E. Lackey** and **Katherine Peden** (each 33⅓%), d/b as **Nicholasville Broadcasting Co.**, to **Robert P. Joseph.** Consideration is assumption of debt. Mr. Joseph is general manager of WKYB Paducah, Ky. Ann. May 22.

WETT Ocean City, Md.—Seeks assignment of license from **Wett Corp.** to **Ocean City Broadcasting Corp.**, owned by majority owners of Wett. Consideration is assumption of debt. Ann. May 23.

WILD Boston—Seeks assignment of license from **Nelson B. Noble** (100%), d/b as **Noble Broadcasting Corp.**, to **Leonard E. Walk** (50%) and **Bernard M. Friedman** and **James Rich** (each 25%), tr/as **Dynamic Broadcasting Inc.** Consideration $135,000. Applicant owns WAMO-AM-FM Pittsburgh and WUFO Amherst, N. Y. Ann. May 23.

KETV(TV) Omaha—Seeks assignment of license from **Herald Corp.** to **Northwest Agencies Inc.** (contingent on grant of transfer of control of Herald to Northwest). No financial consideration involved. Ann. May 23.

WTLK Taylorsville, N. C.—Seeks assignment of license from **Robert B. Brown** (100%) to Mr. Brown (100%) tr/as **Center Broadcasting Co.** No financial consideration involved. Ann. May 22.

WZIP-AM-FM Cincinnati—Seeks transfer of control of licensee corporation, **Greater Cincinnati Radio Inc.**, from **News-Sun Broadcasting Co.** to **Keystone Printing Service Inc.**; ownership remains essentially stable. No financial consideration involved. Ann. May 23.

WDOT Burlington, Vt.—Seeks assignment of license from **Fortune** and **Anthony Pope** (each 50%), d/b as **Dot Broadcasting Corp.**, to **William A. Hunter** (34%), **John Hunter Jr.** (20%) and others, tr/as **Hunter Broadcasting Inc.** Consideration $110,000. W. A. Hunter is operations and news director of WPTZ-TV Plattsburgh, N. Y.; J. Hunter is assistant VP of trust company. Ann. May 22.

KGMJ(FM) Seattle—Seeks assignment of license and SCA from **Rogan Jones** (41.85% individually and control of additional 52.9% through 85.44% ownership of **International Good Music Inc.**) and others, d/b as **KGMJ Inc.**, to **J. Elroy McCaw** (45%), **A. Stewart Ballinger** (35%) and **H. Dewayne Kreager** and **Willard J. Wright** (each 10%), tr/as **Metropolitan Radio Corp.** Consideration $45,000. Ann. May 24.

WNAM Neenah-Menasha, Wis.—Seeks transfer of control of licensee corporation, **Neenah-Menasha Broadcasting Inc.**, from **S. N. Pickard** (100%) to **James A. McKenna Jr.** and **Hudson Broadcasting Corp.** (each 45%) and **Don C. Wirth** (10%), tr/as **WNAM Inc.** Consideration $450,000. Hudson Broadcasting, licensee of WCMB and permittee of WDTV(TV), both Harrisburg, Pa., is 80% owned by Mr. McKenna; he also owns KEVE and KADM(FM) Golden Valley, Minn., has interest in WAWA West Allis, Wis., and is partner in Washington law firm; Mr. Wirth is manager of WNAM. Also see application below. Ann. May 23.

WNAM Neenah-Menasha, Wis.—Seeks assignment of license from **Neenah-Menasha Broadcasting Inc.** to **WNAM Inc.**; contingent on grant of application above. No financial consideration involved. Ann. May 23.

Hearing cases

INITIAL DECISION

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward (1) granting application of Rockland Radio Corp. for new daytime AM on 1300 kc, DA, with 500 w in Spring Valley, N. Y., conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in docket 14419, and (2) denying applications for new stations on same frequency of Rockland Broadcasting Co. with 500 w, DA, in Blauvelt, N. Y., and Rockland Broadcasters Inc., with 1 kw, DA, in Spring Valley. Action May 28.

DESIGNATED FOR HEARING

■ By memorandum opinion and order, commission designated for hearing applications of Spanish International Television Inc., Progress Broadcasting Corp., Bartell Broadcasters Inc. and Trans-Tel Corp. for new UHF TV stations on channel 37 in

Paterson, N. J. WPIX Inc., licensee of WPIX (ch. 11) New York, which opposed Trans-Tel Corp.'s application on grounds of economic injury, was made party to proceeding. Memorandum opinion also provides that no final authorization will be issued in proceeding until termination of rulemaking in Doc. 15022 which proposed to delete channel 37 from broadcast service until Jan. 1, 1968, in area within radius of 600 miles of radio astronomy site in Danville, Ill., and to restrict transmission of stations on that channel beyond 600-mile limit between hours of midnight and 7 a.m. local time until Jan. 1, 1968. Chrm. Minow dissented and issued statement; Comr. Bartley dissented and voted to defer action; Comr. Henry concurred and issued statement. Action May 23.

OTHER ACTION

■ By order, commission granted petition by Broadcast Bureau and extended time to June 3 to file application for review of Review Board's April 17 decision which granted application of Wilkes Broadcasting Co. for new daytime AM on 1520 kc, 5 kw, reduced to 1 kw during critical hours, in Mocksville, N. C. Action May 27.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order in proceeding on applications of D & E Broadcasting Co. and Great State Broadcasters Inc. for new AM stations in San Antonio, Tex., in Docs. 14567-8, granted motion by Broadcast Bureau (in which Eloy Centeno, 98% owner of stock in Great State, joins) and reopened record and enlarged hearing issues to determine (a) whether Centeno has knowingly engaged in importation of horses into U. S. in violation of Tariff Act of 1930, or has through his agents or employes accepted and transported horses which he knew, or should have known, were imported into U. S. in violation of Tariff Act of 1930; and (b) in light of evidence adduced, whether Great States has requisite character qualifications to be licensee of commission. Action of May 22.

■ By memorandum opinion and order in consolidated proceeding on applications of Marshall Broadcasting Co. and Wright Broadcasting Co. for new AM stations in Marshall and East Lansing, respectively, both Michigan, in Docs. 15017-8, (1) granted in part Marshall petition and enlarged hearing issues to determine facts and circumstances relating to filing of Wright application, with particular reference to whether persons named in its application are real parties in interest and whether application was filed for principal or incidental purpose of delaying or obstructing establishment of standard broadcast facility at Marshall, and whether, in light of facts adduced, Wright is qualified to be licensee of station; (2) denied Wright motion to delete hearing issue 2; and (3) made Triad Television Corp. (WALM), Albion, party to proceeding. Action May 22.

■ By memorandum opinion and order in proceeding on application of Pinellas Radio Co. for new AM in Pinellas Park, Fla., in Doc. 14692, (1) denied petition by Cherry Broadcasting Co. (WDBO), Orlando for enlargement of issues, and (2) dismissed as moot motion by WDBO to strike paragraph in Pinellas April 19 opposition. Action May 22.

■ By memorandum opinion and order in proceeding on applications of International Broadcasting Corp. and Mauricio Alvarez-Martin for new AM stations in Carolina, P. R., approved agreement whereby International would reimburse Alvarez-Martin in return for his withdrawal; dismissed application with prejudice; and retained in hearing status International application. Action May 22.

■ In proceeding on application of Beamon Advertising Inc. for new AM in Dangerfield, Tex., in Doc. 14964, granted its petition and extended to June 3 time to file opposition to Mt. Pleasant Broadcasting Co. petition to enlarge issues. Action May 22.

■ Scheduled oral argument for June 25 in proceeding on AM application of Birch Bay Broadcasting Inc. (KARI), Blaine, Wash. Action May 22.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

■ Granted petition by Broadcast Bureau and extended time from May 27 to June 3 to file proposed findings of fact and conclusions and, on own motion, extended time to June 24 to file replies in consolidated AM proceeding on applications of Salem Broadcasting Co. (WJBD), Salem, and Leader Broadcasting Co., Edwardsville, respectively, both Illinois. Action May 27.

■ Designated Examiner Forest L. McClenning to preside at hearing in proceeding on application of Hershey Broadcasting Inc. for new AM in Hershey, Pa.; scheduled prehearing conference for June 25 and hearing for July 17. Action May 24.

■ On own motion, and with agreement of all parties in proceeding on applications of Marshall Broadcasting Co. and Wright Broadcasting Co. for new AM stations in Marshall and East Lansing, respectively, both Michigan, in Docs. 15017-8, revised certain procedural dates and ordered hearing on July 9 as scheduled. Action May 24.

■ Ordered that Examiner David I. Kraushaar, in lieu of Examiner Asher H. Ende, will serve as presiding officer in proceeding on applications and Sands Broadcasting Corp., Hoosier Broadcasting Corp., and Independent Indianapolis Broadcasting Corp. for new AM stations in Indianapolis. Action May 22.

■ Ordered that Examiner Millard F. French, in lieu of Examiner Asher H. Ende, will serve as presiding officer in proceeding on application of Bigbee Broadcasting Co. for new AM in Demopolis, Ala. Action May 22.

■ Designated Examiner Thomas H. Donahue to preside at hearing in proceeding on AM application of James S. Rivers Inc. (WJAZ), Albany, Ga.; scheduled prehearing conference for June 21 and hearing for July 30. Action May 21.

■ Designated Examiner Arthur A. Gladstone to preside at hearing in proceeding on application of O. L. Withers for new AM in Woodburn, Ore.; scheduled prehearing conference for June 24 and hearing for July 29. Action May 21.

■ Designated Examiner Isadore A. Honig to preside at hearing in proceeding on AM application of O. K. Broadcasting Corp. (WEEL), Fairfax, Va.; scheduled prehearing conference for June 27 and hearing for July 25. Action May 21.

By Hearing Examiner Basil P. Cooper

■ Pursuant to agreements reached at May 22 prehearing conference in proceeding on AM application of Wells, Waller & Ballard Inc. (KEBE), Jacksonville, Tex., continued June 25 evidentiary hearing to June 27. Action May 22.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by Broadcast Bureau and extended from May 20 to May 24 time to file proposed findings and conclusions in proceeding on AM applications of Smackover Radio Inc., Smackover, and Magnolia Broadcasting Co. (KVMA), Magnolia, both Arkansas. Action May 21.

■ In proceeding on AM application of Beardstown Broadcasting Inc. (WRMS), Beardstown, Ill., (1) granted applicant's petition for leave to amend so as to either eliminate or render nominal matters now designated for hearing, (2) accepted for filing amendment to which petition relates, (3) removed amended application from hearing and returned to processing line, and (4) cancelled May 22 conference and June 24 hearing. Action May 21.

By Hearing Examiner Millard F. French

■ In proceeding on application of Brush Broadcasting Co. for new AM in Wauchula, Fla., continued May 22 date for further exchange of exhibits to date ten days subsequent to receipt by parties of transcript of testimony taken in Wauchula. Action May 21.

By Hearing Examiner Walther W. Guenther

■ On own motion, scheduled further hearing conference for May 31 in proceeding on application of Bay Shore Broadcasting Co. for new AM in Hayward, Calif. Action May 24.

By Hearing Examiner Isadore A. Honig

■ By order formalized certain procedural agreements reached at May 21 prehearing conference in proceeding on AM application of Delaware Valley Broadcasting Co. (WAAT), Trenton, N. J., scheduled certain procedural dates, ordered hearing to commence as scheduled June 24, and, on own motion, relieved Delaware Valley of any obligation to exchange copies of its proposed exhibits with Federal Aviation Agency. Action May 21.

By Hearing Examiner Jay A. Kyle

■ Granted petition by Broadcast Bureau and extended time from June 3 to June 12 to file proposed findings in proceeding on application of Geoffrey A. Lapping for new AM in Blythe, Calif. Action May 27.

■ Granted request of Redding-Chico Television Inc. and ordered that lists of witnesses it desires shall be furnished Northern California Educational Television Association Inc. on June 10, and continued June 3 hearing to June 17 in proceeding on their applications for new TV stations on channel 9 (Northern Calif. would operate noncommercially), in Redding, Calif. Action May 27.

■ Pursuant to May 20 hearing conference in proceeding on application of Geoffrey A. Lapping for new AM in Blythe, Calif., scheduled further hearing for May 31 in Washington. Action May 20.

By Hearing Examiner Forest L. McClenning

■ Granted petition by Port Chester Broadcasting Co. for leave to amend its application for new AM in Port Chester, N. Y., to change proposed hours of operation from unl. time to daytime only. Action May 22.

■ Granted petition by Abacoa Radio Corp. and continued certain procedural dates, and rescheduled July 16 hearing for July 23 in proceeding on its application and that of Ponce Broadcasting Corp. for new AM stations in Arecibo and Cayey, respectively, both Puerto Rico. Action May 21.

■ Granted motion by Big Bear Lake Broadcasting Co. and continued May 23 prehearing conference to June 24 in proceeding on its application for new AM in Big Bear Lake, Calif. Action May 21.

By Hearing Examiner Chester F. Naumowicz Jr.

■ By order, formalized certain agreements reached and rulings made at May 23 and 24 hearing sessions in proceeding on AM application of Denver Area Broadcasters (KDAB), Arvada, Colo., scheduled certain procedural dates and ordered hearing to reconvene on July 9. Action May 27.

■ Granted petition by Broadcast Bureau and extended from May 24 to June 4 time to file proposed findings in proceeding on application of William S. Cook for new AM in Colorado Springs. Action May 24.

■ Upon request by Broadcast Bureau, continued Sept. 10 hearing to Oct. 2, in Cheyenne, Wyo., in proceeding on applications of Charles W. Stone for renewal of license and for change of facilities of KCHY Cheyenne, and Fort Broadcasting Co. for renewal of license of KDAC Fort Bragg, Calif., in Docs. 14816 et al. Action May 24.

■ In proceeding on AM application of Southwestern Broadcasting Co. of Mississippi (WAPF), McComb, Miss., continued May 27 hearing to May 28. Action May 22.

By Hearing Examiner Herbert Sharfman

■ Granted motion by Coastal Broadcasters Inc., Herndon, Va., and extended time from May 22 to May 29 for preliminary exchange of engineering exhibits in proceeding on its AM application, et al., in Docs. 14873 et al. Action May 27.

■ Upon request by Broadcast Bureau and without objection by other parties in revocation proceeding against Martin R. Karig (WIZR), Johnstown, N. Y., and other Karig and related applications in Docs. 14617 et al., further extended from May 24 to May 28 time to file initial proposed findings and from June 7 to June 11 for replies. Action May 24.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by Chesapeake Broadcasting Corp. (WASA), Havre de Grace, Md., and continued certain procedural dates and rescheduled June 5 hearing for June 24 in proceeding on its AM application and that of Accomack-Northampton Broadcasting Inc. (WESR), Tasley, Va. Action May 27.

■ Granted petition by Broadcast Bureau and extended time from June 7 to June 17 to file proposed findings and conclusions, and to July 5 for replies in proceeding on applications of Valparaiso Broadcasting Co. and Porter County Broadcasting Co. for new AM stations in Valparaiso, Ind. Action May 24.

■ Received in evidence exhibit 23-A of Porter County Broadcasting Co. and closed

Continued on page 97

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) ***(FINAL DEADLINE—Monday preceding publication date.)***

- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.***
- **DISPLAY ads $20.00 per inch—*STATIONS FOR SALE, WANTED TO BUY STATIONS* and *EMPLOYMENT AGENCIES advertising requires display space.***
- **All other classifications 30¢ per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Southern California, immediate opening for solid salesman, capable of management, with top station multiple chain. Good starting salary. Box G-12, BROADCASTING.

Managers, small and major market manager vacancies in established eastern group operation. . . Prime consideration to successful sales managers with programing community service appreciation, excellent character and ambition to advance. Send full details. Box G-235, BROADCASTING.

Sales manager or salesman with qualifications, large midwest market. Box G-291, BROADCASTING.

Southwest manager for small single market station. Strong on sales, first phone, some investment preferred. Rapidly growing market. Salary, profit sharing opportunity. Good references essential. Box H-18, BROADCASTING.

Immediate opening for general manager of a Texas station. The opportunity is waiting for the right man. Send background and full information in first letter to Box H-25, BROADCASTING.

Manager sales manager upper midwest city of 30,000. Competitive. Agriculture important to market. Compensation geered to profits. Send resume to Box H-69, BROADCASTING.

Sales

Columbus, Ohio . . . Immediate opening for good salesman, management experience or ready. Top independent. Growing chain, good salary plus. Please write fully. Box G-13, BROADCASTING.

Announcer for established, successful good music station San Francisco Bay area. First class license essential. Good voice important. Send tape. Knowledge of classical music, ability to handle news helpful. Permanent position with definite management potential. Maintenance not important. Good board performance essential. Ideal living conditions. Good salary for right man. This is addition to present staff. Must have minimum two year experience on quality station. No beginners. Give full details including educational background first reply. Preference to Northern California resident. Box G-199, BROADCASTING.

Michigan regional in medium market. Opening for salesman with year or more small or medium market experience who wants to move to larger market and larger income. Replies confidential. Give full details and photo. Box G-258, BROADCASTING.

Rockford Illinois metropolitan market has lucrative position for experienced radio salesman, full of ideas and energy. Opportunity for real solid income with a solid established operation. Family man preferred. Guarantee, 20% commission, car allowance. All replies confidential. Box G-310, BROADCASTING.

Salesman-announcer to operate remote studio in county seat town of 5000. Midwest. Send resume and tape. Box G-368, BROADCASTING.

Salesman announcer. Not necessarily executive type just hard worker. $600 per month plus commission total station gross for right man. Box H-59, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Expanding sales force. Need young fast-moving, intelligent salesman. Must have implicit faith in prolific presentation or spec sales tapes. No phone calls. Mail resume, in confidence to, Bill Gallagher, Jr., General Sales Manager, WPIK, Virginia Theatre Building, Alexandria, Virginia. WPIK serves the greater Washington D. C. area with adult programing.

Announcers

Experienced staff announcer for Maryland independent. Mature voice, good references, necessary. Send air check and resume. Box G-250, BROADCASTING.

Newsman to gather, write, and air local news. Midwest. $110/send tape, resume and photo to Box G-255, BROADCASTING.

Want stable combo man who can enjoy small town. Alabama regional station, emphasizing quality. Want man with knowledge of RCA equipment, and good voice. Send resume, picture, tape, references and salary needs to Box G-317, BROADCASTING.

First phone engineer-announcer. Chicago fm station maintenance-announcing required. Send tape-resume. Box G-347 BROADCASTING.

New eastern seaboard daytimer needs experienced announcer-engineer with first phone. Box G-357, BROADCASTING.

Needed: Experienced announcer and control board operator for Western North Carolina station, news, all types music. Box G-358, BROADCASTING.

Experienced announcer newsman for New Jersey independent. Salary commensurate with ability. Box G-362, BROADCASTING.

Experienced announcer for 5000 watt network station in western state. $90 per week to start, with fringe benefits. Give complete details of yourself and tape in your first letter. Box H-56, BROADCASTING.

A Broadcast journalist with a mature voice who is skilled at gathering, writing, and broadcasting radio news. Hard, challenging work. Box H-62, BROADCASTING.

Wisconsin early morning first phone, permanent position for farm oriented announcer with good voice. Box H-70, BROADCASTING.

Good announcer with first phone for network station in Idaho. Starting salary according to ability. Our staff knows of this ad. Box H-57, BROADCASTING.

Experienced radio announcer for midwest radio tv operation. Air resume and tape. Box H-77, BROADCASTING.

Experienced, dependable announcer. Send tape, resume, photo, salary. KLIC, Monroe Louisiana.

KLIX, a 5000 watt network station in Twin Falls, Idaho needs an experienced announcer. Contact William R. Vogel, WGNS, Murfressboro, Tennessee.

Newsman with 1st phone for metro east coast indie. No maintenance. Basis plus talent. Heavy emphasis on local news. Send tape and background to Box H-6, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Outstanding midwest market wants you! Benefit loaded station needs most happy fellow to meet and beat tough competition. Maturity is fine, experience essential. Rush tape, background information and salary expected. Box H-4, BROADCASTING.

Need two. Announcer $412 per month. Newsman $450 per month. KBRZ, Freeport, Texas.

Opportunity married staff announcer. Outline experience. RADIO KFRO, Longview, Texas.

Experienced announcer dependable know pop and country music, strong on news and commercials. Willing to adjust top operation and area. (Know it alls and smart alecks need not apply.) Immediate position contact Jim Risner Owner, Manger, KRMS, Osage Beach, Mo.

On air newsman with thorough news background. 40 hours. Opening in August. Send complete information, recent photo and salary requirement in first letter to Michael Dillion, PGM. Dir. KOB Radio, 1430 Coal SW, P. O. Box 1351, Albuquerque, New Mexico.

KWTX radio wants two mature, experienced announcers for adult music, locally oriented news and sports operation. Prefer men with southwest background. Some tv also. Send tape, letter and recent photograph to Frank Fallon, P. O. Box 7128, Waco, Texas.

Immediate opening at station KOH, Reno and KBEE, Modesto. First FCC ticket required. Permanent position, excellent company benefits. Apply in person or send detailed resume to station managers or personnel department, McClatchy Broadcasting Co., 21st and Q, Sacramento, California.

Suburban Chicago. Combo first class. Permanent. Tape complete information now. WEAW, Evanston, Illinois.

New Jersey experienced announcer newsman for adult music station. Send preliminary tape, resume. Interview required. WHTG, Rt. 1, Asbury Park.

Announcer news. 1st ticket. No maintenance. Daytime mutual, good opportunity with growing organization. Salary open. Send tape and resume to WJUD, St. Johns, Michigan.

First opening in four years. Middle of road, with ambition leading toward management. First phone preferred. Salary open. Send tape, resume, and references to Boyce Hanna WADA, Shelby, North Carolina.

Immediate need for 1st class radio engineer. State salary requirements and qualifications other phases or radio. Write Dwight Snyder, Manager, WCKM, Winnsboro, South Carolina.

Modern Negro disk jockey for morning spot. Must be able to do bright, tight production show. A growing station in one of the top markets. First class license preferable, not necessary. Good pay. Please send tapes and resumes to James Psihoulis, WZUM, Pittsburgh, 5, Pa.

Immediate opening for morning man, capable on news, sports and announcing. Send tape, and resume, WDDY, Gloucester, Virginia.

DJ's learn the professional way to introduce a record. 300 interchangeable, intelligent intros by excellent writers for vocals and instrumentals. $3.95 Broadcast Intros, 975 North 35th, Milwaukee 8, Wisconsin.

Help Wanted—(Cont'd)

Technical

Growing chain wants capable First Class engineer for Phila. area station. Ideal atmosphere for good man. Many fringe benefits. Personal interview essential. Tell all, including salary requirements to Box G-340, BROADCASTING.

Chief engineer midwest directional AM. Some announcing ability and production experience preferred. Box H-28, BROADCASTING.

Kentucky daytimer needs first class engineer. State salary requirements and earliest available date. Box H-63, BROADCASTING.

An opportunity in Phoenix, Arizona for a sound recording technician. Must have wide experience recording on tape, disc and film, mixing, dubbing and technical background in recording techniques, understanding and know how of recording problems. Background in radio, television recording and motion pictures, with administrative and executive abilities to head and develop sound recording facility of expanding industrial motion picture producer. Box H-76, BROADCASTING.

Engineer announcer capable of assuming complete responsibilities of studio engineer, and, willing to work with our transmitter engineer. Also must carry some air work. Send complete resume, tape, and references to KPEG, E. 3810 Boone, Spokane 24, Washington.

Engineer. Some experience. Salary open. WVOS, Liberty, New York.

Top chief engineer position available immediately in Puerto Rico, for going successful tv am fm operation. Will meet salary requirements of right individual. Apply by letter sending resume of experience and other details to Mr. F. Pons c/o Lamborn 99 Wall Street, New York 5.

Southern California major metro area adult kilowatt must have competent engineer who can handle all maintenance and repairs and who has good air personality with plenty of announcing experience. Do not apply unless able to handle all engineering chores. Bonus pay for best announcer. Climate free. Call Ron Zimmer. Area Code 714. Phone number 686-0260.

Chief engineer announcer. Non directional 1 kw CBS affiliate. Light air shift. Resume and salary requirements to KBIZ, Ottumwa, Iowa.

Need transmitter engineers in Wichita Falls Lawton area. Permanent positions. State salary requirements and experience. Box 1053, Wichita Falls, Texas.

Two engineers with first phone, one for chief, salary open. Contact Richard Wright, WTTF, Tiffin, Ohio.

Production—Programing, Others

Number one midwest independent is looking for an experienced production announcer, creative and capable of writing agency type copy. Send written examples, tape, salary requirements, and complete resume to Box H-32, BROADCASTING.

Wanted director of programing to take charge of model all new FM operation in Kenosha Wisconsin. Contact Bill Lipman. WLIP.

Sports director, some staff. Considerable play by play. KHAS, Hastings, Nebraska.

Lousiana, experienced announcer for morning shift on adult, popular music station. Call collect, manager KSYL-NBC, Hillcrest 2-6611, Alexandria, Louisiana.

Help Wanted—(Cont'd)

Production—Programing, Others

WTAR Radio-television Norfolk is expanding public affairs and news department. Immediate need for experienced radio television newsmen. Emphasis on imaginative reporting plus solid writing and editing abilities. Opportunity for creative work in news and public affairs documentary programing in southeast's fastest growing area. Contact Clayton Edwards, News Director, WTAR, 720 Boush Street, Norfolk, Virginia. Telephone: 625-6711.

RADIO

Situations Wanted—Management

Broadcaster, 27 married. 10 years experience. Award winning newscaster, programer, production, continunity. Limited sales. Desires small station operations directorship. References excellent. Box G-335, BROADCASTING.

13 years broadcasting experience. Past station manager. 32, family, college grad. First phone. Box G-359, BROADCASTING.

General manager. Large market. For sale a pretty fair track record built on ability, hard work, a lot of luck and via not too many pasture changes. Box H-1, BROADCASTING.

Experienced Carolina manager-salesman desires association with growth and stability station in Virginia or two Carolinas. Box H-11, BROADCASTING.

Management or pd with management future, for hard work and ability. 8 years experience management, programing, announcing, continuity, sales, all references. College veteran family. 30. Box H-14, BROADCASTING.

Attention S. C. or Ga., Alabama, Florida stations. Working manager strong on local, regional sales, promotions. 17 years 7 management desires small or medium market. Best references. Box H-15, BROADCASTING.

Manager, midwest preferred. Radio experience small market to #2, includes programing net owned 50 kw launching cp's. Former owner. Adult operations only. Box H-19, BROADCASTING.

Not distress merchandise. Honest, sharp, hard working radio tv executive with unusual flair for creative sales. 6 years multiple station experience prior to present radio management post. Property sold. Considering all offers. Final decision will depend on owner's reputability. Your references must be as excellent as mine. Confidential. Box H-30, BROADCASTING.

Experienced manager currently operating successful station in competetive market. Strong on sales, programing, promotion. Looking for advantageous change in medium sized market. No time urgency. Let's get acquainted. Box H-31, BROADCASTING.

Currently manager, seek manage or operations manager position. Young, aggressive—10 years experience. Good record as program director, news director, sales manager and manager. Small or medium market. Box H-43, BROADCASTING.

Sales

D.J. wants to swing. 1 year middle of the road experience. Single. Box G-326, BROADCASTING.

Top flight executive level broadcast salesman available. Eastern college graduate package goods and retail sales oriented, manufacturer and agency advertising background. Knows tv and radio production. New York and Boston business experience 38 years old leader of family of five needs late teen financial prospect in northeast location. Aggressive direct sales type. "You don't need an advertising agency—I am one." However also effective with agency execs. No cut rate—priced to sell for you fast. Currently with top 50,000 watt radio New York. For further names, places and sales sucess status, Box H-78, BROADCASTING.

Situations Wanted—(Cont'd)

Announcer

D.J./announcer wants to locate permanently. 6 months experience middle of the road. Tight board, young, married, dependable. Also like to do record hops. Available June 15. Minimum $75. Box G-350, BROADCASTING.

5 years experience. DJ announcer, morning man. Northeast, family man. 31. Box G-363, BROADCASTING.

Happy, energetic rock sound. Pied piper teen rockers in small market. Modern delivery. Best references. Box G-197, BROADCASTING.

Disc jockey newscaster, young, experienced, can do play by play baseball. Will locate anywhere for right offer. Box H-10, BROADCASTING.

Graveyard shift open? Young, versatile announcer seeking night work. Hard worker, dependable, ambitious. Commercial background. Good play by play man. Three years managerial experience in college. No tape collectors. Interview a must. Prefer midwest. Any format. Best of references. Can relocate June 10. Box H-13, BROADCASTING.

This morning personality maintains a number one rating with middle music policy against all types of competition. Something a little different. Box H-16, BROADCASTING.

Experienced announcer/dj dependable, versatile, young, single. Authoritative news, knows top 40 and middle of road. Box H-17, BROADCASTING.

Experienced top 40 personality with emphasis on production skills. College background, tight, fast, swinging production. News experience, want larger market. Box H-22, BROADCASTING.

Fast, smooth, funny pro wants to spend a long time with a solid, responsible organization in medium to major market with major university. My ad lib is my product. Lots of good background, references and love for money. Educated. No problems. Box H-24, BROADCASTING.

Personality dj, first phone, tight production, ready to move up. Box H-27, BROADCASTING.

Announcer, 21 single, ½ year experience. Phone 313-838-6418.

Boston. Experienced announcer desires position while attending college. Box H-33, BROADCASTING.

Seasoned announcer, sixteen years radio-tv. Congenial personalble, authoritative. Box H-34, BROADCASTING.

Personality. First phone. Best references. Available immediately. Box H-36, BROADCASTING.

Professional attitude, experienced radio/tv announcer/interviewer/dj. Limitless ambition. College graduate, married. Desire combination radio/tv position medium eastern market. Box H-41, BROADCASTING.

Desire to relocate in Arizona. 12 year veteran of radio as dj personality writer, producer and pd. Box H-45, BROADCASTING.

West coast only: Major midwest market dj 1st phone. Nine years experience all phases. Wants tight top tune swinger. Married, family references. Phone 309-342-0609, or write. Box H-46, BROADCASTING.

Sportscaster you don't want me, I'm not an alcoholic. I believe in mature, conscientious work, loyality to my employer; in working at my profession instead of playing politics on a golf course. Ten years radio and tv major college football and basketball. Two years professional basketball, three years major league baseball and top references. What's happened to the industry? Aren't these qualifications wanted today? If so, I'm available July first. Box H-50, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Looking for reliable experienced announcer? I'm your man! 15 years in radio and television. Now doing both. Need growing market. Box H-51, BROADCASTING.

Florida any price. Top sports, good news-music. 7 years experience. Box H-54, BROADCASTING.

Male dj seeks girl partner for comedy radio show. Minimum 3 years experience. Must be funny, funny, funny! Voices helpful. Phone No. DR 6-7261 (area code 201) or tape to Box H-64, BROADCASTING.

Energetic, enthusiastic young man wants job with strong, small outfit. Runs tight board, works hard. Available immediately. Prefers midwest, but will travel. Air checks resume, references. Box H-65, BROADCASTING.

Young man, 21, married announcer and dj, good voice; ½ year experience, programs, C & W, R & B, top 40 material. Seeks day hours. Desire to move up. Will move. Box H-66, BROADCASTING.

What is my forte? A casual, nostalgic "man next door" show. Voice to go along. Now in large market. Desire to relocate. All offers considered. $110 minimum. Box H-72, BROADCASTING.

Dick Reynolds . . . want small market anywhere. Some experience. References, tapes, any music. News, tight, bright, hard worker. Some college. Available now. Call—313-234-8049. Or write 314 Josephine, Flint, Michigan.

First class combo man, wants change. Prefer central or eastern North Carolina. Ready by June 30. Write P. O. Box 1096, Elizabethtown, North Carolina.

Announcer, dj excellent on news, young, personable, ambitious. Will locate anywhere. Broadcasting school graduate. Tape available. Robert Bartels, 830 South Michigan Hotel, Chicago 5, Illinois.

Sparkling first phone morning man. Presently chief engineer and chief announcer. 10 years experience all phases. Interested in learning sales your way. Box H-74, BROADCASTING.

Ben Casey can't perform your operation as well as I can. Experience, tight board, showmanship. Box H-75, BROADCASTING.

Announcer d.j. experienced. Bright happy personality. Authoritative news. Willing to travel. Box H-79, BROADCASTING.

Technical

Presently tv chief. Available immediately. 10 years experience. Looking for security. Prefer no announcing. 4021 South Grand Blvd. Spokane 36, Washington MA-4-1656.

First phone, beginner, career type, afternoons, Kansas City vicinity, GL 2-8063. Box G-95, BROADCASTING.

First phone. Transmitter position. Some fm exp. Western states area, will consider others if good opportunity. Box G-344, BROADCASTING.

Engineer, first phone, experienced, seeks summer position N.Y.C. area. Box H-7, BROADCASTING.

Transmitter technician first phone, about to retire wants part time job. New Jersey or central Ohio. Box H-9, BROADCASTING.

First phone announcer. Some college and technical school training. Prefer large or medium size city. Box H-20, BROADCASTING.

Engineer announcer nine years experience maintenance news, country music wants position Louisana, east Texas, Arkansas, Oklahoma. 665-5221 Denhan Springs, Louisiana. Nights. Hamp Clark.

Situations Wanted—(Cont'd)

Technical

Am presently a member of one of nation's metropolitan radio/tv news staffs, writing, airing local news, doing beep, soft, phone shows, specials. Seek better personal situations, or change including entertainment variety. Will visit sincere parties. Box H-49, BROADCASTING.

Chief engineer. Will assume complete responsibility for technical operation of am-fm-tv station, or group of stations. Experienced to 50 kw with directional antenna systems. Now on east coast, will relocate. Prefer salary with stock arrangement. Box H-80, BROADCASTING.

Former field engineer for a well known consultant. Experienced in all phases of studio and transmitter engineering. Seeking a position as field engineer, working chief, or in construction and maintenance. Box H-37, BROADCASTING.

Situation wanted as engineer in small tv, fm or am station in western Montana, Idaho or eastern Washington. First class FCC with 12 years experience. Resume will be furnished. 2135 Martin Avenue, Dayton 14, Ohio.

Chief 11 years experience, all phases including sales. Good announcer. Directional am and fm, constructed 4 stations. Run middle of the road show, know classics. Last two years in Chicago radio. Call anytime before 3 p.m. Walt Adams 312-662-0515. 2020 Linden. Waukegan, Illinois.

Production—Programing, Others

"Experienced news director with radio and television experience. Looking for right opportunity. Good credit, good references, college, sober, single. Needs job now. Will travel. Dick Harris 5628 16th Ave. S. Minneapolis, Minn. Phone 612-TA-4-2507.

Key man for locked door! 15 years major markets drive time personality, creative, production program director. Desires responsible position. Employed. Box G-307, BROADCASTING.

Program director. Airman loves long hours, broadcasting money. 14 years experience. Top references New England Middle Atlantic. No rock. Immediate move. Box H-73, BROADCASTING.

College grad., married, 5 years experience. Can do writing, tight morning shift, intelligent strong news. Character voiced commercials, promotion minded and likes to sell good sound. Not a drifter. Box H-55, BROADCASTING.

News director. College radio tv major. 3 years experience, gathering, writing, airing. Family man seeking permanency in larger city, 100,000 plus. $135 minimum. Box H-67, BROADCASTING.

TELEVISION

Help Wanted—Announcers

Announcer. Experienced. Southwest leading network. Above average talent opportunities. Excellent benefits. Send resume, pic, tape or VTR. Box H-52, BROADCASTING.

Newsman experienced to head tv news department. Position available immediately. Call Len Cane, WPTZ-TV, Jordan L-5555, Plattsburgh, New York.

Technical

First phone engineer for studio operation and maintenance. Immediate opening southeastern city 50,000. Experience desirable, not essential. Box H-21, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Supervisory engineer small tv station in midwest performer, children's program. E. M. Sears, Personnel Manager, Sarkes Tarzian Inc., E. Hillside Drive, Bloomington, Indiana.

Florida-chief engineer experienced in studio, transmitter, and vtr operation and maintenance. Needed soon for etv station. Channel 7, Box 7, Jacksonville, Florida. Phone 389-3674.

Production—Programing, Others

Producer director . . . fully experienced, well trained tv producer director; full time position with established etv stations. College graduate, M.A., or work towards it, preferred. Contact Otto Schlaak, Manager WMVS, Milwaukee, Wisconsin.

Television artist wanted by station located in N.E. Should be experienced in all phases of art work utilized in tv slides, set design, and construction requirements newspaper ads sales, promotion presentations etc. This is a fine opportunity for a person who is creative and looking for a challenge. Send resume to Box H-5, BROADCASTING.

Continuity director. Must know station operations. Capable of taking over in highly competitive s.w. market. Salaried. 400 month. Box H-53, BROADCASTING.

TELEVISION

Situations Wanted—Management

Advertising and promotion manager. Experienced young man, college grad, vet, offers you creative advertising talent plus practical experience with all major media. He's looking for a station that believes strongly in merchandising and where responsibility and hard work provide a challenge. For resume, references, write: Box H-42, BROADCASTING.

Operations manager: Presently employed. Thirteen years experience medium major market tv. Seeking change for valid reasons. Capable, ambitious, strong engineering and administrative background; directing programing, production FCC, Labor negotiations, etc. For resume write. Box H-48, BROADCASTING.

Announcers

Newsman writer announcer available immediately. 14 years experience New England. Middle Atlantic references. Box H-61, BROADCASTING.

Versatile, ambitious radio tv announcer desires more lucrative market. College grad, married. 7 years experience. Strong on news and play by play. TV sales experience. Will relocate anywhere. Box H-68, BROADCASTING.

Professional tv announcer — experience sales, traffic, design, production, presently have nine top rated live shows per week with Canadian network station. Commercials scripted and ad lib. Wish to relocate with view to responsible management position. Married. Three children. Brochure. film on request. Box G-338, BROADCASTING.

Technical

Have you opportunity for engineer with 12 years television experience including color, planning, construction? Last 4 years asst. chief. Box G-364, BROADCASTING.

Midwest, 1st phone. 4 years am and fm announcing experience. Dependable, married. Box H-35, BROADCASTING.

Former field engineer for a well known consultant. Experienced in all phases of studio and transmitter engineering. Seeking a position as field engineer, working chief, or in construction and maintenance. Box H-37, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Assistant studio maintenance supervisor for last 8 years seeks relocation for greater opportunity. 11 years tv experience. Good references. Box H-40, BROADCASTING.

Assistant chief wishes to relocate. Experience, administrative, construction, maintenance, proof of performance, video tape, color, remotes, etc. Sharp. Box H-71, BROADCASTING.

Production—Programing, Others

Experienced, employed television announcer, newsman. Desires advancement; announcer, news, programing, married. Box H-44, BROADCASTING.

News director. Highly successful major market record. Top rated on the air delivery, proven administrative ability, award winning news photographer. Extensive special events and public affairs programing experience. Best references include current employer. Kine available. Box H-12, BROADCASTING.

For Sale

Equipment

Gates 250 C-L used working when removed from service. Gates Model 2700 limiter (modified as is, used). Gates model 25A automatic frequency control unit. Two each 1400 kc Biley crystals (in ovens). Total price for all $450. Box H-58, BROADCASTING.

One surplus 3M video splices available. One or two splices in an hour reel. Unable to use due to client requiring unspliced tape. Box H-60, BROADCASTING.

Ampex VR-1000 spare parts. Send for list. Karl Troeglen, KCMO, Broadcasting, Kansas City, Mo.

Used UHF 1 kw RCA Transmitter excellent condition, immediate delivery, a bargain. WCET, 2222 Chickasaw Street, Cincinnati 19, Ohio.

Tower Stainless type G-17 Guyed, Galvanized 200 feet with lighting, 1 choke, PE Cell. 6 years old. Down, ready to ship. $750 KPER, Gilroy, California.

1000 watt Western Electric transmitter model 443-A-1. Now tuned to 1050 kc. Good working condition. Best offer. WPAG, Ann Arbor, Michigan.

Xmission Line; Teflon insulated, 1⅝" rigid. 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for $40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

Television / radio transmitters, monitors cameras, microwave tubes audio monitors. Electrofind, 440 Columbus Ave., N. Y. C.

Two Dumont TA-124-A cameras, working condition, less tripods and tilt heads. Best offer. Box G-331, BROADCASTING.

One G.E. color film scanner, new '58. Includes two Eastman-Kodak model 300 continuous motion projectors in excellent condition. Also includes a dual 8 slide disc slide system. Also includes preview facilities for film and slides. Is currently in regular use and well maintained. Ideal way to get into color film and slides inexpensively. $27,500. Box H-8, BROADCASTING.

⅞" Coaxial cable, Andrew Heliax. Black sheath covered. Never used. 85¢ per foot fob El Cajon Electronic Engineering, P. O. Box 012, San Diego 15, California.

Eighty five 20 ft. sections of Prodelin UHF 3⅛ inch transmission line. Good condition. Make offer. R. V. Goyette, KARD-TV, 833 North Main, Wichita, Kansas.

Film scratches and dirt showing on your tube? A lot of stations got rid of them by using Piclear—You can too. Piclear, Inc., 450 Weaver Street, Larchmont, N. Y.

For Sale

Equipment

Complete Gates RCM20 remote control system, including meters, shunts, motors, $500. Windcharger 350 foot guyed tower, lighted, best offer, you dismantle. WAAA, Winston-Salem, North Carolina.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. Bliley and J-K holders, regrinding, repair, etc., BC-604 crystals and Conelrad. Also A. M. monitor service. Nationwide unsolicited testimonials praise our products and fast service. Edison Electronic Company, Box 96, Temple, Texas.

Factory reconditioned tape cartridge equipment with full 90 day guarantee. Cartridge playbacks priced at $225 and recording amplifiers at $165. (24) P-150 and P-190 series, (9) A-150 and A-190 series. The following equipment is available in like-new condition: (1) MaCarTa Carousel @ $875; (1) RCA Cartridge Recording Amplifier @ $300; (1) RCA Tape Cartridge Playback @ $450. Also, recently traded, the following RCA Magnetic Disc equipment. Make an offer. (2) BQ104 Disc Changers; (2) BQ51A Disc Recorders; (3) Disc Changer Remote Selectors; (2) Disc Erasers. Automatic Tape Control, Inc., Bloomington, Illinois, Phone 309-825-2078.

Thermometer, remote electrical: used by over 100 stations, enables announcer to read the correct outside temperature from mike position. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 6111, San Diego 6, Calif.

WANTED TO BUY

Equipment

Will buy or trade used tape and disc recording equipment—Ampex, Concertone, Magnecord, Presto, etc. Audio equipment for sale. Boynton Studio, 10 B Pennsylvania, Tuckahoe, N. Y.

Need 5 or 6 layer super turnstile antenna and 25 kw vestigial sideband filter for television channel 2. Write stating make, model, condition, and prices. Box G-321, BROADCASTING.

Audio limiter. Send description and price to J. Deneufville, WGLM, Richmond, Indiana.

All equipment between the microphone and the 150 foot tower necessary to build a 250 watt station. Gates transmitter preferred. What do you have? Cash available. Box C-23, BROADCASTING.

New or used heads for Ampex 450-A or 450-B. Used heads must be in good condition. Box G-94, BROADCASTING.

Tower wanted. Approximately 450 feet, self supporting. Bill Angle, Box 55, Greenville, North Carolina.

BUSINESS OPPORTUNITY

Unlimited funds available for radio and television properties. We specialize in financing for the broadcasting industry. Write full details to Box 205A, BROADCASTING.

Miscellaneous

Capital needed: Reliable, experienced and successful radio station owner wants to borrow $500,000 to purchase 3rd radio station and is seeking best terms. Excellent bank credit. Good collateral. Box H-39, BROADCASTING.

Philadelphia announcers; tape your spots. Hagerty and Taylor Productions, 2321 West Lehigh, Philadelphia 32, Pennsylvania.

Bingo cards personalized advertising, your message front and back. Many colors, sizes, prices. Controls and calculations for promotions. Television, radio, newspaper, etc. Buy direct—save. Forsyth Manufacturing Company 1930, West 41st Ave., Phone 433-7044, Denver 11, Colorado.

Miscellaneous—(Cont'd)

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

"Quick Quips" Jokes, one-liners, comedy, ad-libs for deejays. Also "Disc Hits," record info. $5.50. Del Mar Radio Features, P.O. Box 61, Corona Del Mar, California.

Helicopters for lease yearly, for traffic time newsphoto, promo. Very reasonable. Tax deductible. Box E-33, BROADCASTING.

SCA background music service facilities for lease in Terre Haute, Indiana. Write P. O. Box 433.

Broadcast Comedy is listed in the new "Comedy Guide" of "talk" comedy. Write for free 24 page booklet on your letterhead. Show-Biz Comedy Service (Dept. B), 65 Parkway Court, Brooklyn 35, New York.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 1505 N. Western Ave., Hollywood 27, California.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Altanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5 kw station. One price includes everything, even room and board. Can be financed. American Academy of Electronics, WLIQ, Sheraton Battle House, Mobile, Alabama.

San Francisco's Chris Borden School teaches you what you want: 1st phone and "modern" sound. Jobs a plenty. Free placement. Illustrated brochure. 259 Geary Street.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1653 North Cherokee, Hollywood, California.

"Do you need a first phone? Train for and get your FCC first class license in just five (5) weeks with R.E.I. in beautiful Sarasota! Affiliated with modern commercial station. Free placement. Write: Radio Engineering Institute of Florida, Commercial Court Building, P. O. Box 1058, Sarasota, Florida."

INSTRUCTIONS—(Cont'd)

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

FCC license in six weeks. Total cost $285. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. CA 7-0529.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting July 10, October 9. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Special accelerated schedule. The Los Angeles Division of Grantham Schools is now offering the proven Grantham first class license course in a special accelerated schedule. Taught by a top notch instructor, this class is "success tested" for the man who must get his first phone in a hurry. The next starting dates for this accelerated class are July 8, and September 9th. For free brochure, write: Dept. 3-B, Grantham School of Electronics, 1505 N. Western Ave., Los Angeles 27, California.

Help Wanted

Announcers

$14,000 MINIMUM

For

GREAT RADIO PERSONALITY

For

GREAT STATION

In

GREAT MARKET

Tape, photo, and story to:

Box G-232, BROADCASTING

Technical

"Chief Engineer Wanted" for WFMT, Chicago's fine arts duPont-Peabody award FM station. Top experience required in high power, stereo, and audio. Bernard Jacobs, Station Manager, 221 North La Salle Street Chicago 1, Illinois. State 2-5668.

TELEVISION

Help Wanted—Announcers

NEWSCASTER-NEWSMAN

Major eastern market TV station with large & aggressive news operation is seeking an on the air newscaster with solid journalisttic background. Minimum guarantee $10,000 per year with opportunities for more. Send S.O.F. or Video Tape with resume.

Box H-29, BROADCASTING

Sales

SALES MANAGER

For Midwest UHF station in VHF market. No conversion problem for fast growing station. Need hard worker and sales leader.

Box G-218, BROADCASTING

RADIO

Situations Wanted—Announcers

Ambitious first phone announcer with creative ideas. College graduate, twenty four years old, married. Interested in working with a top flight station. Willing to relocate. Excellent credit rating. Presently employed; desires to move up.

Box H-23, BROADCASTING

Employment Service

MOVE UP?

ALL BROADCAST PERSONNEL PLACED
MOST MAJOR U. S. MARKETS
MINOR-MARKET MIDWEST SATURATION
WRITE FOR APPLICATION NOW

BROADCAST EMPLOYMENT SERVICE

4825 10th Ave. So. Minneapolis 17, Minn.

For Sale

Equipment

1 890 ft. Blaw Knox Tower
70 lb. sq. ft. windload-guyed.

1 12 Bay Super Turnstile
Channel 10 Antenna

1 TT 50 AH Transmitter
Channel 10

1 TS 21 Switcher
12 input -6 output.

2 TG 2A Sync. generators.

Also other equipment available-list upon request. Public Service Television Corp., P. O. Box NAL, Airport Mail Facility, Miami 59, Florida, Telephone NEwton 3-6311, Extension 345.

RCA Type OR-1 Protable Disc Recorder and Playback with 72-DX Recording attachment . . . (78 & 33 RPM	$400
Ampex Model 400 7½/15 IPS tape recorder with portable case	250
Berlant Concertne BRX-30 Rackmont recorder, 7½/15 IPS	200
General radio type 733-A, 400 cycle Oscillator	25
General radio type 731 -A AM Modulation monitor	25
RCA Type SK-50 Varacoustic microphone (30-150-250)	40
National SW—54 receiver, used with home built Conelrad Alarm unit. (AVC operated	25
Rack Mounted ON-AIR monitor (home built)	15
2 GeeCo ON-AIR Lights . . . @ $10.00	20
Police Alarm FM monitor	5

Gordon "BUD" Pentz, KWBE, Beatrice, Nebraska. Phone CO 3-2388.

For Sale—(Cont'd)

Equipment

We are cleaning house.	
Schafer 1200 CMA Automation System ($18,300 new) used, reconditioned	$12,800
Schafer 400-RA Remote Control System ($1,795 new) used, reconditioned	1,295
Schafer Automation System, Model 60, used, as is, Good Condition	3,500
GE Unilvel, used, as is	75
GE Unilevel, new	150
Gates Extension Meter Panel for MO2890 Freq. Monitor, as is	75
Rust 10 function Remote Control System, as is	500
Collins Limiter 26U1, like new	300
Miratel Air Alert Conelrad Receiver, as is	25
Ampex PR-10 Recorder with 4 channel mixer, as is	400
Ampex 354 Stereo Recorder, used	1,250
Hewlett Packard 200B audio oscillator, used	100
Seeburg 200 LU, used, as is	400
ATC PB-1-190 Cartridge Recorders, used	400
ATC Record Ampliers, new	300
Eico 160K Kit Tape Deck, new	50

FIRST COME, FIRST SERVED . . . Send check with order. Schafer Electronics, 235 S. Third Street, Burbank, California. Telephone: Area Code 213, 845-3561.

Miscellaneous

A Great Radio Salesman

Now you can have your own newsletter, telling the importance of radio to prime accounts, potentials and opinion—makers in YOUR CITY. A great local promotion, designed for timely monthly mailing. Pesonalized with your station imprint. A prestige promotional publication. Low $49.50—it can be your most effective salesman. Write, wire today for samples and prices.

RADIO REPORTS NEWSLETTER
1186 Arlington Ln. (ALpine 2-9191)
San Jose 29, California

Colorful Combination
RADIO MARKET SHEETS *and* **COVERAGE MAPS**

Address Radio Dept. on your letterhead for FREE information and samples.

EVEREADY ADVERTISING

1817 Broadway • Nashville 4, Tenn.

BUSINESS OPPORTUNITY

UNIQUE OPPORTUNITY

For the first time in the history of the broadcasting industry, a franchise offer is being made in one of the most basic and vital facets of the business—never before opened to outsiders. The franchiser is one of the best known companies in our field; the name will be instantly recognizable to you. Qualified franchisees will have an immediate assured income following a modest investment, and the cherished opportunity to be in business for themselves. Applicants must be responsible members of their communities, and broadcast professionals, heavy in sales background. Only 20 men in the nation will qualify—one each in the following major markets: Boston, Minneapolis, Dallas, Memphis, San Francisco, Seattle, Pittsburgh, Atlanta, St. Louis, Denver, Houston, Richmond, Kansas City. Reply today: this is the opportunity of a lifetime.

Box H-81, BROADCASTING

WANTED TO BUY

Stations

Wanted Radio Station In Arizona-New Mexico-Colorado

Marketing & Advertising Consultant experienced in radio station operation and management wants to buy, or buy into single market operation with future. Principals only contact.

Box H-47, BROADCASTING

WANTED

Station in N. E.; prefer long pay-out or 10-20,000 down plus pay-out. Seek challenging situation with small loss or small profit.

Robert Price
500 Fifth Avenue
New York 36, New York

For Sale

Stations

CONFIDENTIAL NEGOTIATIONS
For Buying and Selling
RADIO and TV STATIONS
in the eastern states and Florida
W. B. GRIMES & CO.
2000 Florida Avenue, N.W.
Washington 9, D. C.
DEcatur 2-2311

Florida-North

Daytime-history earning-priced realistically.

Associated Media Brokers
Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone LOgan 6-7843
Bob Flynn **Myles Johns**

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Florida-South

Absentee owned—station has great potential for owner operator—liberal terms.

Associated Media Brokers
Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone LOgan 6-7843
Bob Flynn **Myles Johns**

FOR SALE

500 W Daytimer in Southeast coast town. $50,000 with 29% down. Balance at 6% over 5 years.

Box G-370, BROADCASTING

For Sale—(Cont'd)

Stations

Florida-Central

Daytime-non-directional-$15,000 down to qualified buyer—excellent terms.

Associated Media Brokers
Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone LOgan 6-7843
Bob Flynn **Myles Johns**

Ky.	single	daytimer	$68M	terms
S. E.	small	fulltime	22M	cash
S. E.	small	power	90M	cash
N. C.	metro	daytimer	125M	50%
Fla.	metro	daytimer	260M	29%
S. E.	major	daytimer	238M	65M
S. E.	profitable	UHF-TV	2MM	cash

And others

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CLASSIFIED AD

in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 91

record in proceeding on its application and that of Valparaiso Broadcasting Co. for new AM stations in Valparaiso, Ind. Action May 20.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of May 27

WNBT Wellsboro, Pa.—Granted license covering installation of old main trans. as aux. trans.

KHEP Phoenix, Ariz.—Granted CP to make changes in ant. system (increase height).

Tillamook TV Translators Inc., Tillamook, Ore.—Granted CPs to replace expired permits for new UHF translator signal booster station no. 1 for K71AL, K76AM, and K79AE.

KJWH Camden, Ark.—Granted mod. of CP to move ant.-trans. site and change type trans.

WVLN Olney, Ill.—Granted request and cancelled CP to increase power, install new trans. and make changes in DA system.

KRGN(FM) Las Vegas—Granted SCA on sub-carrier frequency 67 kc.

KVEN-FM Ventura, Calif.—Granted mod. of SCA to change from 67 and 29 kc to 41 and 67 kc and make changes in equipment.

Actions of May 24

WSIX-FM Nashville—Granted CP to install new ant.; increase ant. height to 1,110 feet; ERP to 100 kw; and make changes in ant.-system.

WCIU(TV) Chicago—Granted mod. of CP to change ERP to vis. 185 kw; aur. to 100 kw; ant. height to 650 feet; change trans. and studio locations; type trans. and ant., and make changes in ant. structure and equipment.

■ Following were granted extensions of completion dates as shown: WGAL-TV (aux. trans.) Lancaster, Pa., to June 15; *WVAN-TV Savannah, Ga., to Oct. 1, and *KNME-TV Albuquerque, N. M., to Nov. 26.

Actions of May 23

KIDD Monterey, Calif.—Granted mod. of license to change studio location and operate trans. by remote control; conditions.

WMFD Wilmington, N. C.—Granted mod. of license to operate trans. by remote control; conditions.

KFGT Flagstaff, Ariz.—Granted authority to remain silent for period ending June 30.

KBPS Portland, Ore.—Granted authority to remain silent for period beginning June 1 and ending Sept. 22.

Actions of May 22

***KVCR(FM) San Bernardino, Calif.**—Granted CP to increase ERP to 810 w; change ant.-trans. location (coordinates only—no change in description); make changes in ant. system (FM ant. to be mounted on KVCR-TV tower); ant. height —300 feet.

KSEA(FM) San Diego—Granted mod. of CP to increase ERP to 25 kw (horizontal), 10 kw (vertical); ant. height to 220 feet; change main studio, remote control and ant.-trans. site; change type trans. and ant.; and ant.-system.

WGRV-FM Greeneville, Tenn.—Granted mod. of CP to increase ERP to 4.6 kw; decrease ant. height to 225 feet; and make changes in ant.-system.

WWOL-FM Buffalo—Granted extension of completion date to Nov. 24.

Action of May 17

Norton Chamber of Commerce, Norton, Kan.—Granted CP for new VHF TV translator station on channel 4 to translate programs of KAYS-TV (ch. 7) Hays, Kan.

Action of May 16

Laughlin Peak TV Assn., Willits, Calif.—Granted CP for new VHF TV translator on channel 9 to translate programs of KRON-TV (ch. 4) San Francisco.

Rulemakings

TERMINATED

■ WWLP(TV) Springfield, Mass.—Petition to amend table of allocations by deleting channel 38 from Connersville, Ind., and reassigning same channel to Dayton, Ohio.

PETITION FOR RULEMAKING FILED

■ Symphony Network Association Inc.—Requests institution of rulemaking proceeding so as to assign channel 72 to Birmingham, Ala. Received May 22.

What can one company do to improve audience measurement?



INTENSIFY METHODS RESEARCH!

A good research service doesn't just happen. It takes months — sometimes years — of development and continuing refinement and improvement. It takes meetings and component testing and more meetings and more testing to reach out for solutions to some of the problems of audience research. We may never solve them all to perfection.

Now, at ARB, this activity is being intensified, particularly in our search for possible biases and sources of error both in sample selection and in recording within the sample homes. This pursuit strikes at what is currently the most important area for improvement in audience research.

This operating philosophy of research and development has always been a part of ARB. It had a great deal to do with our decision to double samples. It accounted for the recent completion of a comprehensive study, The Influence of Non-Cooperation in the Diary Method of Television Audience Measurement, soon to be published in book form.

There have been other advancements which you have seen reflected in the service offered by ARB over the years. There will be more.

AMERICAN RESEARCH BUREAU

DIVISION OF C-E-I-R INC.

OUR RESPECTS to Basil Francis Grillo

He moved from accountant to top TV producer

The jumping frogs of Calaveras county, whose prowess was immortalized by Mark Twain and is annually tested in the competitions at Angel Camp, Calif., may have provided the inspiration that turned an Angels Camp boy, Basil Francis Grillo, from an accountant into one of television's top producers with the title of president of Bing Crosby Productions. But if there is any astonishment at this mammoth leap, it is not shared by Mr. Grillo.

"Look closely at the producers in Hollywood television," he said last week. "You'll find very few who started out as producers. Very few actors become producers, very few writers. Most creative people are not businessmen and if you don't have a good business operation you're not going to have a very long life in television production.

Please Yourself ▪ "For 20 years I've been responsible for saying 'We'll do it' or 'We won't' and I'd better have some taste and judgment or I'd be in a lot of trouble. I'm not a creative man, but I know what I like and that's the only sound basis for making any decision. You can't do more than guess about what someone else will like and if your taste is a reasonable representation of the general public's you'll be OK. If not, you'd better get out of TV production fast, because if you don't you'll damn soon be forced out."

The success of BCP's *Ben Casey* leaves little doubt about Basil Grillo's ability to please the public taste as well as his own. And Mr. Grillo has high hopes for *Breaking Point,* a series of psychological dramas to start this fall on ABC-TV, the same network that broadcasts *Ben Casey*.

Program production today takes up about 90% of Basil Grillo's time, but in the nearly 20 years he has been associated with Bing Crosby, he has gotten him in and out of scores of ventures including real estate, savings and loan associations and broadcast properties, as well as records, radio and TV programs and tape recording.

The Crosby association with tape recording goes back to the World War II years, when Bing's records were dubbed into broadcasts for Armed Forces Radio. The singer was fascinated by the idea of recording his radio programs at the time most convenient to him and to get away from having to show up at the broadcasting studio every week at the same time to do his programs live. In 1946, ABC agreed to let him try it.

Discs to Tape ▪ "We started out recording the shows on acetate discs," Mr. Grillo related, "but after a transfer or two we began running into too great a loss in quality. We tried all kinds of recording speeds. We tried recording on wire. Then Jack Mullin, our recording engineer, came in with some German tape and a recorder he had brought back after the war. The result was so good we began using tape for our shows in the fall of 1947.

"But after a couple of months of continuous use the recorder began to show signs of wear, so Mullin asked some of his classmates from Stanford, who were working at Ampex, whether they could build new tape recorders for us."

They could and did. The machines worked splendidly and Bing Crosby Enterprises became the sales agent for Ampex until 1955. BCE was also active in video tape development but after Ampex had become the first to develop a practical unit for broadcast use, BCE sold its tape operations to Minnesota Mining & Manufacturing.

Basil Grillo left his native Angels Camp (Oct. 8, 1910, was his birthday) at an early age; grew up in San Francisco and was graduated from the University of California at Berkeley, where he was a top miler, in the mid-depression year, 1932. For the next 10 years he had a variety of jobs—salesman, credit manager, tax auditor, CPA. He was associated with the accounting firm, Andrew Anderson & Co., in 1944, when on the recommendation of Mr. Crosby's tax attorneys, he was hired to organize Bing Crosby Enterprises.

Bing's Big Business ▪ "Up to that time Bing had been a performer, receiving a salary for his radio and motion picture work, a royalty from his records. Now, BCE began packaging his radio shows and movies. We set up a record company, co-owned with Decca. We got into tape. And as a result of a golf game Bing had with Jock Whitney, we got into frozen orange juice. Mr. Whitney was telling Bing about Minute Maid orange juice, a product of Vacuum Foods, a Whitney company. Bing said he'd like in, so he did the company's 15-minute radio shows and got the West Coast franchise, which we operated for several years until they bought it back."



Basil Grillo
Knows what he likes

In the early 1950's Bing Crosby Enterprises went into the TV film business, producing *Fireside Theatre,* TV's first half-hour anthology series, for Procter & Gamble. "We made 52 shows for them and had the next-to-top rating, right behind Milton Berle. Now, a dozen years later, P&G is one of *Ben Casey's* sponsors and will be in on *Breaking Point.*"

BCE decided early to get into TV station ownership as well as program production. "We filed for Yakima, Tacoma, Spokane, Seattle; then the freeze came. When it was over, Ed Craney, radio station operator who had also filed for TV in Spokane, suggested we go in together instead of competing for the grant. After 45 minutes I agreed. He went back home; I drew up the agreement and sent it to him; he signed it and sent it back. It was the greatest relationship I've ever had. No argument, no fuss. We wanted to do business together and we did. We got one of the first post-freeze grants and built the station (KXLY-TV). Later on we sold it."

Bing Crosby was also part of a group which purchased KCOP(TV) Los Angeles, subsequently transferring the station to NAFI Corp. (now Chris Craft Industries) on a stock deal. He was co-owner of KMBY Monterey, Calif., with John Cohan who bought out his interest and subsequently defeated the Crosby bid for a CATV license there.

A man of many interests, Basil Grillo has learned French, Spanish and Italian ("I can read them but I'll never be a linguist") and studied history and other subjects in evening classes, perhaps to keep from getting bogged down in business worries. He keeps slim and trim with golf, hunting and fishing.

He and his wife, the former Jane Nunn, live in Encino in the San Fernando Valley. They have three sons: Gary, 27, an assistant director; Basil, 23, broker, and Michael, 15.

Facts of life—or death

THE most pressing problem now confronting radio and television broadcasters is that of deciding how to resist the FCC's proposal to adopt, as part of its own regulations, the advertising time restrictions of the National Association of Broadcasters' radio and television codes. To judge by the statement issued last week by the NAB's radio code board, the problem may be bigger than the broadcasters can handle.

The radio code board came out in opposition to the FCC's plan, but with arguments that would lose a debate in any responsible forum.

The radio code is a model of self-regulation, said the board. In the past year its subscriber list increased 19%, never mind the disagreeable fact that less than 4 out of 10 existing stations are subscribers or that at the present break-neck rate of growth it would take 10 years to enfold in the code the more than 3,000 stations that are still outside it.

Critics are unkind in saying that the code has failed to prevent over-commercialism. The truth is that nobody can define over-commercialism, said the radio code board, and the time allocated to commercials may be an unimportant factor in audience response.

What the radio code board was evidently trying to do was to eulogize the code as a living document of unquestionable merit—and at the same time to begin disentangling itself from the only troublesome section of the code, its commercial standards. Onlookers are not apt to be impressed. The cry, "I love you; be mine," lacks a ring of sincerity when uttered by a husband to the wife he is escorting to divorce court.

In a sense, however, the statement of the radio code board may serve a useful purpose. It betrays the futility of trying to glorify a system that has never worked and cannot be made to. It does so in time for the television code board, which meets June 10 in New York, and the main boards of the NAB, which meet later this month in Washington, to recognize its weaknesses.

The only defense that the broadcasters can hope successfully to use is that of facing up to facts, however embarrassing they may be to certain broadcast leaders who have been personally identified with the writing and enforcement of the codes. The facts are that a majority of radio stations and a good many television stations have found it impossible to abide by the commercial standards of the codes—and would find it no more possible to survive if the same standards were imposed by the government.

If the FCC adopted those standards, it would force some stations out of business and turn others into loss operations. We cannot imagine that any FCC, no matter how tough-minded its majority, wants to start signing station death warrants in bushel lots.

Exit Mr. Minow

AN era ended today. It was a short era that lasted 27 months, but it left an impression that will be deeply etched in the history of broadcasting.

Today the FCC is presided over by E. William Henry who at 34 is the youngest head of an important agency in a government that largely is populated by young men. The gavel was handed him by Newton N. Minow who at 37 is one of the youngest men ever to retire from high government office.

Mr. Minow made an important office more important. In his 27 months he was certainly the most controversial and colorful chairman the FCC has ever had. Whether he left the FCC better than he found it depends upon where one happens to sit. He was the darling of the bureaucrats, the educators and many politicians. He was anathema to the majority of broadcasters, even though some privately may have given him lip service in commending his campaign of goading and needling.

Mr. Minow's campaign succeeded in its obvious mission of frightening broadcasters. His legacy includes the imposition of fines and forfeitures, suspensions and short-term licenses, filing fees and poison pen letters to licensees at renewal time.

Instead of encouraging stability, the crusade has brought unrest. If these conditions had existed after World War II, we venture there would have been few companies willing to risk investments of millions for speculative television services.

In radio's early days there were complaints about the sameness and dullness of programs and about overcommercialism. That was while Chairman Henry and Mr. Minow were somewhere between diapers and their first pair of long pants. That also was before radio became a serious competitor of newspapers and magazines. It wasn't big enough to be shot at. Politicians didn't understand this complicated gadget.

Conditions changed. Everybody became an expert. Broadcasting attracted outside investors and was labeled big business. A presidential election was won by the Great Debates. Broadcasting suddenly had become too important to be left to the interplay of free enterprise.

It was in that climate that 35-year-old Newton Minow assumed the chairmanship on March 2, 1961. It must be assumed he has carried out the mandates of the administration. Mr. Henry promises that his stewardship will be just as tough. Those around him—particularly the staff-level executives—say he will be tougher.

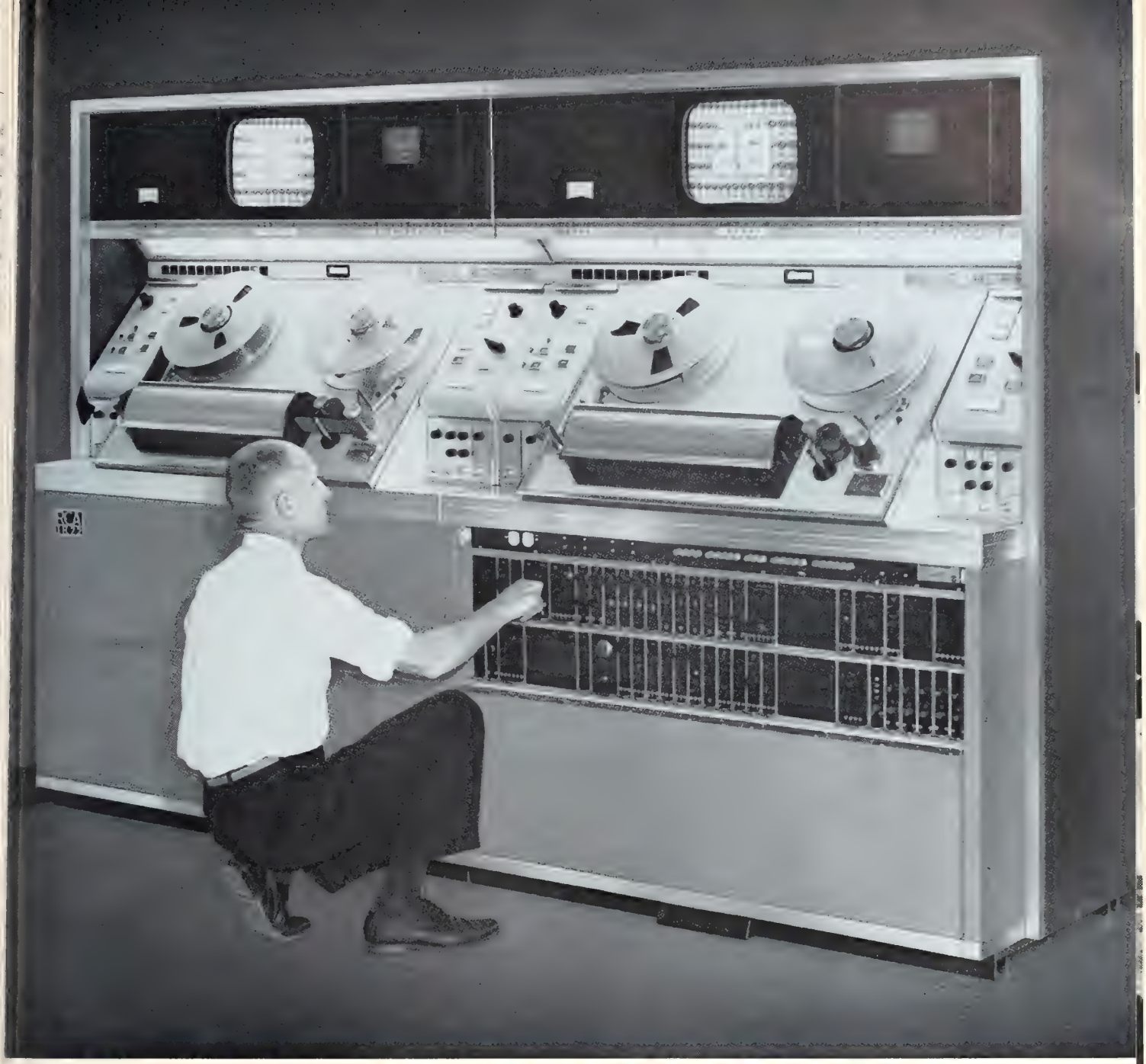
We wish Mr. Minow success in his new work as a corporate officer and chief counsel for William Benton's prospering Encyclopaedia Britannica enterprises. At EB he will be working with President Maurice Mitchell, famed for "Mitch's Pitch" in the pre-television era of radio broadcasting and one of the best salesmen the air media have produced.

Back at the FCC it seems the script calls for more shooting. If the aim is to improve broadcasting's end product, the proper course would be to encourage stability in broadcasting ranks. Longer licenses would be one simple way of going about it.



Drawn for BROADCASTING by Sid Hix

"It's called the television concept. . . . In summer we rerun the stuff we published last winter!"



TAPE DUO DELUXE AT WBRE

"A Prestige Builder with Our Customers"

This is the look of leadership for the years ahead—new excellence of design and brilliant performance. With two TR-22 Deluxe TV Tape Recorders, this station can record on one unit while on air with the other. The two units occupy the space of a previous single tape unit.

Fully transistorized design does away with the problems of power and heat, reduces maintenance, and assures a new standard of excellence. Clients are impressed with the efficient "look," the quality of performance, the increased versatility. It's a prestige builder with customers. Your own studio can benefit from this symbol of the finest in TV Tape.

See your RCA Representative. Or write RCA Broadcast and TV Equipment, Building 15-5, Camden, N.J.

RCA® **The Most Trusted Name in Television**


Sheer delight to have on
KABL
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THE McLendon STATION FOR SAN FRANCIS

35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JUNE 10, 1963

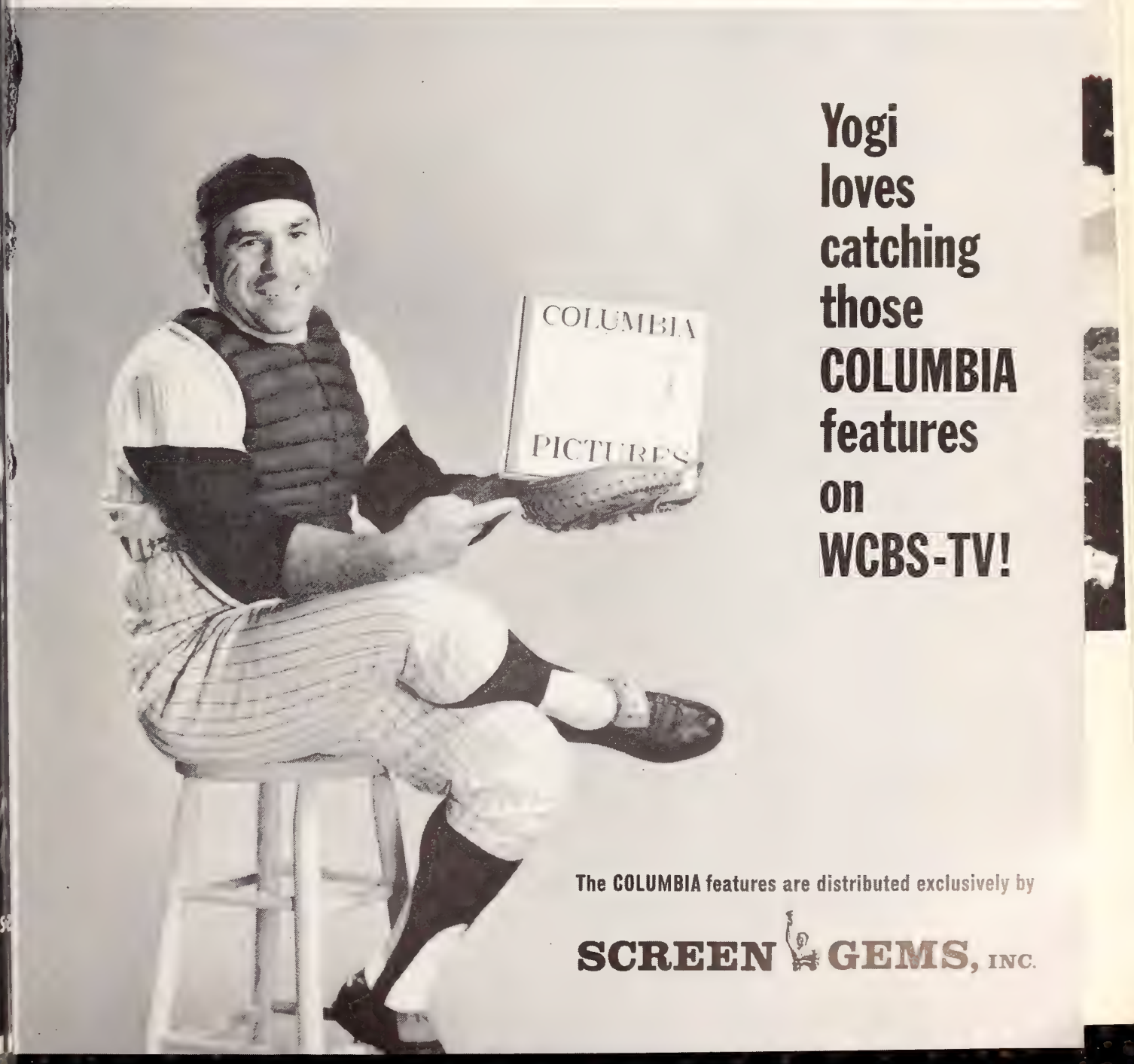
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Suspension of Sec. 315 in '64 remains just a big question mark 66

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Yogi loves catching those COLUMBIA features on WCBS-TV!

The COLUMBIA features are distributed exclusively by

SCREEN GEMS, INC.



FOR SALE

Slightly used TV TOWER. Only 10 years old. One owner—a Code Board Member (used only 19 hours per day). 286 ft. tall; 70 ft. antenna thrown in. Priced for quick sale! As standing, come-and-get-it for $7,777.77. Available August 1. Reason for selling: New Tower 962 ft. above average terrain (740 ft. above ground) delivers 529,300 TV Homes. Greater coverage in Wheeling/Steubenville Market also for sale. For used TV Tower or more TV Homes, contact Exec VP Bob Ferguson, WTRF-TV, Wheeling 7, West Virginia.

Hurry!

If you lived in San Francisco...



...you'd be sold on KRON-TV



Governor John Connally, seated, signs the Resolution honoring KRLD-TV. Standing, left to right are: State Senator George Parkhouse, Eddie Barker, News Director for KRLD AM-FM-TV, State Rep. Bob Johnson, and Clyde W. Rembert, President of KRLD AM-FM-TV.

"... WE RECOMMEND KRLD-TV TO THE PEOPLE OF TEXAS FOR THIS EXAMPLE OF SERVICE ..."

On April 24, 1963, 6:30-7:30 p.m., KRLD-TV aired "Criminal Code: Time For a Change?" which was honored by a Joint Resolution of the Texas Legislature, and signed by the Honorable John Connally, Governor.

KRLD-TV is proud of the recognition accorded its creative public affairs programming: "... gave leading prosecutors, judges, and educators a chance to discuss ... changes in the criminal code ... the program was directed toward educating viewers ... and accomplished well this goal ... we congratulate KRLD-TV for its outstanding news coverage and its special reports in the public interest ... in PRIME TIME ..."

The management and staff of KRLD-TV appreciate the high honor given Channel 4. KRLD-TV will continue to bring to its viewers public affairs programming of the same high calibre.

KRLD-TV

represented nationally by
Advertising Time Sales, Inc.

ATS

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

CLOSED CIRCUIT®

Drop-ins not yet out

Despite FCC's 4-3 vote fortnight ago (BROADCASTING, June 3) denying short-spaced VHF drop-ins in seven markets, action is not necessarily final. New vote is expected on motion for reconsideration after Lee Loevinger assumes commissionership as replacement for Newton N. Minow. It was Mr. Minow's vote that swung decision against drop-ins, and Judge Loevinger's could reverse it.

Although there's no inkling as to how Judge Loevinger will vote, he told Senate Commerce Committee last week he would participate. In testimony unrelated to drop-ins, he favored more competition everywhere, which gave proponents of drop-ins, notably ABC-TV, encouragement. Markets which now have two VHF's are: Johnstown, Pa. (channel 8); Baton Rouge, La. (channel 11); Dayton, Ohio (channel 11); Jacksonville, Fla. (channel 10); Birmingham, Ala. (channel 3); Knoxville, Tenn. (channel 8); Charlotte, N. C. (channel 6).

Radio for Renault

Renault officials have approved immediate plan for sizable spot radio campaign to break in this country in about two weeks. Decision on radio follows recent marketing meeting and TV symposium in France attended by auto maker's representatives from 16 countries. Television plans are indifinite. Renault officials say they're willing to return to network TV, which they left two years ago, if they see a program they like. Fuller & Smith & Ross, New York, is agency.

Editorializing attack

Hearing on editorializing before House Subcommittee on Communications next month will be lively. Some congressmen believe that some stations, notably in smaller markets, are indulging in partisan politics, as their newspaper competitors do, and therefore are not following "fairness" doctrine. One committee member confided that "violent" opposition to editorializing has developed on Hill. Congressmen who have accepted newspaper opposition as "way of life," don't want same thing to happen on air. Heretofore, they argue, stations have never abused freedom.

Doubts about censorship

Broadcasters commenting on provisions of wartime voluntary code of censorship sent them by NAB several weeks ago (see page 75) generally accept need for guidelines in event of war, but many express fear code may be used for emergency, short-of-war situations similar to Cuban crisis last October. Most questions relate to implementation—such as whether weather reports may be considered information helpful to enemy.

Copy is boss

Details aren't being discussed, but an administrative change at Ogilvy, Benson & Mather has brought about shift of responsibility for commercial production. Revamp involves absorption of commercial production department into agency's creative department and transfer of responsibility from specific production vice president to copy chief.

Look at editorializing

One of E. William Henry's first projects as FCC chairman will be to give fresh, hard look—with help of National Association of Broadcasters—at commission rules on editorializing. Result may be tougher rules. Senate Watchdog Subcommittee has been urging commission to get into this area since April 1962, when subcommittee concluded its report on political broadcasting in 1960 campaign with recommendations on how FCC editorializing rules might be revised to assure fairness (BROADCASTING, April 23, 1962). In recent weeks, reportedly, pressure for action has been coming not only from Senator Ralph Yarborough (D-Tex.), chairman of subcommittee, but members of House who are said to be unhappy about broadcasters' performance in political campaigns.

To get review started, Chairman Henry will set up meeting with NAB's editorializing committee. No date had been set as of last week, but Chairman Henry hopes meeting can be arranged for later this month. Commission will be represented by its committee on editorializing, consisting of Chairman Henry and Commissioners Robert T. Bartley and Frederick W. Ford.

Minow's farewell

Outgoing FCC Chairman Newton N. Minow's parting proposal that FCC be reorganized with single head plus five-man administrative court didn't win plaudits of all his erstwhile colleages (although his successor as chairman, E. William Henry, gave qualified approval). One commissioner had this comment: "For 27 months he shot for the headlines, and upon leaving wants all of us fired." Another commented it didn't matter because Congress would never stand for handing over control of FCC to executive branch.

Street scenes

Future TV production on streets of New York is expected to get marked boost with new permit clearance method. In three weeks new street production permit form goes into use by city's Department of Commerce and Industrial Development. New form replaces outdated police department "street fair permit" (U.F. 80) to which one city commissioner refers as vestige of "horse and buggy days." Old form, as name implies, was originally intended to cover any unusual street activity. Producers faced expensive delays caused by interdepartmental red tape. New form, processed under jurisdiction of commerce, puts burden of clearance under one roof.

Texas TV call

At least 26 of 40 TV stations in Texas will meet July 15 in Houston to devise plans for reorganization "which can protect television interest in Austin or Washington when the occasion arises." Call came from Jack Harris, vice president-general manager of KPRC-AM-TV Houston, and president of Association of Maximum Service Telecasters, who had expressed dissatisfaction with Texas Association of Broadcasters because it was "radio-dominated and strongly weighted to smaller markets." He reported last week that he had received "resounding confirmation" of need for TV meeting.

Separate ways

House Subcommittee on Investigations has accorded Radio Advertising Bureau "equal billing" with National Association of Broadcasters in two groups' efforts to clean up audience measurements. After asking NAB for periodic reports on progress at hearing 10 days ago (BROADCASTING, May 27), subcommittee last week made same request of RAB. NAB and RAB, however, still have not gotten together on their separate plans, and NAB board reportedly will be asked to reject RAB request for $75,000 to help finance latter's program.

Experience pays off

Rex Sparger, field man for ratings investigation by House subcommittee, plans to open broadcast consulting firm in Oklahoma City. He'll specialize in helping stations in their rating problems. He reportedly already has signed up one multiple owner. Mr. Sparger left subcommittee two months ago to return to native Oklahoma (BROADCASTING, April 8).

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WE'VE GOT A WAY WITH WOMEN

It's straight down the fairway to more sales with the powerful drive of WJBK-TV's women's audience. It isn't golf that fills the afternoon for these busy, big-buying gals. It's Channel 2! Look at these figures, then call your STS man.

TOTAL HOMES*

WJBK-TV	**99,875**
STATION "B"	71,140
STATION "C"	39,925
STATION "D"	42,755

METRO SHARE*

WJBK-TV	**37%**
STATION "B"	26%
STATION "C"	15%
STATION "D"	21%

*12N - 5 PM M-F Avg.
ARB March - April 1963

WJBK-TV
CBS IN DETROIT
2

MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	DETROIT WJBK-TV	TOLEDO WSPD-TV	NEW YORK WHN	*IMPORTANT STATIONS IN IMPORTANT MARKETS*
MIAMI WGBS	CLEVELAND WJW	LOS ANGELES KGBS	DETROIT WJBK	TOLEDO WSPD	PHILADELPHIA WIBG	*STORER BROADCASTING COMPANY*

STORER TELEVISION SALES, INC.
Representatives for all Storer television stations.

WEEK IN BRIEF

Television advertisers over the years increase their spending in network and spot buys and small users become more substantial, special analysis shows. Billings for new season show $80 million advance. See . . .

TV USERS GET BIGGER . . . 31

Report of two million watt AM station in Costa Rica raises hackeles of Latin-American and U. S. broadcasters. Appeal to government is made by Inter-American broadcast officials. See . . .

SUPERPOWER AM STATION . . . 84

All industry music committee prepares litigation to force ASCAP to grant limited licenses. Shea contends law is violated when blanket licenses are required covering syndicated and feature films and local programs. See . . .

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Suspension of Sec. 315 for presidential campaign in 1964 approved by House committee but minority dissent expresses fear this is opening wedge in campaign to repeal entire section. See . . .

SUSPENSION IN DOUBT . . . 66

Loevinger utters happy words: "If I don't like what I see, I turn it off." Tells senators he doesn't believe in imposing his tastes on others. Senate confirms new commissioner without objection. See . . .

LOEVINGER NOT IN MINOW MOLD . . . 54

Walter Reade/Sterling looks for best third quarter which may boost earnings to 25 cents a share, Walter Reade Jr. tells stockholders. Company has just completed negotiations to distribute 100 feature films. See . . .

PROFIT RISE PREDICTED . . . 50

TV code review board expected to face up to commercial time standards controversy at meeting. Indications are that board may recommend abolition of limitations at one-day New York meeting. See . . .

'ACTION' IS ON DOCKET . . . 40

Politicians spent $20 million on radio and TV in 1962 campaign, special FCC report shows, with TV receiving bulk, $12.5 million. Worrisome fact: Only 1,200 stations gave free time to candidates. See . . .

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Pressures building up to divide FCC functions. Latest, by Minow, recommends separation into single administrator and appeals court. Henry seconds court idea. White House studying suggestions "seriously." See . . .

LAST WORD FROM NEWT? . . . 62

Commission staff resumes sending letters to TV stations at renewal time seeking information on local live programing. Henry approves move; Hyde fears FCC is treading on dangerous ground. See . . .

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KMTV

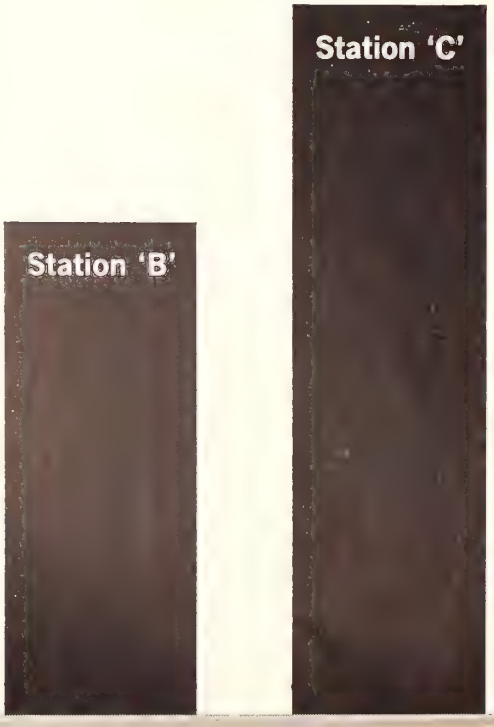
Omaha Spot Buying Guide

ARB says it's a "convenience to clients in determining audience estimates during station breaks."

The homes-reached columns of the three Guides published for Omaha tell a one-sided KMTV story. This page graphs the latest, and shows KMTV has *many more* top-rated spots, 5:00 p.m. to Midnight, seven nights a week, than the other two stations *combined.**

In fact, when all three Guides are averaged** for the same 5:00 p.m. to Midnight period, and when you look at the entire program week *for all time periods,**** it's still the same KMTV story: we have more top-rated spots than the other stations *combined.*

Petry will put you in line for the across-the-board leader in *fifteen* consecutive surveys,***** KMTV-3-OMAHA!



*Feb.-Mar. '63. **Nov.-Dec. '62, Jan. '63, Feb.-Mar. '63. ***Jan. '63, Feb.-Mar. '63. ****ARB's, Nov. '59 through Feb.-Mar. '63, average homes-reached, 9:00 a.m. to Midnight, Monday through Sunday.

Swift urges proportioned research prices

SIZE OF MARKET WOULD BE DETERMINING FACTOR

Ratings services were asked June 7 by station representative to scale prices for local ratings measurements in TV according to size of market. Request came from G. Richard Swift, president of The Bolling Co.'s television division in New York.

He said there was only negligible "spread" in survey rates between largest and smallest markets making for serious inequities and hardships on latter. This, he said, runs counter to most practices of rate structures pegged to market size. He suggested that ratings costs be scaled so that stations in top third of nation's markets would pay about 75% of aggregate local ratings report costs. Mr. Swift noted that this top third accounts for more than 75% of all national spot TV billing with middle third responsible for about 15%, and bottom third for less than 10%.

Cost realignment, according to Mr. Swift, would permit smaller stations to use monies saved for qualitative and basic market research studies, and "reach and audience flow" study projects.

Harris to hear Henry

Representative Oren Harris's (D-Ark.) House Special Subcommittee on Investigations will return to its examination of broadcast ratings next week and hear FCC Chairman E. William Henry's views June 20, subcommittee announced Friday (June 7).

The FCC has been asked for its general position on problem; agency has not previously appeared in investigation.

Taft's earnings up 22% for fiscal year

Earnings were up 22% over previous year Taft Broadcasting Co. announced in annual report for fiscal year. Stockholders meeting is July 9 in Cincinnati.

Fiscal year ended March 31.

	1963	1962
Earned per share*	$ 1.45	$ 1.19
Consolidated net revenues	12,485,942	10,936,237
Operating profit (before depreciation and amortization)	5,752,573	4,875,602
Net profit	2,310,425	1,887,929
Cash flow per share*	1.94	1.63

*Based on 1,589,485 shares outstanding at end of fiscal year.

Grey bumps two agencies, gets all Revlon accounts

Grey Advertising has been named by Revlon Inc. to take over accounts from Warwick & Legler Aug. 22, and those currently held by Norman, Craig & Kummel as present campaigns are completed. Eventual result will be grouping of all Revlon cosmetic and toiletry accounts at Grey.

Grey, which has been Revlon agency since 1960, adds approximately $6.5 million in new Revlon billings. Norman, Craig & Kummel has handled Revlon lipsticks, nail enamel, eye make up, Living Curl, Touch and Glow and Satin Set. Warwick & Legler's Revlon list: Clean & Clear, Silicare, Natural Wonder and Contempera.

Senate hearing on agencies

Senate administrative practices subcommittee will conduct three-day hearing this week on bill to establish permanent administrative conference (see page 64), subcommittee announced today (Monday).

Hearing begins Wednesday; Max D. Paglin, FCC general counsel, is tentatively scheduled to testify Thursday. Other agencies, plus group of prominent lawyers, will be heard as well, including men who were key figures in temporary conference which concluded last year.

FTC warns Scheib of deceptive pricing

Earl Scheib Inc., nationwide chain of automobile paint and repair shops, was ordered Saturday (June 8) by Federal Trade Commission to stop using bait advertising. Company also was ordered to stop using what FTC said were deceptive pricing, savings and guarantee claims.

FTC ruled Scheib advertising, including TV, for "bargain price" $29.95 paint job for limited time actually was regular price. Also, advertised $19.95 paint job was used to attract prospective customers for more expensive paint. Scheib's failure to disclose in advertising that 3-year guarantee is "pro-rata" constitutes false and misleading advertising, FTC charged.

Trade commission first brought complaint against Scheib Inc. in May 1962. Last week's order is not final and respondent has 20 days to file exceptions. If no exceptions are filed, order becomes final automatically.

Scheib's agency is Stahl, Lewis & Patton, Hollywood.

Senate sets June 26 as start of 315 hearing

Senate Communications Subcommittee will hold hearing on two bills proposing suspension of equal time provisions of Communications Act beginning June 26, Senator John O. Pastore (D-R.I.), chairman, announced Friday.

FCC Chairman E. William Henry will be leadoff witness. Subcommittee expects to have in its possession by then FCC report on equal time experience of 1962 which agency received from its staff last week (see page 52).

'Bandstand' partly open

ABC-TV, cutting back from daily presentation of Dick Clark's *American Bandstand* show to once-a-week telecast Saturday afternoons, beginning Sept. 7, has most of future show still available. Regular advertisers on program in past include American Chicle Co., Colgate, Dr. Pepper, Golden Grain macaroni, Armour, Toni, Block Drug and Vick Chemical. Network says "a few" of regulars have signed for show following schedule switch.

Saudek to make JFK's 'Profiles' for NBC-TV

Television series based on President Kennedy's Pulitzer Prize-winning book, *Profiles in Courage*, will be produced by Robert Saudek Associates and broadcast on NBC-TV. Series will consist of 26 hour episodes and will be filmed in Hollywood.

Series will be shown some time after 1964 election. President has said he will donate his royalties to charity.

Mr. Kennedy's book contains 18 biographies of leaders he admires. Each will be subject of one episode in projected TV series. In addition, eight other biographies, to be chosen with consent of President, will be used to round out total of 26 programs.

more AT DEADLINE page 10

WEEK'S HEADLINERS


Mr. Graham

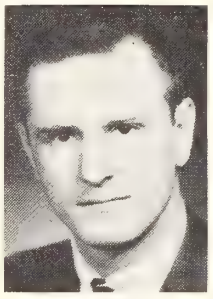
Harold Graham Jr., senior VP and manager of TV programing at McCann-Erickson, named VP-programs, New York, for CBS-TV, effective June 17. In post at CBS-TV, Mr. Graham assumes title formerly held by Michael H. Dann, who now is VP-programs, CBS-TV. Mr. Graham joined McCann-Erickson in 1946 as radio-TV producer-director, was account executive until 1957 when he became program executive with CBS-TV's Hollywood staff. He returned to M-E in 1959 as VP and manager of client planning for M-E Productions, became executive VP there in 1961 and to most recent post earlier this year.


Mr. Melnick

Dan Melnick, VP in charge of nighttime programing at ABC-TV, resigns to join Talent Associates-Paramount Ltd., New York, as executive VP. He also obtains status as full partner with David Susskind, president of firm. Mr. Susskind held post of executive VP until death few years ago of his partner, Alfred Levy. Mr. Melnick joined ABC-TV in 1956 as manager of program development after having served in production at CBS-TV. In 1958 he was named director of program development and later VP. Last year he was appointed to nighttime programing post.

Harold L. Neal Jr. elected president of ABC-owned radio stations, post formerly held by Stephen C. Riddleberger, who was appointed VP and general manager of ABC News (WEEK'S HEADLINERS, May 27). **John O. Gilbert,** VP and general manager of WXYZ-AM-FM Detroit for past three years, named VP and general manager of WABC-TV New York, replacing Joseph Stamler, who resigned earlier this year (WEEK'S HEADLINERS, March 25). Mr. Neal formerly was VP and general manager of WABC-AM-FM New York. He will temporarily continue to head WABC radio in his new position. Mr. Neal joined ABC in 1943 as staff announcer at WXYZ, moving up subsequently to general manager in 1956. He moved to New York in 1960 as WABC's VP-general manager. Mr.


Mr. Neal


Mr. Gilbert

Gilbert in 1953 started as salesman at WKHM Jackson, Mich., later moved on to WKMH Dearborn, Mich., WBZ Boston, and WXYZ in 1960. ABC owned radio stations are WABC-AM-FM, WXYZ-AM-FM, WLS Chicago, KABC-AM-FM Los Angeles, KQV-AM-FM Pittsburgh and KGO-AM-FM San Francisco.

Robert Wogan elected VP, programs at NBC Radio effective today (June 10). Mr. Wogan joined NBC as page in 1943, has been in radio programing since 1945 and made director, programs of network in October 1961.


Mr. Ney

Edward N. Ney, VP, assistant to president and assistant to board chairman of Young & Rubicam, New York, appointed senior VP. Mr. Ney will be responsible for agency's branches in Chicago, Los Angeles, and San Francisco, its international activities in Toronto, Montreal, Caracas, Venezuela and San Juan, Puerto Rico, and will serve as liaison in New York for agency's European offices. He will retain supervision of public relations, personnel, and mechanical production departments, and will remain member of plans board, advisory board, and executive board. Mr. Ney joined Y&R in 1951, was elected VP in 1959, assistant to president in 1961, and assistant to board chairman this year.


Mr. Burton

Robert J. Burton, VP in charge of domestic performing rights administration for Broadcast Music Inc., New York, elected executive VP at board of directors meeting last week. Mr. Burton joined BMI in 1940 as resident attorney and was appointed director of publisher and writer relations in 1943. He was elected VP of company in 1947 and took charge of domestic performing rights administration in 1957.


Mr. Stalnaker

Howard L. Stalnaker, station manager of KPHO-TV Phoenix, Ariz., appointed general manager of WOW-AM-FM-TV Omaha, effective Aug. 1. Mr. Stalnaker replaces as general manager **Frank P. Fogarty,** executive VP of Meredith Broadcasting Co. and VP-general manager of WOW stations, who will restrict his duties to WOW policy matters and devote full time to Meredith Broadcasting operations, with headquarters in Omaha. Mr. Stalnaker joined Meredith Publishing, parent company of Meredith Broadcasting, in 1946 at Des Moines, Iowa, and moved to KPHO in 1954. Meredith Stations are KCMO-AM-FM-TV Kansas City; KPHO-AM-TV; WOW-AM-FM-TV; and WHEN-AM-TV Syracuse, N. Y.

For other personnel changes of the week see FATES & FORTUNES

Bureau opposes renewal application of WGMA

FCC was urged last week to deny renewal application of WGMA Hollywood Fla., owned by Jack Barry and Daniel Enright, who had figured in TV quiz scandals in late 1950's.

In pleading filed Friday, Broadcast Bureau said renewing application of station would "invite further assaults on the moral fabric of television."

Pleading took sharp exception to initial decision of Hearing Examiner Elizabeth C. Smith, which recommended renewal of license (BROADCASTING, May 6).

Bureau said commission cannot ignore involvement of Messrs. Barry and Enright in quiz show scandals. "The commission," bureau said, "cannot condone such a fraudulent and destructive use of broadcast facilities."

FC&B gets Sara Lee

Kitchens of Sara Lee, Chicago, names Foote, Cone & Belding there as agency effective Sept. 1. $2.5 million account moves from Hill, Rogers, Mason & Scott.

CHEYENNE



107 HOURS OF ACTION-PACKED WESTERN DRAMA

Starring Clint Walker, CHEYENNE is the first of the great Warner Bros. western hours—and one of the greatest in television history. Standing six-feet-six-inches in height, Walker as Cheyenne Bodie presents a towering figure of strength. A figure that inspires warm thoughts among the beautiful...admiration among the lawful . . . and cold fear among the lawless. To a man like Cheyenne Bodie, no obstacle is too big to tackle, no danger too big to risk, in his efforts to break the lawless spirit of the west to the halter of peace.

In its six full seasons on the network, CHEYENNE won an average Nielsen National *rating of 24.8*, good for a *38.6 share of audience*.* Now available on an individual market basis—for fall start.

* *Oct-Apr. averages*









WARNER BROS. TELEVISION DIVISION 666 Fifth Avenue, New York 19, N.Y., Circle 6-1000

ALSO: MAVERICK · SURFSIDE 6 · SUGARFOOT · THE ROARING 20'S · BRONCO · BOURBON STREET BEAT · LAWMAN · HAWAIIAN EYE



COLOR IT

WLW Television! We're the national color TV leader. That's why 10% of the nation's color TV sets are in the WLW Television area, making it second in U.S. in total number of sets. The WLW TV Stations are the only Stations in their areas originating live local shows regularly. Over 65 hours per week of WLW-T programs are now in color—more than one half of all broadcast hours.

And just for the record—WLW Television brought color TV to the midwest. The first NBC color affiliate; first to colorcast daytime big league baseball regionally; first to colorcast indoor remotes and nighttime outdoor remotes under normal lighting conditions with new low-light tube developed by GE and Crosley Broadcasting engineers.

And our big color TV survey startled the industry when we proved that color programs rate double the popularity of the same programs in black and white, and color TV commercials rate 3½ times the impression as the same commercials in black and white.

WLW Television is ranked at the top in all phases of color TV—programs, production, talent, direction, sales, engineering. So let us tune your products to color programs and color commercials with all their golden rewards! Call your WLW TV man!



TELEVISION

NOTHING LIKE IT IN BROADCASTING, **ANYWHERE, ANYTIME, ANYHOW!**



CROSLEY COLOR TV NETWORK

WLW-T Television Cincinnati
WLW-C Television Columbus
WLW-D Television Dayton
WLW-I Television Indianapolis

W L W Radio

NATION'S HIGHEST FIDELITY RADIO STATION

CROSLEY BROADCASTING CORPORATION • A SUBSIDIARY OF Avco

WLW Sales Offices—New York, Chicago, Cleveland • Tracy Moore & Associates—Los Angeles, San Francisco • Bomar Lowrance & Associates—Atlanta, Dallas

OVER A MILLION
NEGROES

. . . more than the total population of cities the size of Miami . . . visit Chicago stores in response to sales messages on

WVON
the voice of the Negro

. . . only 24 hour Negro programmed station

. . . strong Hooper ratings

. . . mdse plan that creates sales

SET UP A BUDGET TO CAPTURE THE VAST NEGRO MARKET OF

CHICAGO

Represented by
Bob Dore Associates

or Lloyd Webb
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Spectrum
BY
IGM

Straight Music organized in basic categories. You order what *you* want, play it in the order *you* determine, add *your own* voices for a completely live, *local* sound. And cheaper than you can produce it yourself.

Suitable with ATC, Schaffer, Alto Phonic, and most other automation systems. Or with

IGM Simplimation

Main Office and Plant
P.O. Box 943
Bellingham, Wash.
733-4567 (Area 206)

In New York City
TELE-MEASUREMENTS, *Inc.*
45 W. 45th St.
581-9020 (Area 212)

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing

JUNE

June 7-14—Annual convention of **National Community Television Association,** Olympic hotel, Seattle. Senator Warren G. Magnuson, Commerce Committee chairman, will be the keynote luncheon speaker June 11.

June 8-11—**Georgia Association of Broadcasters'** convention, Holiday Inn motel, Callaway Gardens, Pine Mountain, Ga. Speakers will include FCC Commissioner Rosel H. Hyde; Representative William E. Miller (R-N.Y.), chairman of the Republican National Committee; Wrede Petersmeyer of Corinthian Broadcasting Co.; Miles David, administrative vice president of Radio Advertising Bureau; Lionel Baxter, Storer Broadcasting Co.; Bruce Merrill, Ameco Inc. (CATV); Robert Mason, All-Industry Music Licensing Committee; Larry Cervone, Gates Radio Co.; and Lee Mehlig, Broadcast Clearing House.

June 10—Reply comments due on **FCC** proposal to bar applications under multiple ownership rules unless applicant first disposes of one interest.

June 10-11—Representatives of the legal profession, the social sciences, and the mass media will discuss **"The Right of Privacy and the Mass Media"** at Pennsylvania State University. Conference is co-sponsored by Pennsylvania Bar Association and Pennsylvania State University's School of Journalism and Center for Continuing Liberal Education. Speakers and participants include Alan U. Schwartz, member of New York law firm of Greenbaum, Wolff and Ernest; Creed C. Black, vice president and executive editor of *Wilmington News and Evening Journal;* Morton J. Simon, Philadelphia communications attorney; and Robert V. Cahill, legal counsel for National Association of Broadcasters.

June 10—Sixty-sixth annual convention of **American Federation of Musicians,** Fontainebleau, Miami Beach, Fla.

June 10-11—**NAB** TV Code Review Board meeting, University Club, New York.

June 10-21—**Radio Workshop,** co-sponsored by Abilene Christian College and Texas Association of Broadcasters, Abilene Christian campus. Additional information about the workshop is available from Dr. Lowell G. Perry, Radio Workshop, Abilene Christian College, Abilene, Tex.

June 11—Debate between W. Theodore Pierson and Harry M. Plotkin on "The Need for Modification of Section 326," (censorship) luncheon meeting, **Federal Communication Bar Association,** Willard Hotel, Washington.

June 11—Annual stockholders meeting, **United Artists Corp.,** Astor Theatre, New York City.

*June 12—Annual convention of **General Federation of Women's Clubs,** City Auditorium, Milwaukee. Panel session will discuss "Is Television Meeting Its Cultural Responsibilities?"

June 12-14—Thirty-third **Institute for Education by Radio-Television,** sponsored by Ohio State University Telecommunications Center, Nationwide Inn, Columbus. Theme is "The Program: The Heart of Broadcasting." The American Council for Better Broadcasts meets June 12 in conjunction with the institute. Keynote speaker will be Dr. Edward W. Rosenheim Jr., professor of English at University of Chicago.

June 12-14—Annual meeting of the **Electronic Industries Association of Canada,** Chantecler hotel, Ste. Adele-en-haut, Que.

June 13-14—**Television Affiliates Corp.** programing conference, Sheraton, Chicago. Speakers include Sylvester L. (Pat) Weaver Jr., board chairman of McCann-Erickson, and Jules Power, executive producer of ABC-TV's *Discovery* series.

June 13-15—**Mutual Advertising Agency Network** meeting. Palmer House, Chicago.

June 14—**Wyoming AP Broadcasters Association** meeting, Torrington.

June 14-15—Annual meeting of the **Wyoming Association of Broadcasters,** Torrington.

June 15-19—Annual convention of **Advertising Federation of America,** Atlanta Biltmore hotel, Atlanta, Ga. Speakers include: Emerson Foote, McCann-Erickson, New York; Ralph McGill, *Atlanta Constitution;* Arthur E. Tatham, Tatham-Laird, Chicago; Dr. Lyndon Brown, Dancer-Fitzgerald-Sample, New York; Edward R. Murrow, director of U. S. Information Agency; Fletcher Knebel, Washington correspondent for Cowles Publications; Sir Douglas Fairbanks Jr., former motion picture star and currently director of Scripto Inc.; and Paul Austin, president of The Coca-Cola Co.

June 16-18—Annual spring meeting of the **North Carolina Association of Broadcasters,** Holiday Inn, Durham.

June 15-Aug. 6—Summer workshop in **closed circuit television teaching** by the Department of Radio & Television, Indiana University, Bloomington. James D. Perry, instructor in radio-TV and supervisor of the I.U. closed circuit teaching program, will be director of the workshop.

June 17—Effective date for new **FCC** rule allowing automatic logging and requiring daily, five-times-a-week inspection of transmitting facilities of AM-FM stations.

June 17—**Hollywood Ad Club** luncheon at the Hollywood Roosevelt. AAW day, ushering in the convention of the Advertising Association of the West, to be held June 22-27 with Hollywood as host club.

June 17-19—**Forty-sixth national conference of American Marketing Association.** Statler hotel, Washington, D. C. Conference theme is "Innovation: Key to Marketing Progress." "Innovations In the Measurement of the Advertising Media Audience: A Roundtable Discussion" at 9:15 a.m., June 17. Speakers include Roger N. Humphries, Procter & Gamble Co.; Donald Graham McGlathery, A. C. Nielsen Co.; Paul H. Chook, Alfred Politz Research Inc.; and William M. Weilbacher, C. J. LaRoche & Co. "Innovations In Measuring Advertising Effectiveness" at 9:15 a.m., June 18. Speakers include Robert J. Fisher, Ford Motor Co.; Seymour Banks, Leo Burnett Co.; Steuart Henderson Britt, Northwestern University; Russell H. Colley, management consultant; and Leroy E. Purvis, Gallup & Robinson Inc.

June 18-20—Annual convention of **Electronic Industries Association,** Pick-Congress hotel, Chicago.

June 19-21—Annual meeting of **Virginia Association of Broadcasters,** Williamsburg Inn, Williamsburg, Va. Miles David, vice president of Radio Advertising Bureau, will head a team that will provide successful and interesting ideas for local selling, programing and sales-audience promotion. Speakers include FCC Commissioner Frederick W. Ford.

*June 20—**Association of National Adver-**

TVB SALES CLINICS

June 10—Sacramento, Calif.; Albuquerque, N. M. June 12—San Diego; Salt Lake City. June 14—Phoenix, Ariz.; Denver.

June 18—Chicago; Los Angeles. June 20—Fresno, Calif. June 21—San Francisco; Monroe, La.

June 24—New Orleans. June 25—Baton Rouge, La.; Winston-Salem, N. C. June 27—Hattiesburg, Miss. June 28—Meridian, Miss.

1 in a series of original drawings by Baltimore artist Aaron Sopher



FAVORITE THROUGHOUT MARYLAND *PIMLICO RACE TRACK, BALTIMORE; SCENE OF THE PREAKNESS*

WBAL-RADIO 1090 NBC **BALTIMORE** *MARYLAND'S ONLY 50,000 WATT STATION*



Smiling Is for Squares

Someone once compared Joey Bishop's mien of puzzled melancholy to that of "a collie that had just been whipped by Albert Payson Terhune."

At the time, one collie had already made it very big in television. But no one—either then or now—could ever accuse Joey of being a copy-dog.

The fact is that Mr. Bishop has always been a one-of-a-kind guy whose comedy style could never be confused with that of any other funnyman in show business. Which is one of many sound reasons the continuing "Joey Bishop Show" will be among the highlights of NBC-TV's Fall lineup.

It will be the third season for the weekly color series, and because it's a program that refuses to stand still, viewers can look forward to more than a few new ripples this time out.

Most important is that Joey's fans will now be getting an every-week look at the show-within-a-show performance of television comedian "Joey



Barnes," the entertainer played by Bishop.

Thus, in addition to getting his laughs as head of a household, Joey will be given sequences in which he plays directly to his audience. The new emphasis on Joey's professional life will also get celebrity-guests such as Milton Berle and Danny Thomas into the season's story-lines.

Of course, much of next Fall's series will also involve Joey's adjustment to parenthood, since wife Ellie (Abby Dalton) presented him with a baby son just a few weeks ago.

Even with a whole summer in which to get used to the idea, Bishop will, no doubt, continue to think of the two-o'clock feeding as a fiendish practice designed to make new papas old before their time.

After all, to a comic who got his start in marginal night clubs, a two-o'clock bottle still means something delivered by a tired waiter to an unquenchable patron after the last show of the night.

Look to NBC for the best combination of news, information and entertainment.

LOS ANGELES
(and advertisers)
LIKE US
BECAUSE...

we're Los Angeles' conversation station. By being stimulating, entertaining, provocative and informative . . . our listeners listen.

As a result, advertisers like us because they know it takes a listening audience to become a buying audience.

Represented Nationally by the Katz Agency

KABC
conversation
RADIO 79

AN ABC OWNED RADIO STATION

tisers' workshop on "How to Gear Co-operative Advertising into an Effective Marketing Program," Savoy Hilton hotel, New York.

*June 20—**Southern California Broadcasters Association** luncheon meeting at Michael's Restaurant, Hollywood. Russ Hare and Alan Berger, account executives at Tilds & Cantz, Los Angeles, will discuss the newspaper and radio aspects of media buying in the Los Angeles market.

June 20-22—**Florida Association of Broadcasters** convention, Robert Meyer hotel, Jacksonville, Fla. Speakers will include LeRoy Collins, president of National Association of Broadcasters; Florida Governor Farris Bryant; Jack Thayer, vice president-general manager of WHK-AM-FM Cleveland; Harold Krelstein, Plough Broadcasting Inc.; Edmund Bunker, president of Radio Advertising Bureau; Robert J. Rawson, chief of FCC's Transfer and Renewals Division; Bill Ray, chief of FCC's Complaint and Compliance Division; Robert Heald, Spearman and Roberson; and Tom Wall, Dow, Lohnes and Albertson..

June 21—**Colorado AP Broadcasters Association** meeting, Durango, Colo.

June 21-22—**Colorado Broadcasters Association** convention, Strater hotel, Durango. Speakers will include Donald McGannon, president of the Westinghouse Broadcasting Co., and FCC General Counsel Max Paglin. Don Dailey and Tom Bostic, presidents of the Missouri and Washington State broadcasters associations, respectively, will also address the CBA meeting.

June 21-Aug. 17—**Twenty-First Stanford Radio-Television Film Institute,** sponsored jointly by Department of Communication of Stanford University and San Francisco stations: KPIX (TV), Westinghouse Broadcasting Co.; KQED (TV), Bay Area Educational Television Association; and KNBR-AM-FM, NBC. Courses meet alternately on the campus of Stanford University and in the San Francisco studios of the cooperating stations.

June 22-27—**Advertising Association of the West** annual convention at Ambassador hotel, Los Angeles. Junior conclave, June 22; business sessions, June 24-26; president's dinner, June 26; golf tournament, June 27.

June 24-28—Meeting of **National Association of Broadcasters** radio, TV and combined boards, Statler-Hilton, Washington.

June 24-29—Ninth annual **Writers' Conference,** McKendree College, Lebanon, Ill.

June 24-29—**International Telefilm Show,** within framework of 13th International Film Festival Berlin (Germany) 1963.

June 25—Stockholders meeting, **The Jerrold Corp.,** Jerrold Building, Philadelphia.

June 26-29—Second annual executive conference of **New York State Broadcasters Association,** Gideon hotel, Saratoga Springs, N.Y. Panelists include Joseph Morri editor of *Advertising News of New York* Arthur Perles, editor of *Radio-TV Daily* Ed Bunker, Radio Advertising Bureau Ward Dorrell, John Blair Cos.; Kenneth Cox, FCC commissioner; and Robert M Booth Jr., Booth, Tierney, Hennessey Washington communications law firm.

June 27—Annual loudspeaker conference **Electronic Industries Association,** Pick Congress hotel, Chicago.

June 27-29—**Wisconsin Broadcasters Associated** meeting, The Northernaire. Three Lakes, Wis. June 28 speakers include FCC Commissioner Frederick W. Ford, Radio Advertising Bureau President Edmund C. Bunker, and John Hurlbut, owner-manager of WVMC Mt. Carmel, Ill.

June 27-29—**Maryland-D. C. Broadcasters Association,** Sea Scape hotel, Ocean City, Md.

June 30-July 12—Fifth annual **Advertising Federation of America** marketing management and advertising seminar, Harvard Business School, Cambridge, Mass.

June 30-July 4—Annual convention of **Kiwanis International,** Convention Hall, Atlantic City, N. J. Ward Quaal, executive vice president of WGN Inc., Chicago, will speak July 2 on "Responsibility for Developing, Strengthening, and Preserving Free Enterprise."

JULY

*July 10—Annual meeting of **Broadcast Pioneers,** Park Lane hotel, New York City.

July 10-14—Convention of **American Federation of Television and Radio Artists,** Ambassador hotel, Los Angeles. Keynote speakers will be California Governor Edmund G. Brown and Mayor Samuel W. Yorty.

*July 10-20—Fourteenth **International Festival of Documentary Film,** Venice, Italy.

July 11-13—Annual convention of **Idaho Broadcasters Association,** Moscow, Idaho.

July 14-16—Summer convention of **South Carolina Broadcasters Association.** Location to be announced.

July 14-26—Fourth annual **NAB Executive Development Seminar,** Harvard Business School, Cambridge, Mass. The general outline of subject matter includes: (1) development of the executive; (2) formulation and execution of competitive strategy; (3) organization and delegation of work; (4) planning, budgeting and controlling costs (5) management of people; (6) review and appraisal of management performance.

July 20—**Florida AP Broadcasters** annual meeting, Cape Colony Inn, Cocoa Beach, Fla. News panels in the morning, a luncheon, afternoon tour of Cape Canaveral and an awards dinner at night.

BOOK NOTES

"History in Sound," by Milo Ryan. University of Washington Press, Seattle. 617 *pp.* $15.00

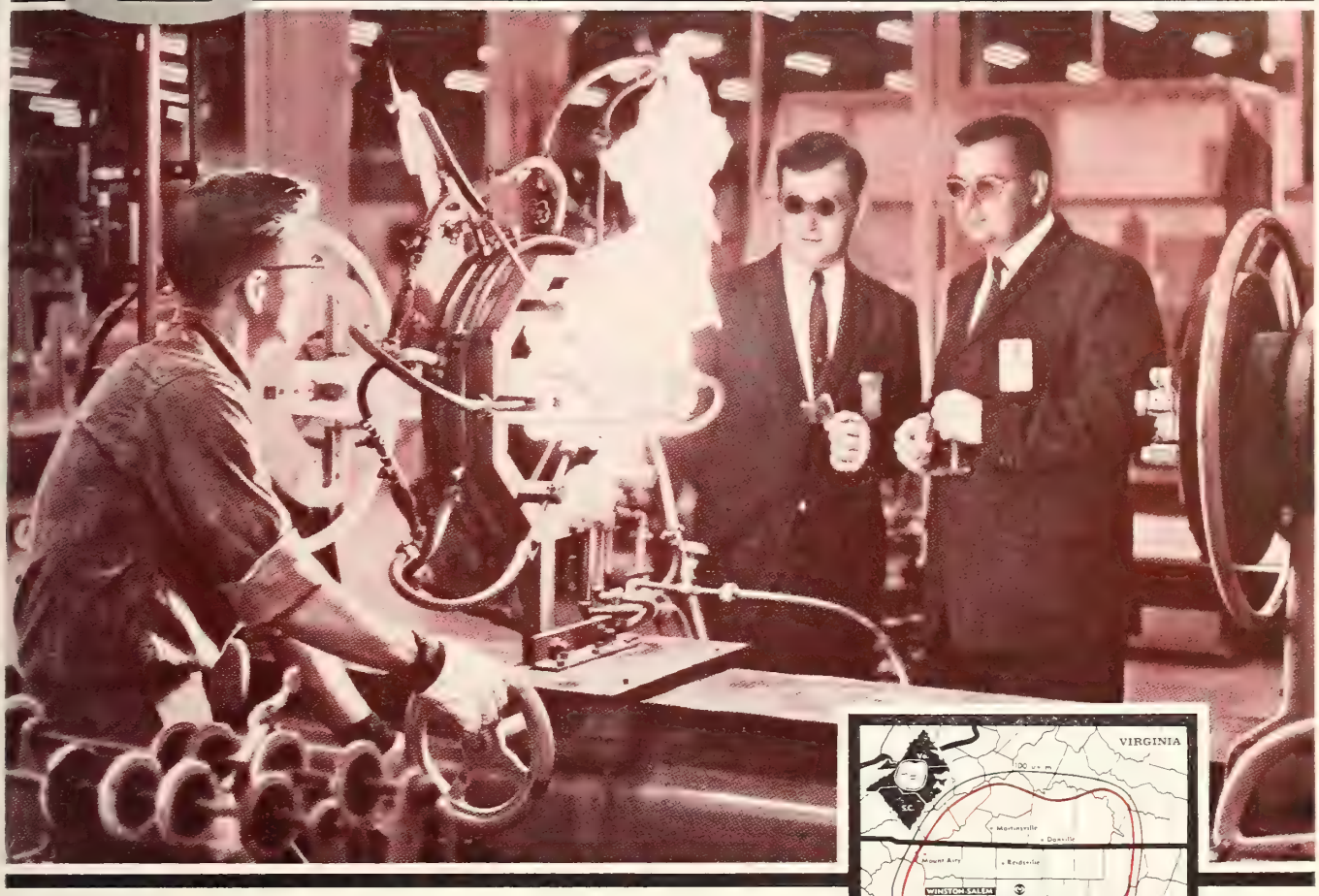
From Hitler's speech to the Reichstag on Jan. 30, 1939, to President Kennedy's speech to the United States on Oct. 22, 1962, announcing a quarantine on Cuba covers 23 years of history; an era preserved in the Phonoarchive at the University of Washington.

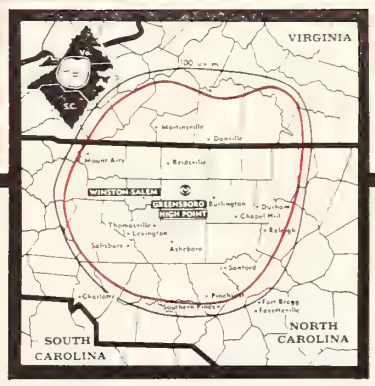
History in Sound is a descriptive listing of the KIRO Seattle, CBS collection of broadcasts of the World War II years and after. It consists of 3,900 programs—most of them on acetate recordings—which over a five-year period were catalogued and transferred to tape.

Mr. Ryan, professor of radio and television in the School of Communications at the University of Washington, performed this task under a grant-in-aid from the CBS Foundation Inc., on the recordings which KIRO had donated to the university.

In his foreward to the book, William Paley, chairman of the board of CBS Inc., says this book will not only reconstruct those crowded World War II days for scholars, but "trace the rise of the broadcast medium as a new and vigorous force in twentieth century journalism."

CHANNEL 2 in DANVILLE





HIGH QUALITY COMES AT A HIGH TEMPERATURE . . . at the new Corning Glass Works in Danville, Virginia. WFMY-TV personalities Jim Tucker and George Perry warily watch the finishing touches applied to one of the many kinds of specialty glass, including windows for the two-man Gemini space capsule, being produced at the newest industry in Southern Virginia's largest industrial city. The new Corning plant joins an already impressive family of industries in Danville, long recognized as the home of Dan River Mills, world's largest single-unit textile plant, employing over 10,000 people, and famous as a bright leaf tobacco market, bringing farmers over 40 million dollars annually. For 14 years, Danville has been served with CBS and local interest television programs by WFMY-TV, Greensboro, noted for high quality at **any** temperature in 51 counties in Piedmont North Carolina and Virginia.

CHANNEL 2 CBS

wfmy-tv

GREENSBORO, N. C.

"Now In Our 14th Year Of Service"

SEAL OF GOOD PRACTICE

Represented nationally by Harrington, Righter & Parsons, Inc.



SERVING THE LARGEST METROPOLITAN TV MARKET IN THE CAROLINAS

PROgramming

The big pros in Madison radio are on WKOW / 1070. Each of these exclusive personalities is a leader in his field.



CLARK HOGAN

Sample his drive-time "Coffee Club" 7-9 a.m.

Clark Hogan's blend of music . . . his believable delivery . . . his smiling style . . . sound reasons why listeners, and advertisers too, are regulars in the Coffee Club. So we give 'em more. Clark and his newsman partner, Jack Davis, return right after Arthur Godfrey for The Hogan-Davis Show. It's PROgramming like this that keeps WKOW/1070 *first* in total audience*, *first* in total weekly homes*—*first* choice of advertisers in selling all of Southern Wisconsin.

*Ask your H-R salesman for proof. He has the facts.

CBS IN MADISON

WKOW • 1070

Wisconsin's Most Powerful Full Time Station

TONY MOE, Vice-Pres. & Gen. Mgr
Ben Hovel, Gen. Sales Mgr.
Larry Bentson, Pres.
Joe Floyd, Vice-Pres.



represented nationally by H-R

MIDCO

Midcontinent Broadcasting Group

WKOW-AM and TV Madison • KELO-LAND TV and RADIO Sioux Falls, S. D. • WLOL-AM, FM Mpls.-St. Paul • KSO Des Moines

OPEN MIKE

United we stand

EDITOR: Here we go again!

Once more it is proposed that broadcasters divide and thus subject themselves to being conquered. First came the proposal that state associations form a federation and set up representation in Washington. Now a second proposal—that radio broadcasters depart from the National Association of Broadcasters and form their own association, leaving the NAB to serve only television.

What's the matter with us? Must we broadcasters always ride off in all directions, leaving those who oppose us free to take advantage of our disunity? United broadcasters, under one banner, can be an effective force for the good of our industry. Such effectiveness has to be less if we splinter up into special interest groups.

While I agree that the NAB is certainly not perfect, it has been an effective force and is, I believe, becoming even more effective under the able leadership of LeRoy Collins. What broadcasters should do at this point . . . is to take an active interest in NAB, thus helping to increase its effectiveness. It may be trite but it's certainly true that united we stand, divided we (may) fall. Let's not fight among ourselves. That's what those who oppose us would like to have us do.—*Harold Essex, The* WSJS *Stations, Winston-Salem, N. C.*

Southern appreciation

EDITOR: IT IS PARTICULARLY HEARTENING, AT THIS TIME WHEN THERE IS SO MUCH CRITICISM OF OUR INDUSTRY, THAT A MAN IN SENATOR MCGEE'S POSITION WOULD RECOGNIZE THAT THERE ARE THOSE STATIONS WHICH ACKNOWLEDGE AND FULFILL THEIR RESPONSIBILITIES TO SERVE THE PUBLIC.—*Louis Wolfson, vice president in charge of broadcast facilities, Wometco Enterprises Inc., Tallahassee, Fla.*

[BROADCASTING June 3 reported Senator Gale McGee's (D-Wyo.) address on the Senate floor in which some broadcasters were praised for programing improvements. Specifically cited was Wometco's WLOS-TV Asheville, N. C.]

Keeping the record straight

EDITOR: [In your] listing of members of Congress who have an interest in radio and television broadcasting stations, I am listed as a trustee but not a stockholder of WDCR Hanover, N. H. (BROADCASTING, May 6).

To be accurate, the article should have made the point that WDCR is a student-operated radio station at Dartmouth College which, because FCC regulations will not permit ownership of a broadcasting station to be vested in students, is owned in the name of

BROADCASTING PUBLICATIONS INC.

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U. S. Patent Office

Copyright 1963: Broadcasting Publications Inc.

WIN THIS MAGNIFICENT MGB

Here's what you win . . . a one-way air transportation for two from the winner's home city to Wichita Falls . . . accommodations and meals for two days in the city . . . one hundred dollars in cash and, of course, this sparkling new MGB.



HOW? BY SUGGESTING NEW CALL LETTERS FOR KSYD-TV

here's my suggestion → K ___ ___ ___

To Channel 6, Post Office Box 6666, Wichita Falls, Texas

Name _____

Address _____

City _____ State _____

Position _____

Here's my slogan or reason for these call letters: _____

_____

_____

RULES: Fill out the coupon with your suggestions as to the new call letters for Channel 6, Wichita Falls, Texas. In addition, provide a short slogan or your reason for choosing these call letters to tie-in with your call letter suggestion. All entries become the property of Channel 6 and should be mailed before midnight Sunday, June 30, 1963. Decision of the judges is final, and subject to FCC approval. In case of duplicates, earliest postmark wins.

A TIP:

Channel 6 — CBS — blankets north central Texas and southern Oklahoma. More than three quarters of a million population with an effective annual buying income of more than a billion and a quarter dollars!* ARB reports 188,000 television families in 19 Oklahoma and 26 Texas counties covered by Channel 6's 100 KW video signal.

***Sales Management, June 10, 1962**

ATS

REPRESENTED BY
ADVERTISING TIME SALES, INC.

Now . . . owned and operated by Mid-Texas Broadcasting Corp. William E. Hobbs, Vice President and General Manager; W. Hal Thompson, Commercial Manager.

6

TEAR OUT THIS PAGE HERE AND MAIL TODAY!

LUXURY LEADERSHIP

IN EVERY LONG-ESTABLISHED INDUSTRY, THERE'S AN OFTEN INFLUENTIAL ELEMENT OF **LUXURY LEADERSHIP.** IT'S CHARACTERIZED BY A FIRM COMMITMENT TO THE PASSIVITY OF THE STATUS QUO AND DOING THINGS THE EASIER WAY. IT IS ONE REASON WHY MANY BUSINESSES PROGRESS SO SLOWLY ONCE THEY'RE ESTABLISHED. IT'S ALSO THE REASON WHY SOME OF THEM DIE.

Take the network radio business, for example. During the last decade and a half, unique and major changes occurred in the ways and means of American life. Throughout a rapidly changing postwar nation, an active, mobile consumer population grew in proportions and achieved a buying power greater than ever before by many millions of dollars. During this time, not a single noteworthy *action* was taken by radio network "leadership" to develop a realistic means to measure the extensive audiences radio reached daily, when radio left the living room. In this important area, radio *leadership* sat conspicuously still.

PEOPLE, however, did not sit still. They bought new radio sets in every size and shape and in the most incredible numbers, more than 174 million in the last ten years and nearly 25 million in 1962 alone. They bought them to use in automobiles, boats, businesses and on beaches. They plugged them into electrical outlets, and they played them on small batteries. Radio's unique in-and-out-of-home mobility made it the *one* medium able to reach people instantaneously *wherever* those people worked, played or travelled.

PROVING that fact was another matter, because an entire industry of four radio networks still measured audiences by *yesterday's standards.* And those standards were so inadequate and often, in light of recent Congressional Hearings, so unjust that reliable indications of total and individual network radio audiences were relegated to the level of wishful thinking.

RADIO, all radio, had changed by virtue of science and a modern, mobile way of life. If radio people couldn't face the change, prove the change and provide an advertiser realistic tools to utilize thoroughly the change, then radio people should not be in the radio business. It had

reached a point where the best corporate wordsmiths could no longer justify the *status quo* in audience measurement.

Today, a decisive break from the tenets of *luxury leadership* has been accomplished by one network. The SINDLINGER RADIO ACTIVITY SERVICE has been inaugurated to measure *total* network radio audiences *wherever* they listen, regardless of to whose station they listen. Sindlinger, Inc. was chosen because of its reputation for integrity and accuracy. The Harris Committee Hearings on Broadcast Ratings have dramatically sustained that reputation.

NOW an advertiser can definitively ascertain not only the full extent of his national radio audience, but that audience's age, sex, income and education. For the first time, a radio advertiser can determine accurately where and when listening occurs, in or out of the home, and what his audience's future buying plans are. Network audiences have been proved repeatedly to be three and four and five times larger than they were according to the now beleaguered mechanical measurement devices which counted homes instead of *people*. We think this will be important as long as *people* are important to business!

The Sindlinger Radio Activity Service will continue to provide clients, agencies and interested networks with realistic and necessary tools to determine the full scope of a national medium whose combined reach, economy and effectiveness is UNMATCHED!

This service marks the first important *action* by Network Radio. The near future will likely see this step further developed by ourselves and others in both broadcasting and print. We will continue to support any honest effort to provide advertisers with effective means to evaluate, utilize and compare media. We will also continue to oppose actively *luxury leadership* in any form that hampers progress because it is easier and less expensive to be passive than aggressive.

THERE ARE NO BARGAINS IN THE BASEMENT OF EXPEDIENT SELLING AND NO FUTURE IN FEAR.

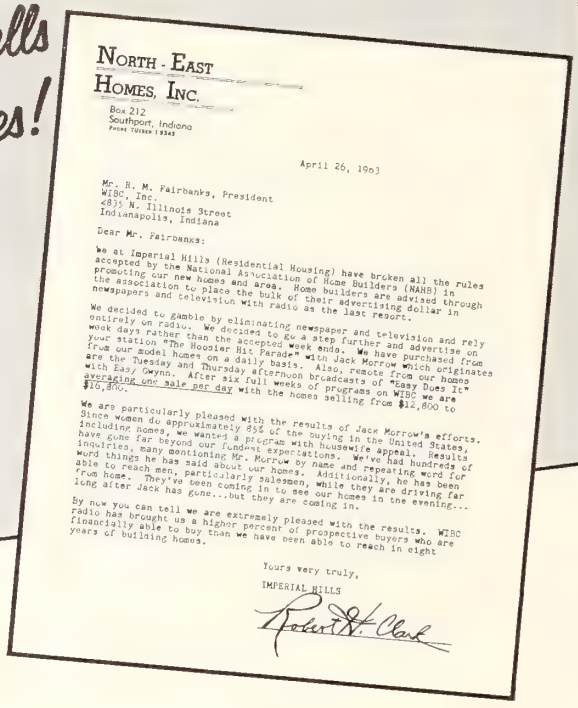
We earnestly invite you to re-evaluate network radio and its remarkable ability to reach *today's* active, mobile consumer population. When you do, we're confident you will find that, totally and with individual networks, THE FACTS HAVE CHANGED CONSIDERABLY!

Robert R. Pauley, *President*

ABC RADIO NETWORK

WIBC The Friendly Voice of Indiana

WIBC sells radio homes!


NORTH - EAST HOMES, INC.
Box 212
Southport, Indiana

April 26, 1963

Mr. R. M. Fairbanks, President
WIBC, Inc.
6835 N. Illinois Street
Indianapolis, Indiana

Dear Mr. Fairbanks:

We at Imperial Hills (Residential Housing) have broken all the rules accepted by the National Association of Home Builders (NAHB) in promoting our new homes and area. Home builders are advised through the association to place the bulk of their advertising dollar in newspapers and television with radio as the last resort.

We decided to gamble by eliminating newspaper and television and rely entirely on radio. We decided to go a step further and advertise on week days rather than the accepted week ends. We have purchased from your station "The Hoosier Hit Parade" with Jack Morrow which originates from our model homes on a daily basis. Also, remote from our homes are the Tuesday and Thursday afternoon broadcasts of "Easy Does It" with Easy Gwynn. After six full weeks of programs on WIBC we are averaging one sale per day with the homes selling from $12,800 to $16,800.

We are particularly pleased with the results of Jack Morrow's efforts. Since women do approximately 85% of the buying in the United States, including homes, we wanted a program with housewife appeal. Results have gone far beyond our fondest expectations. We've had hundreds of inquiries, many mentioning Mr. Morrow by name and repeating word for word things he has said about our homes. Additionally, he has been able to reach men, particularly salesmen, while they are driving far from home. They've been coming in to see our homes in the evening... long after Jack has gone...but they are coming in.

By now you can tell we are extremely pleased with the results. WIBC radio has brought us a higher percent of prospective buyers who are financially able to buy than we have been able to reach in eight years of building homes.

Yours very truly,
IMPERIAL HILLS
Robert H. Clark

LEADS IN RESULTS

Home builders are advised by the national association to place their advertising in newspapers and television with radio as the last resort. Imperial Hills chose to rely entirely on WIBC with this result: *"WIBC has brought us a higher percent of prospective buyers who are financially able to buy than we have been able to reach in eight years of building homes."*

LEADS IN ACCEPTANCE

Indianapolis advertisers know WIBC is the station for results. A local automotive firm, for example, has been on for 23 years. So has a clothing store. A local bank has been on for 17 years, a supermarket chain for 14, a theatre chain and department store for 13 years.

LEADS IN AUDIENCE

We think highly of our air salesmen at WIBC. We believe they are why we can proudly say *WIBC has the largest audience morning, afternoon and evening in Indianapolis and Indiana.**

* C. E. Hooper, Inc., July, 1962.
Pulse Metropolitan Area Survey, October, 1962.
Pulse 46-County Area Survey, October, 1962.

2835 N. Illinois Street
Indianapolis 8, Indiana

50,000 WATTS WIBC 1070 KC
The Friendly Voice of Indiana

JOHN BLAIR & COMPANY
National Representative

WIBC IS A MEMBER OF THE BLAIR GROUP PLAN

Dartmouth College. I am a trustee of Dartmouth College and, because the college owns the station, I also act as a trustee of WDCR.—*Representative Thomas B. Curtis (R-Mo.,) Washington.*

In your own backyard

EDITOR: I felt personally shocked with the proposed viewpoint of the National Council of Churches regarding the support of the FCC's proposal to adopt commercial time limitations (BROADCASTING, May 27). This is not an attitude of friendship towards an industry that has donated many thousands of dollars of airtime to further public religious teachings. I maintain they are simply not aware of the gifts they have received from the broadcasting media. If they were, they would be adopting a citation for services rendered, to be forwarded to the FCC on behalf of the combined broadcasting industry.

Broadcasters have a problem of survival that is known only within the industry. We need the help of community leaders and should bring regulatory problems to their attention. To relieve federal pressures start in your own backyard. Explain your position with *local* leaders of religious, social, civic, fraternal and political organizations. It's these local people who attend and vote at regional and national conventions where decisions are made that directly or indirectly affect broadcasting's livelihood.

This is not the time for the individual broadcaster to be humble. Contact your local delegate to the National Council of Churches convention and tell him your problems. We know that the lifeblood of broadcasting is its advertising, but does your local delegate? If every broadcaster did this, reason would prevail and the council would not adopt a critical policy against the broadcasting industry. — *Morris F. Genthner, treasurer, Genkar Inc., applicant for new station at Gouverneur, N. Y.*

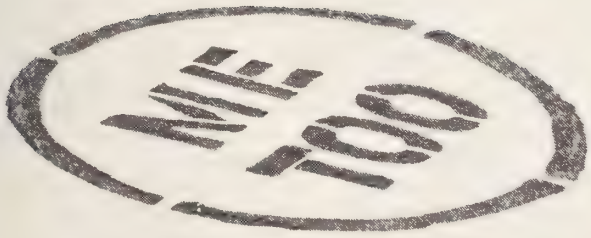
'Memo' reprinted

EDITOR: [Permission is requested] to reprint the MONDAY MEMO of April 29. . . . This reprint will be distributed by the agency to clients and potential clients.—*Dixon L. Harper, vice president for radio and television, Aubrey, Finlay, Marley & Hodgson Inc., Chicago.* [Permission is granted to reprint the MONDAY MEMO authored by Mr. Harper.]

Kudos from Germany

EDITOR: We have . . . followed your international section closely and would like to congratulate you on the accuracy with which you present television news from Germany.—*Manfred Bauer, chief, radio and TV department, German Information Office, New York.*





How not to run a television station

Copying others in the same business is bad business. Especially in television. The audience is deprived of its right to have its programs constantly improved upon. The creative potential of a talented staff is wasted. Any positive contribution to the progress of the television industry is most certainly forsaken. WFGA-TV is not a rubber stamp operation. The professionalism and originality of our News and Sports Departments have made them consistent winners of national awards. Additional awards and praise have been accorded our local public affairs programs. And our efforts in color telecasting have earned WFGA-TV a national reputation as a pioneer. A great share of our programming—local and network—is in color. Perhaps these are some of the reasons why others copy us!

Jacksonville's FULL COLOR Station

WFGA-TV

IN FLORIDA

WOMETCO ENTERPRISES INC.

WTVJ
WLOS-TV

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

MONDAY MEMO

from ERNEST JONES, president, MacManus, John & Adams, Detroit

It's an age of 'accountability' in today's business

Our common business, whether we be advertiser, advertising man or salesman, would appear to be courtship of the public—wooing the consumer to have a better opinion of the products or services we represent. We are all in public relations, and this public courtship, like private courtship, costs money.

It is the demand for accountability of that money which I think we might look at today, for it affects all of us, whether we woo the public's good opinion nationally or locally.

To a great degree we are dealing in intangibles, and this is particularly true of advertising. But the difficulty in the eyes of management is that we are dealing with intangibles with extremely tangible dollars.

A Revolution ▪ You who have been in advertising-selling since the war know that this short period coincides with the American managerial revolution.

Whether our efforts are directed toward selling beans or banking services, motorcars or candy bars, in whatever form of commercial communication in which we invest another's money, the name of the game is accountability.

Today's businessman is oriented to the exact standard of measurement, the definite evaluation, the predictable and provable result, the well-balanced balance sheet. He is not conditioned to the near miss, the self-fulfilling prophecy or the intangible solution to invisible problems secretly—and expensively—arrived at. But, you say, we in advertising and selling deal with unpredictable and capricious human nature and our occupation is of necessity an inexact craft. And you are right.

But this does not absolve us from the task of attempting to provide management with better standards of measurement of our product and its results.

Progress ▪ Already we are being asked to do this, and some progress is being made. More progress should be made in this direction while we are still being asked rather than ordered. We are going to have to evolve better standards of measurement: of media and of the advertising or publicity we place in media; on all the forms of communications we use, be it television, radio, magazines, newspapers, trade exhibits or face-to-face selling.

Why this sudden interest in advertising accountability? It is not sudden. It has been building up over the years as media and production costs continue to rise, as markets become fragmentized and new products multiply and selling costs soar at all levels.

This situation has coincided with two other factors. Surveys show the new breed of businessman has accepted advertising as a business tool but has remained a bit suspicious of it because *all* of advertising's results cannot be worked out on a slide rule.

How's Your Reception? ▪ We all talk a great deal about communication. Nobody seems to talk much about reception. And if there is no reception, you are talking to yourself on a dead phone. At MacManus, John & Adams, we have a seven-point measuring stick for every advertisement—a reinforcement of our "Dual Dollar" technique.

Here they are:

1. Is the message based on a single selling idea?
2. Does the idea have a definite objective?
3. Is the idea fresh and different?
4. Is the idea presented in a fresh and different way?
5. Is the idea communicated with clarity and speed?
6. Is the idea *believable?*
7. Is there an attitude, tone of voice and spirit throughout the communication that makes the reader, listener or viewer warm up to and like the advertiser?

This is no magic formula. But we have found that an advertisement which comes closest to matching these qualifications has a good chance of succeeding in the marketplace and has better than a fighting chance to be seen and understood and acted upon.

The seven points mentioned above are a reinforcement of the agency's Dual Dollar concept, an advertising technique we formulated some years ago.

Dual Dollarism is a working answer to the question being asked by more and more businessmen in every type and size of business: Is it possible to sell my product today and buy insurance for the future with the same advertising dollar?

Dual Purpose ▪ Clients of ours like General Motors, Dow Chemical, Minnesota Mining, Bendix, Standard Oil, Cadillac and Pontiac say that it can be done. Much of the advertising we have prepared for them not only sells products but also reflects their corporate reputation—or corporate character—keeping all markets in a receptive state for whatever new products the future may bring. And that's why we call it Dual Dollar advertising.

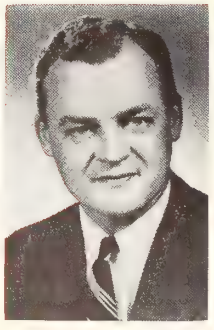
Every advertising dollar you spend must sell, of course, but a portion of that same dollar should always be working, indirectly and adroitly, to establish your character as fine people to do business with *whatever* you may be selling. This is not an easy thing to accomplish.

To do this well demands the very best advertising craftsmanship because it must never be obtrusive or obvious.

The idea must be there, subtly and surely, in every public communication. We find that a strong "family" resemblance contributes to the total impression. This does not necessarily mean that all ads must look alike. For within this concept the appearance of the advertisement can suit its immediate purpose. In effect, Dual Dollar advertising allows you to predispose the consumer to a product which may yet be uninvented or a service still unthought of.

This is the power of Dual Dollar, dual purpose advertising. Not magic, but professional advertising skill directed at the establishment of the one unchanging factor in your business: its reputation.

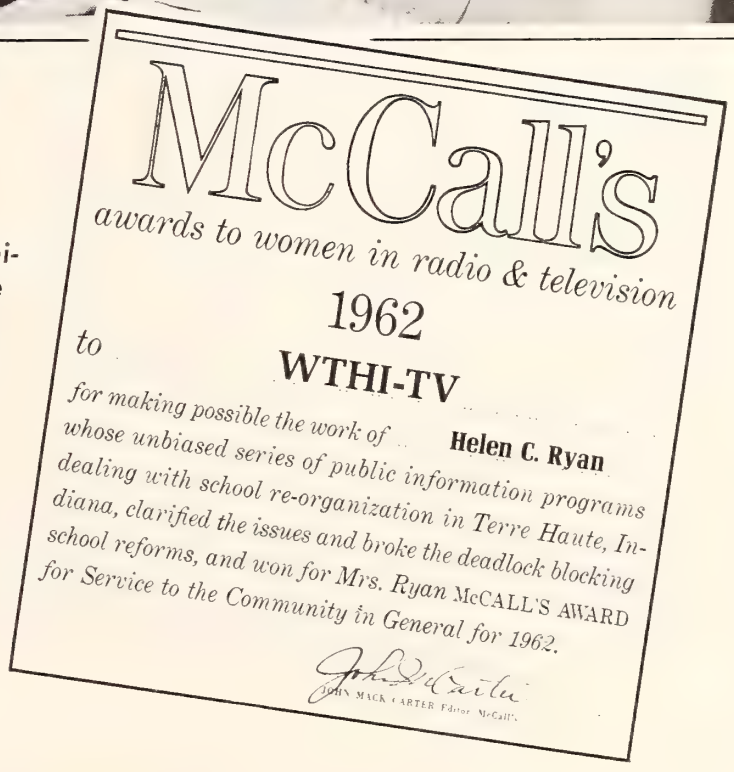
Make the public impression of your company the great constant in a sea of change.



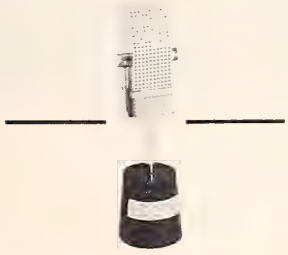
Ernest Jones joined MacManus, John & Adams in Detroit in 1939 as a production department apprentice after graduation from the University of Michigan. In 1950 he was appointed vice president of the agency and sent to New York to open an office there. He returned to headquarters in Detroit in 1953 as executive vice president and director and in 1955 became president of the agency. Mr. Jones has twice been a director of the American Association of Advertising Agencies.



John Mack Carter, Editor of McCalls, presents McCall's "Golden Mike" to Mrs. Helen Ryan of WTHI-TV for outstanding public service in broadcasting.



WTHI-TV is grateful for the recognition accorded the station through the award of McCall's "Golden Mike" to Mrs. Ryan . . . This award encourages WTHI-TV to maintain a level of public service broadcasting which reflects the progressiveness of the community which it serves.

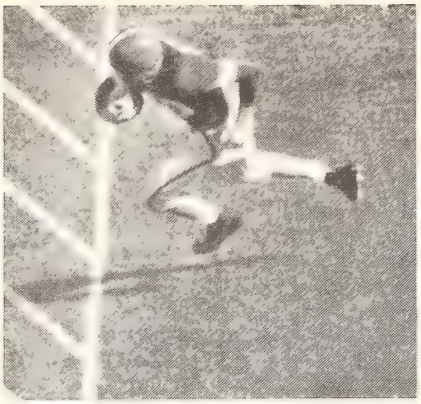


CBS TELEVISION

Edward Petry & Co., Inc.

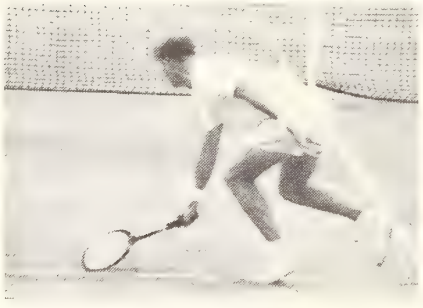
WTHI-TV

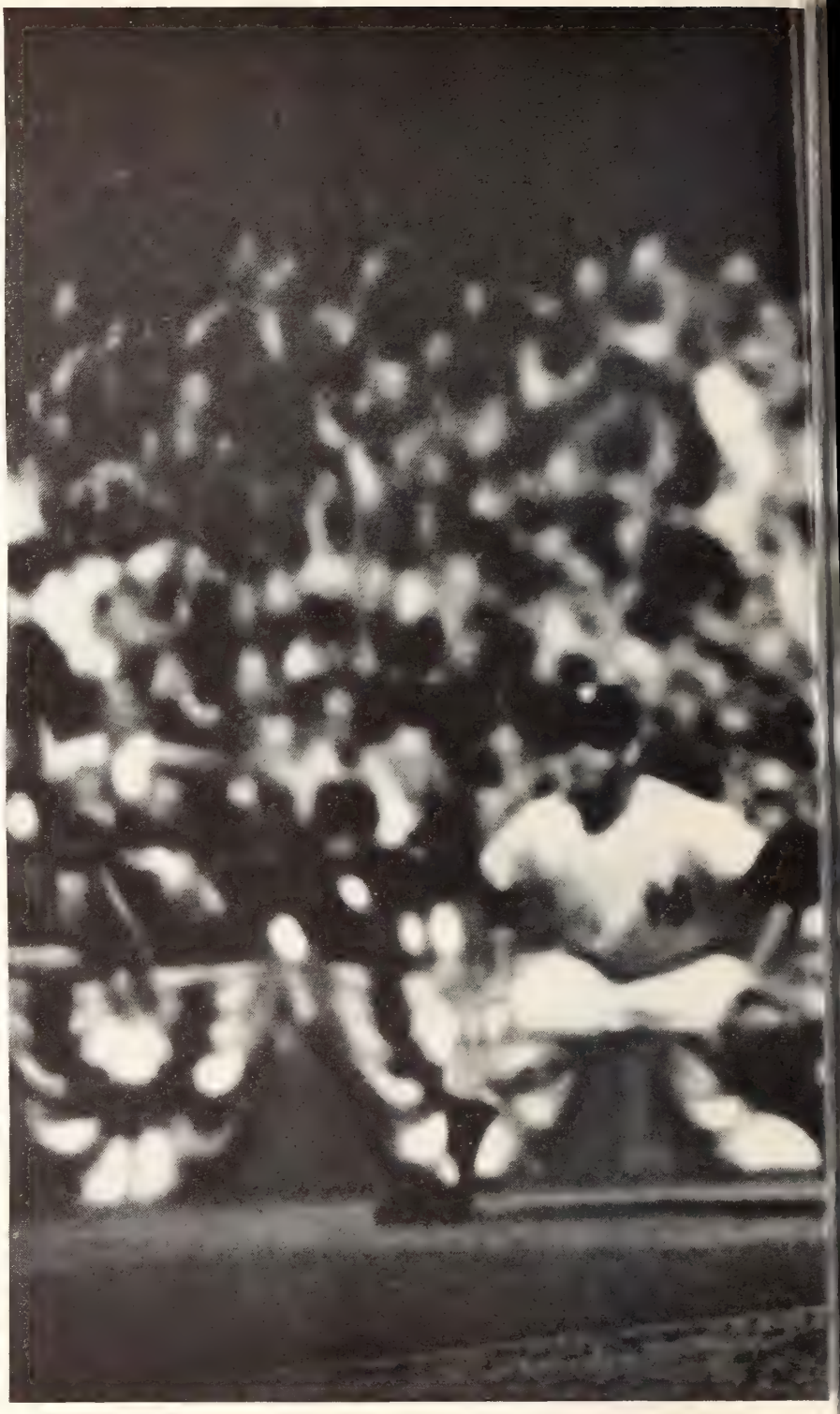
CHANNEL 10 TERRE HAUTE, INDIANA











Surer than the Yankees

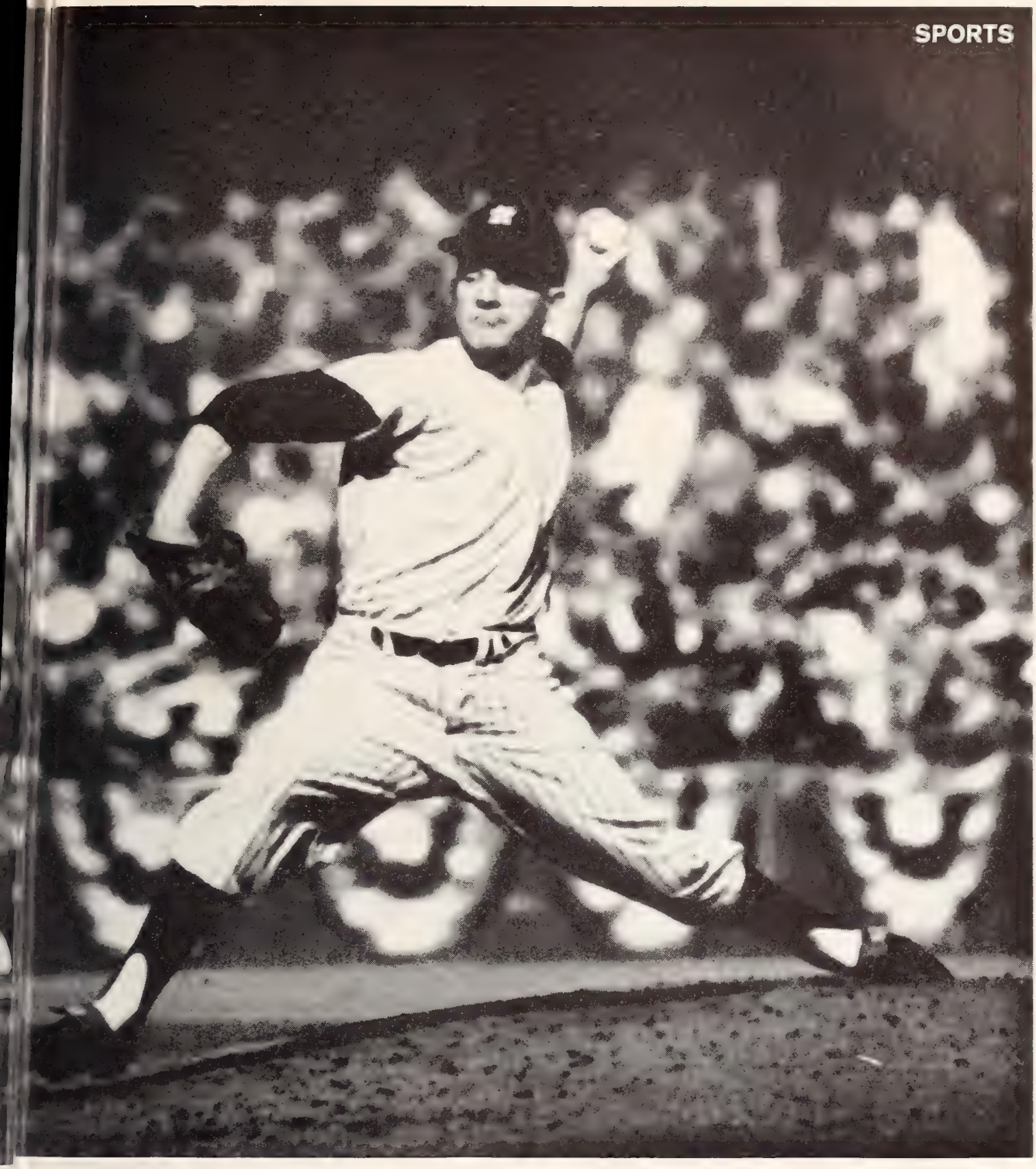
It will surprise hardly anyone at all if money-pitcher Whitey Ford (pictured above) and his Yankee teammates wind up in 1963's World Series.

But even surer to turn up than Whitey and his friends is the team from NBC. It's not hitting or pitching that gets *these* men into the Series, but fielding. They catch everything that happens.

And well they should, for nobody's had more experience at it. When NBC televises this year's Series—as one of the many glittering attractions on our varied Fall schedule—it will mark the 17th consecutive time we've done so.

Let us quickly add that NBC-TV's sporting instincts range far beyond baseball. (We've already slated exclusive U.S. television coverage of the 1964 Summer Olympics.) A further glance at our sports agenda for next season shows:

Nine post-season gridiron events, including the



National Football League Championship, the Rose Bowl and the Sugar Bowl.

The tennis world's National Singles Championships from the hallowed lawns of Forest Hills.

Golfdom's biggest competitions, among them the 1964 National Open, the Bing Crosby tournament, the World Series of Golf, and the Tournament of Champions.

And college basketball's most hotly contested competition of the year, the National Invitation Tournament at Madison Square Garden.

This many-faceted sports coverage reflects the diversified programming of our entire Fall schedule, which ranges from the world-news coverage of the expanded "Huntley-Brinkley Report" to the comedy of the eagerly awaited Bill Dana series; from the new "Espionage" dramas to the circusy fun of "International Showtime." Almost any way you look at it, it has the makings of a fine season.

NBC

Look to NBC for the best combination of news, information and entertainment.

For the fourth consecutive year Charlotte's WSOC-TV dominates awards in annual Southern News Photography Competition

Do you like to look at the news? Hear about it? If you were one of the some three million people within our viewing area, chances are you would satisfy your liking by setting your dial on Channel 9. Charlotte's WSOC-TV is the news station of the Carolinas.

This year, WSOC-TV cameramen swept eight of the ten first and second place awards offered in the competition open to television photographers throughout the South. This brand of local and regional reporting awards advertisers, too. With big audiences; dependable, able to buy. Let this great area station of the nation induce them to buy from you. Schedule WSOC-TV.

JOHN CLIFFORD
Named "Southern TV Photographer of the year"
1st—General News Film, "Gantt at Clemson"
1st—Feature News, "Last Day of Summer"

MIKE O'HARA
1st—Sports News, "'Round the Mountain"

BOB MORSE
2nd—Sports News, "Tally Ho!"

GEORGE CARRAS
2nd—Feature News, "River Boat"

JOHN CLIFFORD—STEVE DELANEY
1st—Team Filming, "The Lord is Dead"

STEVE DELANEY—FRED BARBER
2nd—Team Filming, "Storm"



WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton, WIOD, Miami

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
June 10, 1963, Vol. 64, No. 23

TV USERS GET BIGGER AND BIGGER

Survey shows most spot and network TV budgets have increased

Additional $80 million tacked on $1.52 billion spent in '62

Most television users are increasing their budgets every year

Television's tendency to make big users out of little ones—and to make substantial users more substantial—was pointed up last week in an examination of current plans and past performances of leading national TV advertisers.

A sampling by BROADCASTING indicated that, although network and especially spot TV commitments for the next season are incomplete, higher TV budgets will probably be characteristic of most national TV users, while significant cutbacks will be relatively few.

The ratio of increases to cutbacks seemed apt to add $80 million or more to the $1.52 billion spent in network and spot television time last year (gross billing estimates). This would be a gain of about 6% and was considered conservative by some observers. Last year the increase was about 13.7% over a 1961 held back by a general economic recession.

The inclination of many television advertisers to increase their commitment to TV as they become more and more experienced in it was evident, meanwhile, in a formal study that became available last week.

The study, prepared by ABC-TV from figures released by the Television Bureau of Advertising, traces the network and spot television budget histories of 222 national advertisers over the past five years.

Examination shows that a majority of almost 8 to 1 increased their TV investments over the five-year span, sometimes gradually, sometimes spectacularly—but presumably always out of satisfaction with past results (see tables).

For the current year, BROADCASTING's sampling found that significant increases over 1962 are expected from such advertisers as Chrysler, Alberto-Culver, Pharmacraft, Xerox, Hunt foods, Humble Oil, Purex, Timex, Brown & Williamson, Liggett & Myers, American Tobacco, Coca-Cola, Frito-Lay, Standard Brands, R. J. Reynolds Tobacco, United Fruit Co., Pabst Brewing Co., Buick, Philip Morris, Block Drug, Clairol, Consolidated Cigar, A. C. Spark Plugs and Libby, McNeil & Libby.

Chrysler's Comeback ▪ The Chrysler Corp. is making a dramatic comeback in TV. It spent almost $6 million in network and spot in 1962, but will have an outlay of more than $20 million during 1963-64, according to some authorities. Its major investment will be its weekly sponsorship of the one-hour *Bob Hope Show* on NBC-TV.

Alberto-Culver is expected to increase its TV commitments from $24 million in 1962 to $30 million in 1963. Gulf Oil Co. is raising its 1962 budget of approximately $4.3 million to more than $6 million this year and should increase to more than $8 million in 1964 as it expands its network investment on NBC-TV for its instant news specials and convention coverage.

Xerox Corp., which spent $600,000 in 1962, is enlarging its usage to an estimated $4 million for the 1963-64 season, with several network commitments expected to be announced shortly.

Humble Oil Co. is scheduled to raise its network investment by at least $2 million in 1963-64. The United Fruit Co., in its first national campaign in 19 years, is spending about $2.2 million in network and spot TV, starting this summer.

The list is by no means complete and does not encompass many companies that network and spot TV authorities feel reasonably sure are poised to pour more money into their medium.

The consensus was that many of the insurance companies, for example, who have been experimenting with the medium, will plunge more heavily during the remainder of the year. These include Allstate, Nationwide, Liberty Mutual, Traveler's Insurance, Institute of Life Insurance and Metropolitan Life, which boosted their 1962 TV investments over 1961.

Cosmetics and toiletries also seemed primed for expansion, with companies mentioned including Bristol-Myers, Chesebrough-Pond's, and Armour & Co. in addition to big-spending Alberto-Culver.

Procter & Gamble is expected to raise its budget slightly, but one network executive commented: "when P&G goes up a million, it doesn't sound like much."

Oil & Food ▪ Oil companies constituted another classification that could be considered ripe for increases in TV spending, as are food companies that have not invested too heavily in the medium in the past, including Hunt

Multi-million drive for Gold Medal Wondra

A new flour product, Gold Medal Wondra, will be introduced by General Mills in mid-August, with the heaviest television campaign for a new item in the history of the company.

A spokesman for the company, while not revealing the actual cost of the campaign, said Gold Medal Wondra will be backed by a multi-million dollar budget—the largest ever placed behind a new General Mills product. He pointed out that the budget was a new appropriation by the company to push the new product.

The spot and network TV campaign will account for 75% of the budget during the first six months of the campaign, the spokesman said. The spots will cover 175 markets carrying from 10 to 40 commercials per week.

In addition the new product will be advertised on General Mills regularly scheduled network television programs.

Dancer-Fitzgerald-Sample has been named advertising agency for Gold Medal Wondra. The agency, in announcing the new campaign, pointed out that the new product is the first new General Mills flour to use the Gold Medal name in the 40 years that it has been handling Gold Medal flour.

Foods and Frito-Lay.

With the exception of Chrysler's, automotive manufacturers' investments in TV are expected to remain at about their 1962 levels, though some additional spot TV business is envisioned by some station representatives.

They reported that some auto makers are adding to spot advertising by scheduling campaigns in flights throughout the year, and the apparent success of the current drive is expected to bring in additional business the remainder of this year.

The most notable defection from TV for the fall of 1963 appears to be U. S. Steel, which has withdrawn from its long-time association with the *U. S. Steel Hour* on CBS-TV and has not announced its future TV plans. U. S. Steel spent more than $3 million in TV during the 1962-63 season.

Television, through the years, has had the effect of increasing substantially the amount of money invested by advertisers, some of it at the expense of other media. This pattern seems to hold true for the remainder of 1963 and going into 1964.

Budget Moves ▪ The study showing the track records of 222 leading advertisers from 1958 through 1962 was prepared by the ABC-TV research department for the internal use of its staff. It is useful in pointing up the investments of individual companies, on one or more networks or in spot; how they increased or lowered their investments from year to year and how they shifted budgets among networks or between network and spot TV.

A BROADCASTING analysis of the 222 companies in the ABC-TV compilations shows that 192 raised their spending in TV over the five-year period; 25 decreased their budgets and five remained virtually the same.

These bare statistics, however, do not spotlight fully the tremendous gains made in TV expenditures over the five years. While there were numerous evidences of advertisers raising their spending by at least four or five times, there were fewer companies proportionately who trimmed their spending by that ratio.

An ironic sidelight is that Chrysler, which is headed for the most dramatic return to TV with more than $20 million allocated during the 1963-64 season, emerges in the study as a top-level TV "reducer." Chrysler trimmed its allocation from $14.7 million in 1958 to $5.8 million in 1962. The big TV "loser" was Lestoil which spent $12.3 million in 1958 and $18.1 million in 1959 and dwindled to $3.7 million in 1962. Cutbacks over the period also were instituted by RCA, Continental Baking, Westinghouse Electric and Schick.

Among the companies recording the largest gains in TV were Alberto-Culver, Beech-Nut, Block Drug, Bristol-Myers, Campbell Soup, Ralston-Purina, Smith, Kline & French Laboratories and Texaco.

Others with smaller gains included General Foods, American Home Products, Colgate-Palmolive, Philip Morris, R. J. Reynolds and General Mills.

Lady Brooke tries out television

In its first use of network television, Lady Brooke Ltd. of Cameo Inc., Toledo, Ohio, has purchased participations on NBC-TV's *Tonight* and *Today* shows.

Lady Brooke, which markets shoe cosmetic kits, has also bought participations in five daytime programs on ABC-TV which will start in September.

The campaign will begin on *Today* June 27 with weekly commercials extending through December. Participations on *Tonight* will begin July 19 and continue into the fall.

In September, the campaign will be expanded to ABC-TV's daytime *Jane Wyman Presents, Father Knows Best, Seven Keys, General Hospital* and *Who Do You Trust.*

The commercials will be live on *Today* and a combination of live and filmed on *Tonight,* with lead-ins by featured performers.

Advertising agency: Shaller-Rubin Co., New York.



On NBC-TV's "Tonight" show Johnny Carson (l), host of show, is shown with Miss Lady Brooke, TV spokesman for the product. Lady Brooke Ltd., a division of Cameo Inc., will begin participations on "Tonight" starting July 9 and "Today" beginning June 27.

Five-year decreases for TV for these firms

Only one out of eight advertisers reduced their spending in TV during the 1958-1962 period. The ABC-TV study traced investments in network and in national spot. These were the eight largest TV "reducers" figured on a basis of gross time investments. Figures are in thousands of dollars.

	1958	1959	1960	1961	1962	Decrease
Chrysler	$14,732	$10,496	$ 8,956	$ 5,263	$ 5,824	$ 8,908
Network	14,341	9,507	8,638	4,151	4,129	10,212
Nat. Spot	391	989	318	1,112	1,695	1,304
Lestoil	12,339	18,132	9,961	4,663	3,677	8,662
Network	.....	.....	.....	.....	2,304	(2,304)
Nat. Spot	12,339	18,132	9,961	4,663	1,373	10,966
Brown & Williamson	17,664	17,846	20,319	17,598	14,143	3,521
Network	8,250	8,593	12,533	14,133	13,317	(5,067)
Nat. Spot	9,414	9,253	7,786	3,465	826	8,588
Westinghouse	4,724	5,166	9,033	3,651	1,368	3,356
Network	4,639	5,166	8,825	3,480	1,195	3,444
Nat. Spot	85	.....	208	171	173	(88)
Continental Baking	9,964	11,582	6,473	9,048	6,657	3,307
Network	740	776	594	512	337	403
Nat. Spot	9,224	10,806	5,879	8,536	6,320	2,904
Revlon	7,157	7,501	6,579	3,919	4,194	2,963
Network	6,309	4,217	4,220	3,689	3,880	2,429
Nat. Spot	848	3,284	2,359	230	314	534
RCA	6,458	3,968	3,870	1,985	3,550	2,908
Network	6,458	3,842	3,735	1,942	3,410	3,048
Nat. Spot	.....	126	135	43	140	(140)
Bulova	3,523	1,687	.....	930	1,074	2,449
Network	1,667	1,687	.....	930	1,074	593
Nat. Spot	1,856	.....	.....	.....	.....	1,856

(Based on figures presented by ABC-TV's Research Department's Marketing Services. ABC-TV used gross time billings released by the Television Bureau of Advertising as its source material. Advertisers decreasing their budgets $2 million or more during the period are listed above. Figures in parenthesis are increases.)

Corning cites TV for Centura' introduction

Alan Kennedy, advertising manager of Corning Tableware Division of Corning Glass Works, told members of the New York Sales Executives Club last week that television advertising had provided his company with "the fastest communication of product information we've ever experienced."

Explaining his company's marketing strategy for its new "Centura" line of break-resistant tableware, Mr. Kennedy was one of four Corning Tableware executives who made presentations on behalf of the product to the executives' regular weekly luncheon.

"Centura" was introduced nationally last September, using spot television advertising in 92 markets with intensive frequency for from two-to-three weeks. Account executive Richard Sears of N. W. Ayer & Son explained television's role in the marketing area as that of immediate introduction of product. "We got the frequency we wanted from television, and then eased off after the first three weeks. But we still plan to use TV on a sporadic basis."

Corning had used television intensively in its marketing of "Corning Ware" in 1958, and reported substantial sales gains as a result. Mr. Kennedy told the sales executives that television was part of a four-part marketing plan which also included the use of introductory print advertising on a cooperative basis with local stores, a publicity program and promotional store displays.

Cigarette advertising is 2-3% of total cost

Despite the need for most multi-brand cigarette manufacturers to maintain three or four national advertising campaigns at once, Robert K. Heimann, assistant to the president of American Tobacco Co. said last week that advertising costs are "surprisingly modest."

In an address to New York security analysts, Mr. Heimann said that because of the division of the cigarette market into four categories—regular, king, filter and menthol—the manufacturer now has three or four national advertising campaigns to finance instead of just one.

Cost of these campaigns, he said, though "are estimated at somewhere between 2% and 3% of the $6.85 billion Americans spent for cigarettes last year." His estimate would place total money spent on cigarette advertising between $135 million and $205 million.

They increased TV over 5-year span

The following list of advertisers which raised their TV budgets during the 1958-62 period of ABC-TV's study covered 192 of 222 companies which used network and spot. The list shows the year-to-year total, network and spot expenditures of some representative companies that raised their TV budgets substantially—$5 million or more increase—over the five-year span. Figures are gross time investments in thousands of dollars.

Parent company	1958	1959	1960	1961	1962	Increase
Procter & Gamble	$84,472	$95,341	$101,491	$106,722	$111,946	$27,474
Network	50,639	50,294	46,407	50,018	51,700	1,061
Nat. Spot	33,833	45,047	55,084	56,704	60,246	26,413
Alberto-Culver	2,683	6,675	10,064	12,319	24,477	21,794
Network	1,435	5,140	8,822	7,169	13,322	11,887
Nat. Spot	1,248	1,535	1,242	5,150	11,155	9,907
Bristol-Myers	18,919	20,362	20,917	24,247	39,511	20,592
Network	16,073	12,617	10,747	14,661	24,867	8,794
Nat. Spot	2,846	7,745	10,170	9,586	14,644	11,798
General Foods	21,754	35,489	37,165	37,469	41,357	19,603
Network	20,733	20,890	18,624	19,613	19,436	(1,297)
Nat. Spot	1,021	14,599	18,541	17,856	21,921	20,900
American Home Prod.	27,784	38,767	42,788	39,744	44,480	16,696
Network	20,508	28,109	33,376	31,031	33,051	12,543
Nat. Spot	7,276	10,658	9,412	8,713	11,429	4,153
Colgate-Palmolive	33,855	36,359	33,930	35,034	47,317	13,462
Network	22,857	22,479	22,511	20,045	24,539	1,682
Nat. Spot	10,998	13,880	11,419	14,989	22,778	11,780
Campbell Soup	4,574	6,043	7,831	10,571	14,226	9,652
Network	4,234	4,767	5,305	7,204	8,255	4,021
Nat. Spot	340	1,276	2,526	3,367	5,971	5,631
Philip Morris	9,170	13,344	15,395	16,148	18,301	9,131
Network	5,103	8,957	11,245	9,774	11,345	6,242
Nat. Spot	4,067	4,387	4,150	6,374	6,956	2,889
R. J. Reynolds	18,436	20,376	20,065	24,041	27,523	9,087
Network	16,002	16,124	15,891	21,741	24,645	8,643
Nat. Spot	2,434	4,252	4,174	2,300	2,878	444
General Mills	13,777	16,157	17,222	19,164	21,868	8,091
Network	10,790	12,919	14,652	14,892	12,198	1,408
Nat. Spot	2,987	3,238	2,570	4,272	9,670	6,683
Corn Products	8,119	8,748	7,080	12,347	15,833	7,714
Network	4,927	4,522	3,342	6,220	8,330	3,403
Nat. Spot	3,192	4,226	3,738	6,127	7,503	4,311
Lever Bros.	38,537	46,854	45,149	44,492	45,852	7,315
Network	21,958	32,735	28,613	25,515	26,222	4,264
Nat. Spot	16,579	14,119	16,536	18,977	19,630	3,051
Beechnut Life Savers	2,598	5,476	6,039	7,865	9,303	6,705
Network	2,476	4,839	4,819	6,292	7,599	5,123
Nat. Spot	122	637	1,220	1,573	1,704	1,582
Texaco	1,861	6,848	12,680	10,386	8,398	6,537
Network	201	6,199	12,162	10,119	6,997	6,796
Nat. Spot.	1,660	649	518	267	1,401	(259)
P. Lorillard	16,508	17,003	16,187	21,543	22,921	6,413
Network	9,791	12,826	7,755	13,540	13,084	3,293
Nat. Spot	6,717	4,177	8,432	8,003	9,837	3,120
Block Drug	2,890	4,118	5,542	7,700	9,168	6,278
Network	1,357	2,867	5,242	6,748	8,537	7,180
Nat. Spot	1,533	1,251	300	952	631	(902)
Simoniz	.....	.....	4,803	6,087	5,710	5,710
Network	.....	.....	2,331	3,241	1,769	1,769
Nat. Spot	.....	.....	2,472	2,846	3,941	3,941
Smith-Kline & French	113	56	117	1,452	5,499	5,386
Network	113	56	117	720	2,714	2,601
Nat. Spot	.....	.....	.....	732	2,785	2,785
Kellogg Co.	12,840	13,443	15,695	14,638	18,182	5,342
Network	10,291	7,454	9,900	8,659	11,120	829
Nat. Spot	2,549	5,989	5,795	5,979	7,062	4,513
Richardson-Merrell	2,728	4,388	4,589	5,142	7,984	5,256
Network	511	1,273	2,375	2,548	3,978	3,467
Nat. Spot	2,217	3,115	2,214	2,594	4,006	1,789
Ralston-Purina	3,754	6,223	6,743	8,113	8,914	5,160
Network	3,367	4,415	6,067	6,153	4,824	1,448
Nat. Spot	387	1,808	676	1,960	4,090	3,712
Johnson & Johnson	2,619	3,170	4,905	6,331	7,684	5,065
Network	2,461	3,001	4,298	5,766	5,655	3,194
Nat. Spot	158	169	607	565	2,029	1,871

(Based on figures presented by ABC-TV's Research Department's Marketing Services. ABC-TV used gross time billings released by the Television Bureau of Advertising as its source material. Advertisers increasing their budgets $5 million or more during the period are listed above. Figures in parentheses are decreases.)

Mattoon outlines three roads to the top

AD, SALES, MARKETING MEN ARE TODAY'S GENIUSES

Advertising, marketing and sales represent the best routes to the president's job in major American business organizations, Henry A. Mattoon, vice president and general manager of McCann-Erickson, Los Angeles, told the San Diego Sales and Advertising Club on Wednesday (June 5).

"Of the 58 presidents of the top 58 companies in the country today, 21—or better than one out of three—advanced to their jobs through advertising, marketing or sales," he reported. "This is 10 more than those who got there through the financial route; 11 more than those who came up via research or engineering . . . the odds are even better for the future."

Reviewing the past, Mr. Mattoon pointed out that in the 1920's the top company jobs went to the "ones who made mass production a reality, the Henry Fords who found a better way to make it for less." The next decade, the depressed 1930's made a president of the "legal brain or the financial genius, the man who cut costs and borrowed and maneuvered to keep the company going when bankruptcy was the biggest word in the morning newspaper." The wartime '40's were "the era of the ingenious substituter—the engineering or chemical genius who somehow found a way to make it—and make it acceptable—in spite of having almost nothing to make it with or out of . . . he also had to be 4-F."

The 1950's found "a new kind of executive rising to power . . . the distribution geniuses—the retailers with a new concept," Mr. Mattoon said. But the 1960's, today's decade, "needs every smart marketing man, advertising man and salesman it can get. It needs you," he told his audience of advertising-marketing-sales executives.

To become president today, he stated, "you're going to furnish your company with the concept that increases its earnings, because there is nothing ailing any company that can't be made well in a hurry by good earnings. And you're in a unique position to do it. Chemical, and mechanical and electrical engineering are now so good they have a tough time today cutting the costs of production by 1 or 2%, or making one product excel a competitive one by even 2%. But we all know some advertisements or commercials can get seven times the readership or remembrance of others costing the same. And cutting the per unit cost of advertising or selling is the fast way to better company earnings. And advertising or marketing dollar spent should add to—not subtract from—company profits."



McCann-Erickson's Mattoon
Odds favor sales side

ABC Radio has time available for bout

General Cigar (through Young & Rubicam), the Mennen Co. (Warwick & Legler) and Pontiac division of General Motors (McManus, John & Adams, Bloomfield Hills, Mich.) have bought time on ABC Radio's planned coverage July 22 of the once-postponed heavyweight title rematch between Sonny Liston and Floyd Patterson in Las Vegas (10 p.m., EDT). ABC had to revamp its sponsor lineup when the fight was postponed April 10 and moved from Miami Beach to Las Vegas, and spots are still available.

No home television of the fight will be offered, but SportsVision Inc. will provide closed-circuit theater TV. The radio coverage will be the fifth straight heavyweight title broadcast for ABC Radio.

Court finds tobacco company liable in death

In an advisory opinion last Wednesday (June 5), the Florida Supreme Court said a tobacco company can be held liable for damages for a death caused by cigarette smoking, "if the public health is to be protected in a practical sense. . . ."

The opinion was given to the U. S. Circuit Court of Appeals in New Orleans, which is hearing the case against the American Tobacco Co. for $250,000 damages. The suit, brought by the widow and son of Edwin Green of Miami, charges Mr. Green's death in 1958 from lung cancer was due to smoking Lucky Strike cigarettes.

The U. S. appeals court and a federal district court had both rejected arguments of the company's liability while agreeing that cigarette smoking was the probable cause of Mr. Green's death.

The Florida court's opinion, which is counter to one reached in a federal district court in Pittsburgh last November, will be considered in the Green case. A jury in Pittsburgh had found that Liggett & Myers Tobacco Co. could not be held liable for damages by Otto Pritchard whose right lung had been removed because of lung cancer.

The jury in the Pritchard case ruled that Mr. Pritchard had voluntarily assumed a risk when he smoked and the company had not given a warrant of the safety of its product.

American Airlines buys network radio

American Airlines, a regular radio advertising customer in various markets for a decade, started a major network campaign last week with two spots daily, Monday-Friday, on the Arthur Godfrey morning show on CBS Radio.

The airline bought two of the show's 10-minute segments for the 13-week campaign which began June 2.

Two months ago American invested heavily in its first television spot campaign (BROADCASTING, April 15) with the intention of "taking people out of automobiles and putting them into airplanes," and is aiming its radio network advertising at housewives in what it calls "a major step to broaden the travel market."

The Godfrey advertising represents American's largest venture into radio network advertising, although it has bought spots in NBC Radio's *Monitor* in the past. Most of American's radio advertising has been limited to what it considers its key markets.

Last month, on May 14, American Airlines observed the tenth anniversary of its *Music 'til Dawn,* radio broadcast, a 38-hour per week venture in nine major markets which American estimates costs $1 million a year. Five of the stations carrying *Music 'til Dawn* are CBS-owned—WCBS-AM-FM New York, WBBM-AM-FM Chicago, KCBS-AM-FM San Francisco, KNX-AM-FM Los Angeles and WEEI-AM-FM Boston.

The others are WWDC-AM-FM Washington, KRLD-AM-FM Dallas, WLW Cincinnati, and WWJ-AM-FM Detroit. American has also been a consistent sponsor of radio news programs in



CLOSE



CLOSER



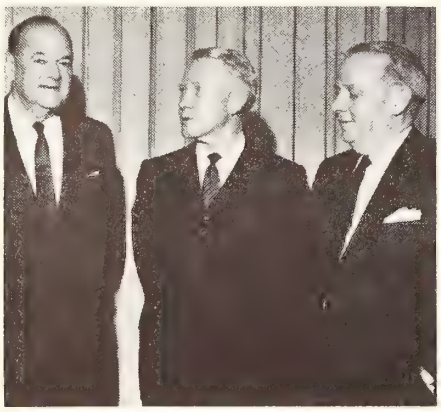
CLOSEST to the Dallas, Ft. Worth market. A circle of admiring faces. Indicative of the very special way children (and their approving mothers) think of Jerry Haynes. He's WFAA-TV's "Mr. Peppermint," now in his third year of making big sponsors and little viewers happy. He's one more reason why WFAA-TV is closest to the Dallas, Ft. Worth market.

WFAA-TV

CHANNEL 8 abc WFAA-AM-FM-TV COMMUNICATIONS CENTER, BROADCAST SERVICES OF THE DALLAS MORNING NEWS, REPRESENTED BY EDWARD PETRY & CO., INC.

various markets across the country.

The airline estimates that it reaches between 3 and 5 million listeners with *Music 'til Dawn,* but hopes to reach an audience of 7 million with its Godfrey advertising.



CBS and American Airlines marked the celebration of an old-standing relationship and the beginning of a new one recently when the airline purchased two 10-minute segments of the daily Arthur Godfrey morning radio show. From left to right are American Airlines President C. R. Smith, CBS President Dr. Frank Stanton, and CBS Vice President Sam J. Slate, general manager of WCBS-AM-FM New York.

Agency appointments...

▪ Frito-Lay Inc., Dallas manufacturer of Frito's corn chip and Lay's potato chips, has appointed Tracy-Locke Co. of that city for its Midwestern division, which has headquarters in Council Bluffs, Iowa. This is the fourth Frito-Lay division served by Tracy-Locke.

▪ Moto Mower Inc., Richmond, Ind., manufacturer of power lawn mowers and snow throwers, has named Campbell-Ewald Co., Detroit.

▪ Pepsi Cola Bottling Co., Houston, Tex., has appointed BBDO, Dallas.

▪ International Industries Inc., diversified company that started with the International House of Pancakes, has placed its advertising account of nearly $500,000 with the Los Angeles office of MacManus, John & Adams. Charles M. Gumberg is account supervisor. Both broadcast and print media will be used, with the bulk of the consumer advertising going for the pancake restaurant chain and the Big Brake Safety Centers.

▪ American Stereo Guild Inc. has named Allenger Advertising Agency, Boston, to handle all advertising, publicity and sales promotions. American Stereo plans an early campaign using radio and print.

▪ Club Aluminum Products Co., La Grange Park, Ill., has switched its national account from Erwin Wasey, Ruthrauff & Ryan to Roche, Rickerd, Henri, Hurst Inc., Chicago, effective July 1. Firm plans to use spot TV and Sunday supplements.

▪ Fiesta Pools has named Nides Cini Advertising, Los Angeles, to handle its advertising and publicity, with an initial budget of slightly over $100,000 to be spent in Southern California. John Klein will be account executive, with Zelda Cini, agency vice president, directing publicity.

Eliasberg outlines research philosophy

CBS-TV Research Director Jay Eliasberg last week explained the philosophy and technique behind the network's study released last winter on the dollar-by-dollar effectiveness of television advertising as opposed to magazine advertising.

Speaking to the New York chapter of the American Marketing Association, Mr. Eliasberg quoted one large advertising agency as calling the study "the most nearly normal measure of media exposure yet made."

Mathematically, Mr. Eliasberg said, the study was based upon multiplying together the number of exposures to each ad, the effect of each exposure, and the number of people exposed. This sum, he said, was then divided by the number of dollars spent in each media to determine its relative monetary effectiveness.

Again quoting an agency, Mr. Eliasberg said, "the evidence provided by this report for the superiority of television to magazines is, in fact, somewhat stronger than the sponsors of the study maintain."

Before and After ▪ To measure the effect of an exposure, Mr. Eliasberg said two comparable groups were used, one measured before the exposure and the other after. Performing the studies were researchers observing members of their own family, he explained, so that interviewers are brought to the exposure and exposures are not, in a sense, brought to the interviewers.

The method, he said, was chosen to produce "normal exposures. The alternative would have resulted in unnatural, forced or artificially induced exposures."

According to Mr. Eliasberg, the researchers "did not know that CBS was the sponsor (of the study), nor that the sponsor had anything to do with television." This aspect, he said, tended to neutralize any cheating on the part of the researchers. "We doubt if any study using field interviewers has ever been completely error free," he said.

Interim committee to advise Pulse

The Pulse Inc. said last week that an interim committee will advise the research firm on standards and research techniques pending formation of an industry wide committee to perform that function.

Organization of the 15-man interim group, composed of research directors of station rep firms and advertising agencies, followed meetings held by Pulse last week with agency and station representative officials. Membership of the committee has not been disclosed but may be announced after the group's

February network TV billings

NETWORK TELEVISION GROSS TIME BILLINGS

	February			January-February		
	1962	1963	% Change	1962	1963	% Change
ABC	$15,757,364	$17,489,935	+11.0	$ 32,431,026	$ 35,753,946	+10.2
CBS	23,528,815	24,082,486	+ 2.4	49,057,333	50,019,403	+ 2.0
NBC	21,956,372	22,910,104	+ 4.3	45,534,951	46,959,567	+ 3.1
Total	$61,242,551	$64,482,525	+ 5.3	$127,023,310	$132,732,916	+ 4.5

MONTH-BY-MONTH 1963

	ABC	CBS	NBC	Total
*January	$18,264,011	$25,936,917	$24,049,463	$68,250,391
February	17,489,935	24,082,486	22,910,104	64,482,525

*January figures changed as of May 23, 1963

BY DAY PARTS

	February			January-February		
	1962	1963	% Change	1962	1963	% Change
Daytime	$19,836,914	$22,006,851	+10.9	$ 41,214,889	$ 46,019,165	+11.7
Mon.-Fri.	16,678,138	17,461,195	+ 4.7	34,077,549	36,933,547	+ 8.4
Sat.-Sun.	3,158,776	4,545,656	+43.9	7,137,340	9,085,618	+27.3
Nighttime	41,405,637	42,475,674	+ 2.6	85,808,421	86,713,751	+ 1.1
Total	$61,242,551	$64,482,525	+ 5.3	$127,023,310	$132,732,916	+ 4.5

Source: TvB/LNA-BAR

Automobile TV spending up 22.1% in 1962

Major automobile manufacturers and dealers increased their 1962 network and spot television billings by 22.1% over their 1961 expenditures in the medium.

A report issued by Television Bureau of Advertising last week showed an increase to $56,330,375 from the previous year's figure of $46,144,929.

Of the principal media measured in the TvB report, television received 27.1% of the auto manufacturers' ad budgets.

Leading the auto TV spenders was General Motors with an outlay of $23,820,051, representing an increase of more than $3 million over the corporation's 1961 billings.

Barring dealership expenditures, GM's Chevrolet division was the biggest individual television user with $8,839,276 in network and $320,040 in spot.

1962
AUTOMOTIVE—PASSENGER CARS
TIME AND SPACE BILLINGS
LEADING ADVERTISERS

	1962 Total TV	1961 Total TV	Magazines	Outdoor	Newspapers	Total	% TV
General Motors	$19,331,921	—	$25,920,292	$ 7,997,787	$31,198,956	$ 84,448,956	22.9%
with dealers	23,820,051	$20,711,082				88,937,086	26.8
Ford Motor Co.	12,150,814	—	15,311,564	2,303,894	21,620,691	51,386,963	23.6
with dealers	17,204,614	14,314,262		3,994,980		58,131,849	29.6
Chrysler Corp.	5,774,967	—	10,202,937	1,324,389	17,586,694	34,888,987	16.6
with dealers	8,454,747	6,604,033				37,568,767	22.5
Studebaker Corp.	1,628,326	—	1,002,380	—	2,688,384	5,319,090	30.6
with dealers	1,716,676	1,275,980				5,407,440	31.7
Kaiser Industries Corp.	1,403,656	1,187,161	110,405	—	232,076	1,746,137	80.4
American Motors Corp.	1,329,381	—	2,628,581	407,452	9,419,211	13,784,625	9.6
with dealers	3,730,631	2,052,411				16,185,875	23.0
Totals (Company & Dealers)	$56,330,375	$46,144,929	$55,176,159	$13,724,608	$82,746,012	$207,977,154	27.1%

Sources:
Television: TvB-Rorabaugh and LNA/BAR
Newspapers: Bureau of Advertising
Magazines: Leading National Advertisers
Outdoor: Outdoor Advertising, Inc.

next meeting to be held in three weeks.

Dr. Sydney Roslow, Pulse director, called for the formation of a tripartite "standards auditing committee" in an address April 17 to the Oregon Advertising Club in Portland (BROADCASTING, April 22).

Hoosier agencies federate

The formation of the Indiana Federation of Advertising Agencies has been announced by William F. Kiley, a partner of Kiley & Nicholas, Indianapolis, and president of the new group. About 25 Indianapolis agencies are charter members of IFAA, which is the only potentially state-wide organization of advertising firms in Indiana, according to Mr. Kiley.

Other officers of IFAA are Harold A. Quinlan, Curtiss, Quinlan, Keene & Peck Inc., vice president; Harold F. Bull, treasurer; and Elmar A. Ruben, Ruben Advertising Agency, secretary.

Business briefly . . .

Firestone Tire and Rubber Co., Akron, Ohio, has purchased part sponsorship of Walter Schwimmer Inc.'s *Championship Bowling* for 26 weeks beginning in October in 150 spot TV markets. Schwimmer program begins its 10th year this fall. Firestone agency: Sweeney & James, Cleveland.

Chrysler Corp. for **Dodge** has purchased 15 one-minute participations on the first eight programs of the new ABC-TV *Jerry Lewis Show* which begins Sept. 21 in the Saturday 9:30-11:30 p.m. period. Heavy merchandising promotion begins with Jerry Lewis tour now underway. Dodge agency: BBDO, Detroit.

Calgon Corp., Pittsburgh, has bought 15 one-minute announcements for Calgon Bouquet on NBC-TV's daytime *Loretta Young Show* to run through the end of June. Agency: Ketchum, MacLeod & Grove Inc., Pittsburgh.

Phonola Phonograph division of Waters Conley Co., Chicago, has committed its entire media budget for the coming year to 13-week participation on NBC-TV's *Today* show starting Sept. 27. Traditional print media advertiser, Phonola became broadcast conscious this year following successful use of NBC's *Emphasis* series. Agency: Rosenbloom-Elias, Chicago.

Shell Oil's *Wonderful World of Golf,* returns to NBC-TV next winter for a second Sunday afternoon series (Jan. 19-March 29, 4-5 p.m. EST). Shell's agency is Kenyon & Eckhardt, New York.

Also in advertising . . .

Spot summary ▪ The Katz Agency has issued its 33d semi-annual "Spot Television Advertising Cost Summary," a guide for quick estimating of spot TV costs which includes market-by-market cost tabulations for several of the most frequently used time classifications. Also provided are formulas which can serve as guides in estimating most TV budgets, and an additional formula for estimating "preceding transition announcement minutes."

Billings promised by 90% of stations

A poll or radio stations around the country indicates nearly 90% of the respondents will cooperate with a plan to publish advertising brand expenditure reports for radio.

The Radio Advertising Bureau and the Station Representatives Association announced their joint project for publishing the data during the National Association of Broadcasters' convention in April.

RAB in announcing the result of a poll in which stations were asked if they would supply the necessary material on spot expenditures, also noted last week that executives of 10 stations in New York City have approved the plan.

In the nationwide poll, 613 out of 692 respondent stations said they would supply monthly billings figures on national, regional and local advertisers.

At a meeting attended by New York station executives, SRA and RAB officials, it was announced that Peat, Marwick, Mitchell and Co., a firm of certified public accountants which has regional offices, will process on a confidential basis the billing information sent in by stations.

RAB-SRA propose to publish advertiser expenditures in the local, spot and network categories with brand totals.



RAB RETAINS A&S

Research firm to develop radio measurement system

Radio Advertising Bureau last week selected Audits & Surveys Co. to start its $200,000 study in September to develop a new system for reliable measurements of radio.

RAB President Edmund C. Bunker in testimony before the House Special Subcommittee on Investigations a few weeks ago (BROADCASTING, May 20) had outlined RAB's plans.

At that time, he had revealed that RAB had interviewed two firms to conduct a methodology study financed by radio broadcasters.

Audits & Surveys, located in New York, is the second largest marketing research company in the United States and has little, if any, identity with any form of audience measurement technique in the broadcast field, a factor which Mr. Bunker said led to its choice.

RAB, Mr. Bunker said, had consulted with knowledgeable executives within the broad field of radio advertising in its deliberations which covered about two months.

Audits & Surveys will be involved in every facet of the project. Said Mr. Bunker: "Because of the significance of this study, the president of Audits & Surveys, Solomon Dutka, and its executive vice president, Lester R. Frankel, will "design this project from its inception through every facet of planning and execution."

Mr. Bunker had noted previously that another research firm—Universal Marketing Research, a division of Alfred Politz Media Research, New York—had been under consideration along with Audits & Surveys.

RAB apparently intends to adhere to a general target date of September for field work to begin in the study. This step will come after "necessary exposure" of the study's plan to advertisers and agencies.

It was noted that such factors as the "excellence" of the plan presented by A & S for a study, the firm's reputation and the involvement of its principals with details of the project itself tipped the scales in favor of Audits & Surveys being retained.

Mr. Bunker has also assured the House Commerce Committee that he will keep it informed of RAB's activities in the radio audience measurement field.

Tri Inc. set on two continents

A new advertising agency, Tri Inc., with offices in New York City and Paris, has been formed by Richard Hollander, who at one time was in the radio-TV department of MCA.

Mr. Hollander, president of Tri Inc., said the new agency would provide

abc

WQAD-TV

MOLINE ILLINOIS

A NEW CONCEPT IN TV

coming to the

IMPORTANT QUAD-CITY MARKET

(MOLINE, EAST MOLINE, ROCK ISLAND, ILLINOIS AND DAVENPORT, IOWA)

It's the 2nd market in all of Illinois

- Exciting merchandising plan
- Realistic new rate structure
- Exciting new programming

WQAD-TV

MOLINE TELEVISION CORP MOLINE, ILLINOIS

CHANNEL 8 abc

FRANCIS J. COYLE
Chairman Of The Board

FRANK P. SCHREIBER
President

LES C. RAU
Director Of Sales

Exclusive National Representatives—

HR **TELEVISION, INC.**

American advertisers in this country with "top marketing talents of both Europe and the United States."

Tri Inc.'s domestic office is located at 241 East 82d Street, New York. Telephone: Yukon 8-5744.

Tussy drops Y&R

The Tussy division, Lehn & Fink Products Corp., New York, announced last week that it will end its five-year association with Young & Rubicam, New York, on Aug. 1 because of a "product conflict." A new agency has not been selected. The Tussy division, which makes cosmetics and perfumes, spends approximately $1 million, of which almost $300,000 is in spot TV, according to the latest available figures.

Commercials in production . . .

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager. Approximate cost is listed, where given by producer.

Pams Productions Inc., 4141 Office Parkway, Dallas 4.

Nationwide Insurance (auto insurance), one 54-second original film score for TV. Bob Farrar, composer. Agency: Ben Sackheim. Sterling T. Reynolds, account executive and agency producer.

Southwestern Bell Telephone Co. (information), nine 60's for radio (30-second origina jingle and dialogues). Bob Farrar, productio manager. Approximate cost: $1,000.

Southern Bell Telephone Co., one 60-secon jingle for radio and TV. Agency: Robert Luckie & Associates.

Klein/Barzman, 706 North La Cienega Boulevard, Los Angeles 69.

Mirisch Co.-United Artists ("Irma la Douce") two 60's, three 30's, two 20's and two 10's for radio (dramatic-musical). Approximate cost $9,000.

Rep appointments . . .

- WTXL West Springfield, Mass., and WSUB Groton, Conn.: Prestige Representation Organization, New York, as national representative, except in New England.
- WENY Elmira, N. Y.: Philadelphia Spot Sales as Philadelphia representative, effective immediately.

THE MEDIA

'ACTION' IS ON BOARD'S DOCKET

TV code review board ready to urge changes in standards

More than "talk" is in prospect at a two-day meeting of the National Association of Broadcasters TV code review board beginning today (June 10) in New York. Unofficial sentiment of a majority of the nine code board members indicates that they will recommend that the parent NAB TV board make changes in the commercial time standards contained in the code.

This would be in direct contrast to the lack of action two weeks ago by the radio code board, which tabled all proposals to amend the section on the maximum number of commercials (BROADCASTING, June 3). At this same meeting, however, the radio board strongly condemned the FCC proposal to adopt, as FCC rules, the time standards from both the radio and TV codes.

Several different proposed changes—ranging from outright repeal of the time standards to exemptions on a case-by-case basis—will be before the board today, which will meet at New York's University Club. William D. Pabst, KTVU(TV) Oakland-San Francisco and chairman of the TV code board, has predicted that definite, recommended changes will be made this week (BROADCASTING, May 28). Officials of the NAB also feel the sentiment for relaxation of the rules is in the majority.

Several small TV stations are pushing hard for outright repeal of the time standards as unworkable and the best answer to the government threat. Several broadcasters made presentations seeking repeal to the TV code board meeting in Chicago during the April NAB convention but none have been invited to appear again this week. An effort is being made, however, to allow an appearance by advocates of this

Is code violation the economic answer?

A recent report by the National Association of Broadcasters radio code review board showed 91.7% compliance with the commercial time standards of the radio code (BROADCASTING, June 3). Hundreds of radio station owners— both code subscribers and nonsubscribers—will dispute this figure, claiming that they and their competitors all violate the time standards during given hours of the day.

The radio code permits a maximum of 18 minutes commercial time for any given hour and a subscriber may not exceed an average of 14 minutes per hour computed on a weekly basis. No more than five minutes may be commercial for any 15-minute segment under the code. The FCC has proposed to adopt the same maximums as across-the-board rules for all radio stations.

Many daytime stations claim that they cannot survive economically under the 14 minutes average per hour. Resort area stations and those in a primary farm economy make the same claim. Take the following actual example of the commercial time on Station X, a code member and a 1 kw daytimer, during a week in May:

On Sunday afternoon (morning was excluded because of a solid block of religious programing), Station X sold 92 commercials, an average of 10.5 per hour. Monday, the station aired 139 commercials, 10 per hour; Tuesday, 144, 10.5 an hour; Wednesday, 163, 11.5 per hour; Thursday, 267, 21 per hour; Friday, 305, 26 per hour; Saturday, 241, 15 per hour.

Station X aired 1,331 paid announcements for the week, an average of 16 an hour. The station is located in a two-station market of less than 50,000 with primarily a farm economy and Saturday shoppers. During the week cited, Station X also aired 78 public service announcements in sustaining programs for the Veterans Administration (15 minutes), social security (5 minutes), U. S. Army (15 minutes), ministerial alliance (1 hour, 55 minutes) and a local college (15 minutes). All these programs are regularly scheduled.

The manager of Station X said the week was not typical because the station was running a safety campaign the first part of the week. Therefore, he said, there were more spots sold than normal on Sunday, Monday, Tuesday and Wednesday.

Revenue for one month was $12,-444.14 (Station X sells 99% of its spots for the flat rate of $1.65 with no distinction between 10 seconds and one minute) and expenses were $10,769.90. The station employs 13 people.

WILL SUCCESS SPOIL ROCK HUNTER?



TONY RANDALL, JAYNE MANSFIELD

VOL.7—"FILMS OF THE 50's"—NOW FOR TV

FIFTY OF THE FINEST FEATURE
MOTION PICTURES FROM SEVEN ARTS

Seven Arts "Films of the 50's"—Money makers of the 60's

SEVEN ARTS
VOLUME SEVEN

SEVEN ARTS ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 200 Park Avenue
CHICAGO: 4630 Estes, Lincolnwood Ill.
DALLAS: 5641 Charleston Drive
LOS ANGELES: 3962 Royal Woods Drive
TORONTO, ONTARIO: 11 Adelaide St. West

For list of TV stations programming Seven Arts "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

position before the TV board, which meet June 24-28 in Washington.

Preparation H, Too ▪ Another controversial subject, the banned commercials of Whitehall's Preparation H, also will be before the NAB code board this week (CLOSED CIRCUIT, June 3). Ted Bates & Co., Whitehall agency, has been granted time in its effort to have the ban against the hemorrhoid medicine rescinded. Several stations resigned from the code and others were kicked out by the NAB three years ago when the Preparation H commercials were banned.

The TV code board also will meet with the broadcast committee of the Association of National Advertisers.

Members of the board, in addition to Chairman Pabst, include Roger W. Clipp, Triangle Stations; Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; Douglas L. Manship, WBRZ(TV) Baton Rouge, La.; Lawrence H. Rogers II, Taft Broadcasting Co.; George B. Storer, Storer Broadcasting Co.; Alfred R. Schneider, ABC-TV; Joseph Ream, CBS-TV, and Ernest Lee Jahncke Jr., NBC-TV.

Robert D. Swezey, who as a broadcaster helped draft both the radio and TV codes, is NAB code authority director. The TV code board also will consider a proposal of Mr. Swezey's for an industry-advertising study of the present time standards (BROADCASTING, May 28).

NAB seeks delay on commercial limit plan

The National Association of Broadcasters last week asked the FCC to extend from July 1 to Nov. 1 the time for filing comments on the commission's proposed adoption of the NAB's commercial time standards (BROADCASTING, May 20 et seq).

"This proposal is one of the most far-reaching ever initiated by a regulatory agency," the NAB stated. "It raises not only basic questions of statutory and constitutional law but grave considerations of national public policy." Extra time is also needed, the NAB said, for comments by "persons with situations that may warrant special treatment."

The NAB also said that time is needed to prepare comments on other proposals, such as the proposed ban of horse racing broadcasts and the revision of the AM assignments, which are due July 1 and July 17 respectively. The association also noted that July and August are traditionally vacation months for both government and industry.

The July 1 filing date is "unrealistic," the NAB summed up, and "since statutory regulation of the amount of time that can be devoted to commercial broadcasts represents an entirely new concept to the broadcasting industry, time is not of urgent necessity."

Ohio State institute to start Wednesday

The 33rd annual Institute for Education by Radio-Television opens its three-day meeting at Ohio State University, Wednesday (June 12).

The opening session will be "The Program: The Heart of Broadcasting," with Professor Edward Rosenheim, University of Chicago broadcaster; Fred W. Friendly, executive producer of *CBS Reports*, and Laurence Laurent, radio-TV editor, *The Washington Post*.

Two sessions on Thursday will be devoted to "The Anatomy of a Program," with Reuven Frank, producer, NBC News; Ned Cramer, WCBS-TV New York; and Mike Kizziah, KNXT(TV) Los Angeles.

On Friday morning "The Broadcaster and Research" will be reviewed by a panel of Melvin A. Goldberg, vice president for research of the National Association of Broadcasters; Edgar Dale and Egon Guba, Ohio State University, and Richard Evans, University of Houston.

Howard K. Smith, ABC-TV news commentator, will speak at the institute's Friday night banquet.

Changing hands . . .

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ KWUN Concord, Calif.: Sold by Frank M. Helm and associates to Dr. Robert A. King, Santa Barbara physician, for $162,500. KWUN is a 5 kw daytimer on 1480 kc. Broker: Blackburn & Co.

▪ KLOO Corvallis, Ore.: Sold by William C. Hurley to Randolph S. Arntzen of Willmar, Minn., for $117,500. KLOO operates on 1340 kc fulltime with 250 w. Broker: Hamilton-Landis & Associates.

▪ WQXL Columbia, S. C.: Sold by Edgar Morris and associates to Henderson Belk for $225,000. Mr. Belk, Charlotte department store owner, owns WIST-AM-FM Charlotte, N. C., and WORD Spartanburg, S. C. WQXL, founded in 1945, operates daytime only on 1470 kc with 5 kw. Broker: Blackburn & Co.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for*

"...negotiated by Blackburn & Co..."

You've probably seen this phrase countless times in trade journals if you follow the news regarding media transactions. Ours is a reliable reputation for providing the facts both buyer and seller need before "getting down to business." Plus the insight that comes from many years of experience in a highly specialized field. Before you do business—do as so many other satisfied clients have done. Consult Blackburn.

BLACKBURN & Company, Inc.

RADIO • TV • CATV • NEWSPAPER BROKERS
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WASHINGTON, D.C.
James W. Blackburn
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CHICAGO
H. W. Cassill
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Hub Jackson
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-6460

ATLANTA
Clifford B. Marshall
Stanley Whitaker
John G. Williams
1102 Healey Bldg.
JAckson 5-1576

BEVERLY HILLS
Colin M. Selph
G. Bennett Larson
Bank of America Bldg.
9465 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-8151

other commission activities see FOR THE RECORD, *page* 92).

■ KETV(TV) Omaha, Neb.: 54.8% ownership sold by Herald Liquidating Co. to Northwest Agencies Inc., a wholly-owned subsidiary of Peter Kiewit Sons' Inc. (now holder of 45.2%) for $2,442,857. Mr. Kiewit bought the *Omaha World-Herald* last November for $41.4 million and received 45.2% interest in KETV (at $2 million plus valuation). This is second step in Mr. Kiewit's acquisition of KETV requiring FCC approval. KETV, founded in 1957, operates on channel 7 and is affiliated with ABC.

■ KVIP-TV Redding, Calif.: Sold by Shasta Telecasting Corp. to Sacramento Valley Television Inc. for $1,280,000. Sacramento Valley, currently an applicant for channel 9 in Redding which will be dismissed, is comprised of six stockholders, with major owners being Frank M. Crawford, J. Ned Richardson and William B. Smullin, 25% each. Mr. Richardson owns KPAY Chico, Calif. Mr. Smullin is 50% owner of Southern Oregon Broadcasting Co. (KBES-TV Medford, KAGI and KGPO[FM] Grants Pass, KOTI-TV Klamath Falls and 50% of KPIC-TV Roseburg, all Oregon). Other Sacramento Valley stockholders are Robert Burris, former manager of KEYT (TV) Santa Barbara, Calif., and Richard C. Bell who also has an interest in KEYT. Shasta Telecasting owns KJEO (TV) Fresno and, through Carl R. McConnell, KVIQ-TV Eureka, both California. KVIP-TV was founded in 1956, operates on channel 7 and is affiliated with ABC and NBC.

■ KFH-AM-FM Wichita, Kan.: Sold by *Wichita Eagle* and *Beacon* to Preston P. Reynolds Jr. and Walter W. Ahlschlager Jr. for $1.1 million including KFH building. Purchasers are Dallas businessmen (real estate, banking). KFH, founded in 1922, operates on 1330 kc with 5 kw full time. KFH-FM began in 1948 and is on 100.3 mc with 11 kw.

■ KOMY Watsonville, Calif.: Sold by Robert H. Dolph to Craig Lawrence Jr. and Philip E. Rather for $139,000 plus consultancy for Mr. Dolph for one year at $750 a month. Messrs. Lawrence and Rather owns KMEL Wenatchee, Wash. KOMY is a fulltime station on 1340 kc with 1 kw daytime and 250 w nighttime and is affiliated with MBS.

■ KBLL-AM-TV Helena, Mont.: Sold by Helena TV Inc. to Capital City Television Inc. for $5,000 and assumption of obligations totaling $255,000. Capital City is headed by Bob Magness and includes W. L. Piehl (present 34% stockholder) and Paul B. McAdam, each 26.67%, and others. Messrs. Magness and McAdam have interests in community antenna systems; Mr. McAdam also owns KPRK Livingston, Mont. KBLL operates on 1240 kc fulltime with 250 w; KBLL-TV, founded in 1958, is on channel 12.

■ WLLH-AM-FM Lowell, Mass.: Sold by Gerald Harrison and associates to Arnold S. and Daniel M. Lerner and Joseph M. Mufson for $275,000. Buyers own WADK Newport, R. I. WLLH is a fulltime station on 1400 kc with 500 w daytime and 250 w nighttime. WLLH-FM is on 99.5 mc with 12.2 kw.

CBS-owned TV stations meet

A series of joint program meetings by the general managers and the program directors of the five CBS-owned television stations will be held in New York on June 17 and 18. Topics to be discussed will include expansion of news broadcasts; plans for continuing the *Repertoire Workshop* series; the public affairs program exchange; the International Program Exchange and new concepts in station programing.

WGHM to join CBS Radio

WGHM Skowhegan, Me., will become a CBS Radio affiliate, effective today (June 10). Owned and operated by Pineland Broadcasting Co., the 5-kw daytimer, has been a member of Lobster Network.

'Regulation' is magic word at NCTA meet

The 12th annual convention of the National Community Television Association convened yesterday (June 9) in Seattle with the spectre of federal regulation destined to be a major subject of conversation. The convention runs through Friday (June 14) with many NCTA members planning a special trip to Hawaii that afternoon.

NCTA has asked the FCC to regulate its industry and a special committee has been meeting with commissioners to work out a proposal to be submitted to Congress (see page 70). Many states and municipalities have been sniping at the unregulated industry which has led NCTA members to ask for federal legislation.

Senator Warren Magnuson (D-Wash.) will keynote the convention with an address tomorrow (June 11). Another feature will be the annual report of NCTA President William Dalton on Wednesday. Mr. Dalton's speech is titled "The Crystal Ball Is Cracked." The first business session of the convention will be held this morning with Glenn H. Flinn, Tyler, Tex., chairman of the NCTA board presiding.

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MOUNTAIN STATE —Fulltime suburban station covering growth market of over one million population. This well equipped facility is priced at $250,000.00 with easy terms to a responsible buyer. ***Contact—John D. Stebbins in our Chicago office.***

EAST —Fulltime AM-FM combination with excellent power and dial frequencies. Sales running 15% ahead of 1962 gross of over $180,000.00. Total price is $315,000.00 with down payment of $135,000.00 required. ***Contact —Richard A. Shaheen in our Chicago Office.***

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Need found for NAB program service

There is a "definite need" for the National Association of Broadcasters to provide a program service for member stations, the NAB program study committee decided last week.

Meeting in Washington, the committee recommended to the full NAB board (which will meet June 24-28) that such a department be established. This carries out a recommendation made by NAB President LeRoy Collins at the association's 1963 convention (BROADCASTING, April 8).

The study committee voted to "strongly endorse" Governor Collin's proposal. The proposed program service would concentrate on idea exchanges and the collection of reference material on techniques and trends. No actual programs would be prepared or produced by the NAB, the committee said. Plans for staffing the new department have not been determined.

Governor Collins, in explaining the plan to state broadcaster associations last month, said he envisioned an "extension service" through which station personnel could exchange views and techniques. Material would be made available to stations on the latest program information and ideas. NAB members also could turn to the new service for help in determining the program needs of their communities, Mr. Collins said.

Members of the study committee are Co-Chairmen Allan Page, KGWA Enid, Okla., and Joseph Baudino, Westinghouse Broadcasting Co., Washington; John F. Dille Jr., WSJV-TV South Bend-Elkhart, Ind.; Eugene S. Thomas, KETV(TV) Omaha, Neb.; Cecil Woodland, WEJL Scranton, Pa., and Harold Essex, WSJS Winston-Salem, N. C. All except Mr. Essex were present for last week's meeting.

ing into CATV during the past year, many radio-TV men are expected to attend the Seattle convention and many are on the official program. No sessions are scheduled, however, dealing specifically with the broadcasting industry.

The convention, to be held in Seattle's Olympic Western Hotel, also will feature exhibits by two dozen manufacturers of CATV equipment.

Collins names 14-man council on ratings

A 14-man audience rating council to supervise the National Association of Broadcasters' broad study of rating services was appointed last week by NAB President LeRoy Collins.

The council was formed to carry out the NAB's three-part ratings program outlined to Congress three weeks ago by Governor Collins (BROADCASTING, May 28). Donald McGannon of Westinghouse Broadcasting Co., is chairman of the council. He also is chairman of the NAB research committee which devised the research plan. Other members of the council: Hugh M. Beville, NBC vice president for planning and research; Thomas K. Fisher, CBS vice president-general counsel; Simon B. Siegel, ABC executive vice president; Edmund C. Bunker, president of the Radio Advertising Bureau.

Also, Norman (Pete) Cash, president of Television Bureau of Advertising; Joseph Drilling, president, Crowell-Collier Broadcasting Corp.; Simon Goldman, president, WJTN-AM-FM Jamestown, N. Y.; Frederick Houwink, vice president-general manager, WMAL-AM-FM-TV Washington; Robert F. Hurleigh, president, Mutual; Bennett H. Korn, president, Metropolitan Broadcasting Tv; Fred Paxton, president-managing director, WPSD-TV Paducah, Ky.; Willard Schroeder, vice president-general manager, WOOD-AM-TV Grand Rapids, Mich., and Ben Strouse, president, WWDC-AM-FM Washington.

According to Governor Collins, the primary objective of the council and the NAB's ratings research is to provide the industry, advertisers and the public with measurement services that are "valid, reliable and effective." Preliminary work of the council will be assigned to two subcommittees—one to develop minimum standards and criteria and the second to devise a system of continuing audits of rating services.

Mr. Goldman is chairman of the criteria subcommittee and Mr. Houwink will head the audit subcommittee.

The full council will meet June 17-18 in Washington and the NAB research committee plans to meet at the same time. The American Association of Advertising Agencies and the Association of National Advertisers have been invited to establish regular liaison with the council and to send representatives to the meeting.

RAB, which plans its own crash study of radio research, again is asking the NAB for another meeting between the two groups in an effort to coordinate plans. Several meetings between the two already have been held (BROADCASTING, May 21, 14) without an agreement being reached. RAB has asked the NAB for $75,000 to help finance the study.

WCBS-TV forming own news operation

WCBS-TV New York will operate its own news department independent of parent CBS beginning next fall. The formation of a separate news unit for the CBS-owned station was announced jointly last week by CBS News President Richard S. Salant, and Norman E. Walt Jr., general manager of WCBS-TV and a vice president of CBS Television Stations.

The separation was made, according to the station, "because of the sharp increase scheduled for network news broadcasts beginning this fall, together with the recent increase in local news broadcasts." Mr. Walt said that WCBS-TV plans an increase of 6 hours, 13 minutes over its weekly coverage of last year, raising its total regular weekly news broadcasts to 19 hours. The WCBS-TV news organization is expected to go into operation Sept. 2, the date on which the stepped-up news schedule goes into effect.

ARB adds extra week to Green Bay survey

An extension of one week in the May-June television survey of the Green Bay, Wis., metropolitan area is being undertaken by the American Research Bureau.

The action by ARB followed a meeting between the ratings firm and representatives of WLUK-TV Green Bay, at ARB headquarters in Beltsville, Md., last Wednesday (June 5).

ARB had originally planned to void the survey after learning of WLUK-TV's on-air announcements requesting diary-keepers to call the station (BROADCASTING, June 3). But ARB said last week that the survey will be extended through June 22 and that diaries kept during the survey's second week (when the WLUK-TV spots were aired) would be voided, and a notation to that effect published in the survey report.

WLUK-TV, which had finished third on overall share of the three-station market in the two most recent ARB surveys, said at the time of its announcements that it wanted to speak to diary-keepers "to make sure the survey was as accurate as possible."

The station is contributing to the cost of the survey extension.

Autry group buys hotel

The Gene Autry Hotel Co., organized earlier this year by Mr. Autry, Robert O. Reynolds and Paul O'Bryan (BROADCASTING, March 18), has purchased the Ocotillo Lodge in Palm Springs, Calif., from the Doric Co. The Autry group has also obtained a 25-

A new name in broadcasting? Almost.

It is and it isn't. It's more suitable. The meaning is clearer. Westinghouse Broadcasting Company is a good name, but sometimes confusing. Some people think we're a network. A few even think we're the Electric Corporation. (We're actually a wholly-owned subsidiary.) We're a Group of six radio and five television stations in eight major U.S. cities.

Neither a network, nor an aggregation of individual stations, the Group is a new and significant development in the broadcasting industry. We are eleven local stations united by a common philosophy about broadcasting. We have financial, creative manpower and management resources greater than the individual station. We have the local operating flexibility no network can match. These resources represent an opportunity as well as a responsibility to serve our communities in ways neither individual stations nor networks are capable of doing.

If you've seen "The Steve Allen Show," or "The Children's Specials" on television, or heard "America Sings," or "Africa: Peace Corps Plus One" on radio, or listened to reports from our Washington and European News Bureaus, you have an idea of how Group projects augment local and network schedules and represent a new source of programming for the industry.

It was to emphasize the uniqueness of the broadcasting Group, as well as to clear up any existing confusion about who and what we are, that we decided to be known as Group W. So please call us Group W from now on. It stands for the same dynamic broadcasting that has always been associated with the Westinghouse Broadcasting Company.

GROUP

WBZ · WBZ-TV BOSTON
WINS NEW YORK
WJZ-TV BALTIMORE
KYW · KYW-TV CLEVELAND
KDKA · KDKA-TV PITTSBURGH
WIND CHICAGO
WOWO FORT WAYNE
KPIX SAN FRANCISCO

WESTINGHOUSE BROADCASTING COMPANY

THE MANY FACES OF JERRY LEWIS



Funny man.



Sad man.



Serious man.

What kind of a show will the new Jerry Lewis show be?

Well, you could call it a...

Or describe it as a...

Or sum it up as a...

Actually, it will be...Jerry Lewis in whatever mood he happens to fall into. And he is a man of many moods, of countless moving spirits, all of which add up to the most diverting entertainment on television.

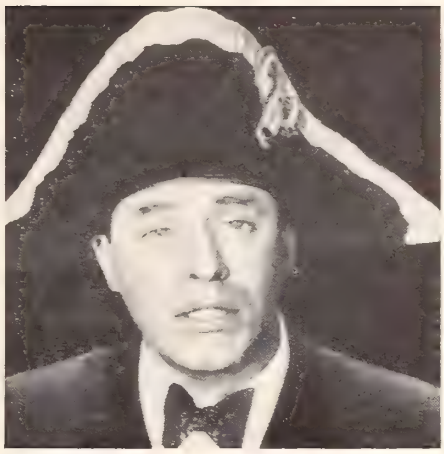
Refreshing? You can count on it. Funny? Hold on to your ribs. Unpredictable? Try to guess what comes out of his sleeve next.

Besides himself, Mr. Lewis will bring you famous people, unique acts, uproarious anecdotes, mad patter, good music, songs and dances, unlimited laughter, and an occasional tug at the heart. Time will fly.

The Jerry Lewis Show will be one of the fourteen



Human man.



Wild man.

Jerry Lewis is all these kinds of men—and more. Whichever he is, he makes people feel good. That's why ABC—the American Broadcasting Company—will present Jerry Lewis, live and spontaneous, in a brand new show for two hours every Saturday night, 9:30 to 11:30, starting Sept. twenty-first.

brand new shows of conspicuous excellence which will premiere on ABC during the week of September 15, 1963. Shows like Arrest And Trial. The Outer Limits and The Greatest Show On Earth. And more.

The curtain parts on all of these during the week of September 15. It will be the opening of the most exciting, most refreshing entertainment television has yet offered. And only ABC offers it to a nation waiting for something new and different on television.

THE JERRY LEWIS SHOW

ONE OF THE GREAT NEW SHOWS ON abc

20,000 new words in new dictionary

A "gizmo" is a "gadget."

That is just one of the 20,000 new words and definitions in *Webster's Seventh New Collegiate Dictionary*, published by G & C Merriam Co.

This "first completely new desk dictionary in 10 years" gives definition to 130,000 entries. Among the newer entries are definitions for "push—a campaign to promote a product"; "saturation—supplying of a market with all the goods it can absorb"; "hard sell—aggressive high pressure salesmanship"; "one-upmanship—the art or practice of going a friend or competitor one better or keeping one jump ahead of time."

Webster's definition of a "disc jockey" is "a person who conducts and announces a radio or television program of musical recordings often with interspersed comments not relating to music."

Also included in the dictionary are biographical and geographical names sections, to aid confused newscasters, and a vocabulary of rhymes, which should prove a boon to copywriters.

year lease to manage and operate the new Hotel Continental on Sunset Boulevard in Hollywood, which is owned by the Sunset-Continental properties. Originally, the Autry group had been formed to take over the complete Doric chain of 20 hotels and motels in the Pacific Coast area, but lengthy negotiations resulted in an impasse and the $20 million deal was cancelled.

Mr. Autry is chairman and Mr. Reynolds president of Golden West Broadcasters (KMPC Los Angeles, KSFO San Francisco, KEX Portland and KVI Seattle) and Mr. Autry is also owner of KOOL-AM-FM-TV Phoenix and KOLD-AM-TV Tucson. Mr. Autry is chairman and Mr. Reynolds president of the Los Angeles Angels baseball club and own a major interest in the Los Angeles Rams football team, ventures with which Mr. O'Bryan also is associated.

News not immune from investigation, either

If congressional hearings can be held concerning editorializing they can also be held in connection with news content, Robert W. Frudeger, president of WIRL Peoria, Ill., and president of the Illinois Broadcasters Association, said June 1 at the spring meeting of the Illinois News Broadcasters Association in Peoria.

He predicted that unless the current trend is halted newscasts may at some future time be submitted with program logs for FCC analysis. "The knob on the side of the set should be the regulator," Mr. Frudegar said, "not a group of men in Washington."

The Communications Subcommittee of the House Commerce Committee plans to hold a July hearing on editorializing (BROADCASTING, May 27).

Federal regulation is the greatest threat to the broadcast industry today, Mr. Frudeger observed. He urged newsmen to understand the problem and cooperate with management and ownership. He also called upon newsmen to fight against managed news, to strengthen the quality and quantity of news coverage and to make news, particularly in radio, their No. 1 product.

"Produce the finest product within your capabilities, take a sincere and deep interest in your community and when you have accomplished the best you know how, then fight with everything you have against regulation," Mr Frudeger told the group.

NAB revives its radio development group

The radio development committee of the National Association of Broadcasters was resurrected last week to study the FCC's proposed rulemaking to place a limit on the number of AM stations (BROADCASTING, May 13).

Formed following the 1962 NAB convention, the committee made a thorough study of the growth of radio, reported to the FCC and disbanded (BROADCASTING, Jan. 14). The committee, headed by George Hatch, president of KALL Salt Lake City, rejected economic protection for radio stations and urged the FCC to control future growth through strict adherence to engineering standards.

A meeting of the committee has been called for this Friday (June 14) in Washington. Other members include Randolph Holder, WGAU Athens, Ga.; John Patt, WJR Detroit; Ray Johnson, KMED Medford, Ore.; John F. Box Jr., WIL St. Louis; Merrill Lindsay, WSOY Decatur, Ill.; Loyd Sigmon, KMPC Los Angeles; Cecil Woodland, WEJL Scranton, Pa., and Carl Lee, WKZO Kalamazoo, Mich.

Storer sells newspapers

A group of *Miami Herald* executives have bought the *Miami Beach Daily Sun* from Storer Broadcasting Co. Included in the purchase are three weekly community newspapers: *Miami Shores Journal, North Miami Journal* and *North Miami Beach Journal.* The new group is headed by James L. Knight, president of the *Herald.* New publisher of the *Sun* is Rolfe Neill, former editor and publisher of the *Coral Gables Times.* The price paid for the newspapers was not announced.

Media reports...

Magazine planned ▪ King Broadcasting Co., Seattle, plans to establish a magazine of news and comment, addressed primarily to Seattle and the Northwest. Peter Bunzel, now associate editor of *Life* magazine, will be editor of the King publication.

NBC Radio adds station ▪ WJPD Ishpeming, Mich., became an affiliate of the NBC Radio network on June 3. The station is operated by Ishpeming Broadcasting Co. on 1240 kc with 1 kw day and 250 w night.

Power boost ▪ WKOK Sunbury, Pa., which had spent the last 24 years on 1240 kc with 250 w, has boosted its power to 10 kw day and 1 kw night on 1070 kc. The station, founded as WJBU in 1927, had operated on 1210 kc with 100 w until 1939. Sunbury Broadcasting Corp., bought WJBU from Bucknell University in 1933 and moved the station to Sunbury as WKOK.

Classical District ▪ WGMS-AM-FM Bethesda, Md.-Washington, RKO General stations, claim that a Pulse survey taken last November has revealed new roles for the station programing classical music in a large metropolitan area. Radio outlets with such programing, according to WGMS, complement TV station schedules, as their listeners are concentrated in homes not reached by television. It was also claimed that classical shows were proven by the survey to be "a most effective way" to reach upper income groups, such as are exemplified by suburban Washington.

WCIU(TV) relocates ▪ WCIU(TV) Chicago, new channel 26 station which has obtained FCC permission to relocate its studio-transmitter site to the top of Chicago's Board of Trade Building, will begin construction immediately and expects to start programing Sept. 1. John Weigel, WCIU president, said last week that the TV antenna will rise 50 feet above the statue of Ceres atop the building, a famous Chicago landmark. WCIU programing will be heavily Negro-oriented.

Oregon scholarships ▪ The Oregon Association of Broadcasters has awarded scholarships for the 1963-64 school year to three radio-TV students attending the University of Oregon, OAB President Irwin Adams, KGON Oregon City, has announced. Mike Powell, sophomore, received the largest sti-



Waldo Stoddard, president, Michigan National Bar

Belly laughs and banking

Both get star billing in our day's work. The hour of fun and the thoughtful concern for financial stability are a part of living — for us and for our audience. As we see it, these matters are of equal importance in our efforts to keep WOODlanders among the best-informed, best-entertained people in the world. We do it by making full use of all the resources of NBC, Time-Life Broadcast and our own award-honored news staff, talent and facilities. How well we succeed may be gauged somewhat by the ratings we get and the awards we receive — more, we think, by the respect and confidence we have earned from the two million WOODlanders we serve.

WOOD AM·FM·TV *Grand Rapids, Mich.*

TIME-LIFE BROADCAST, INC.

WOOD • THE STATION WITH 2,000,000 CLOSE FRIENDS NBC NATIONAL SALES REPRESENTATIVES • THE KATZ AGENCY, INC.

pend—$1,000. Grants of $250 each went to Clifton Johnson, senior, and graduate student Richard Doughty.

Diplomas for time merchants ▪ International Radio & Television Society has awarded 70 "completion certificates" to timebuyers and sellers who attended the society's spring seminars. Eight lectures were presented to the group on problems in buying and selling time.

Washington branch ▪ The National Academy of Television Arts and Sciences Foundation will establish a branch of its Library and Museum of Television in Washington. Other branches will be in New York and Hollywood. Lilliam Brown, George Washington University, will head the Washington branch committee.

Fore ▪ A television set was presented to each of the three winners in the WRDW-TV Augusta, Ga. contest to see how high a golf ball dropped from the station's new 1,520-foot tower would bounce. First place winner was Jane Cornell, G.M. Basford Co.; second, Wayne Silbersack, Sullivan Stauffer, Colwell & Bayles; third Betty Nasse, Grey Advertising. After dropping eight dozen golf balls, the high bounce was given as 124 feet ⅝ inches.

New name for Smith stations

WMBR Jacksonville, Fla. and WTMA Charleston, S. C., now both owned by Charles E. Smith, have been designated the "A-I-R Group" (Atlantic Independent Radio). Mr. Smith, owner of WTMA since 1954, recently acquired the Jacksonville station from Ben Strouse, owner of WWDC Washington.

Advertising Time Sales, which has represented WTMA nationally, will now handle that function for both stations.

FINANCIAL REPORTS

Reade/Sterling predicts rise in profits

STOCKHOLDERS APPROVE MERGER WITH STERLING TV

Earnings of Walter Reade/Sterling Inc., New York, for 1963 are expected to rise to a "minimum" of 25 cents a share, Walter Reade Jr., chairman of the board, said last Thursday (June 6).

Mr. Reade told a special meeting of stockholders in New York, that while the second quarter this year was a "little soft," the third quarter is "expected to be the best in the company's history."

He reported that earnings for 1962 amounted to 14 cents a share.

After the meeting, Saul J. Turell, president, said the company has "just about completed negotiations with a film company" for the television distribution rights to more than 100 feature films.

Mr. Turell noted that licensing of the films is part of the television division's increasing specialization in the distribution of "quality" feature films. The new films will be an addition to the "Cinema 70" package of 82 units placed into syndication last year.

Stockholders at the meeting approved a complete merger of Sterling Television Inc. into Walter Reade/Sterling. Last August the company acquired 94.6% ownership of Sterling through an exchange of stock.

Mr. Reade also told stockholders that Walter Reade/Sterling is planning to enter the music publication field through exploitation of music copyrights inherent in its films. He said the company was negotiating for the acquisition of a music publishing firm as well as a major 16 mm film distributor.

The company's television, theatrical distribution, educational and 16 mm rental companies will be physically consolidated this summer at the new 34th Street East Theater, scheduled to open July 15.

Re-elected as directors of the corporation were Walter Reade Jr., Saul J. Turell, Edwin Gage, Allan D. Emil, William H. McElnea Jr. and Joseph D'Addario.

Report for year ended Dec. 31, 1962.

Earned per share	$ 0.14
Revenues	9,406,181.00
Profit before taxes	252,549.00
Net profit	212,549.00

Republic's studios leased to CBS-TV

Lease of Republic Studios facilities in Hollywood for five years to the CBS Television Network will produce for the first time in many years a continuing profit for this division of the Republic Corp., Victor M. Carter, president, said last week in announcing first half fiscal year earnings. Republic also owns Consolidated Film Industries, a Hollywood film processor.

26 weeks ended April 27:

	1963	1962
Earned per share*	$ 0.39**	$ 0.32**
Net sales	23,010,579.00	21,899,523.00
Earnings	1,146,585.00	974,328.00

*Based on 2,443,448 shares.
**After payment of $200,000 to preferred stock holders.

Reeves firm takes steps to meet 'senior debts'

Reeves Broadcasting & Development Corp., New York, owner of sound and video tape facilities and three television stations, announced steps last week to meet senior debts of $2,229,000 which mature during the next three years.

The company has entered into an agreement with The Citizens and Southern National Bank of South Carolina whereby the bank will make available $1.5 million to the firm over the next five years, $500,000 the first year, and $100,000 less each year thereafter.

The corporation has taken $250,000 of the amount, applying $215,000 to pay off all unsecured bank debts, and $35,000 to working capital. Harry L. Petersen, Reeves treasurer, said any further money drawn would be applied to pay off debts.

A part of the senior debt—$766,000—matured March 31. J. Drayton Hastie, Reeves president, said he felt the term loan takes care of financial requirements for the "foreseeable future."

Reeves owns WUSN-TV Charleston, S. C., KBAK-TV Bakersfield, Calif., and WHTN-TV Huntington, W. Va.; a studio division in New York City and real estate near Wilmington, N. C., and Charleston, S. C.

Collins pays first dividend since 1957

Collins Radio Co.'s board of directors last week declared the firm's first cash dividend since 1957. The board voted a cash dividend of 20 cents a share common payable July 1 to stockholders of record June 24 and will consider another cash dividend in December.

President Arthur A. Collins said resumption of cash dividends at this time is "a reflection of the board's confidence in the continuation of the company's improved operations." Collins paid 4% stock dividends in 1959 and 1960. Consolidated statement of income:

	Nine months ended May 3, 1963	April 30, 1962
Net sales	$177,356,000	$144,607,000
Income before taxes	5,015,000	4,192,000
Income taxes	2,607,000	2,180,000
Net income	2,408,000	2,012,000
Earnings per share	$1.08	$0.90
Shares Outstanding	2,230,080	2,230,062

Technicolor's first quarter

Technicolor Inc. first quarter ended March 31:

	1963	1962
Earned per share	$ 0.33	$ 0.20
Consolidated sales	18,616,166.00	14,796,100.00
Earnings	866,437.00	513,511.00
Shares outstanding	2,655,921	2,623,218





Put your station on the Washington scene with "CONGRESS CALLING"

Prestige National Programming Available For Local Sponsorship

Now *your* station can add a Washington news representative to its staff. Identifying himself with *your* call letters, your representative interviews U. S. Congressmen and Senators in depth. Exclusive interviews with different members of Congress each week. Topics and issues discussed are timely and newsworthy.

"CONGRESS CALLING," a powerful addition to your programming schedule, is a public service program with tremendous sponsor appeal. Only "CONGRESS CALLING" can offer you:

- A newsworthy Congressional guest each week
- A program introduced with your own call letters
- Fifteen minute program—taped Wednesday—received Thursday
- Allowances for two 60-second and one 30-second announcements

Sixty stations are currently expanding their audiences with the non-partisan "Congress Calling."

Add a Washington news representative to *your* programming. Fill out the coupon below and mail it today for a free audition tape.

TO CONGRESS CALLING
P. O. BOX 1622
WASHINGTON, D. C.

Sirs: We are interested in airing CONGRESS CALLING. Please send the audition tape and further information.

Station Call Letters:_____ Street Address:_____

_____

CITY:_____ Station Power:_____

Comments:_____

Program Director or Manager:_____

1962 CAMPAIGN EXPENDITURES

FCC tells Pastore that politicians spent $20 million on radio-TV, while some 1,200 stations gave free time

Political parties and candidates spent $20 million in broadcasting their views to the American people during the primary and general election campaigns of 1962, with the Democrats emerging as the biggest spenders of all.

But while most of the nation's 5,300 broadcast stations carried paid political broadcasts, only some 1,200 stations gave free time to candidates and their supporters. And only 5% of the stations did no political broadcasting at all.

This information was contained in the summary of a comprehensive statistical report on 1962 political broadcasting compiled by the FCC staff at the request of Sen. John O. Pastore (D-R.I.), chairman of the Communications Subcommittee of the Senate Commerce Committee.

He asked for the material last fall as background information for hearings he intends to hold on legislation to liberalize the equal-time section of the Communications Act. The document is expected to go this week to the Senate and House Commerce committees.

It should prove heavy-going for senators, congressmen and their aides who attempt to analyze it in detail. Based on questionnaires received from all of the networks and virtually all of the stations, it contains over 400 pages of statistics. Questionnaires went to 551 TV, 3,713 AM and 1,010 FM stations.

Possible Bad News ▪ One aspect of the report—on its face at least—does not bode well for those seeking repeal of the equal-time section. An analysis of U. S. Senate races in 36 states indicates that broadcasters are no more willing to give free time when only two candidates are running than when three or more are involved.

A major argument of those seeking repeal has been that, if freed from the requirements of the law, broadcasters would be more willing to make free time available to major candidates since they would no longer have to contend with demands from minor parties. Skeptical members of the Senate and House have replied that, before Congress repeals the law, broadcasters should show their willingness when covering races with only two candidates (see page 66).

In totaling up a $20 million time charge bill for political broadcasting in 1962, the staff said that the Democrats were reported to have spent $12 million, the Republicans $7.5 million, and minority parties the remainder.

The Democrats' more numerous intraparty contests, particularly in the South, was cited as the reason for their greater expenditure. The two major parties spent about the same in the general elections—the Republicans $6 million, the Democrats $5.7 million.

TV Received Bulk Of Revenue ▪ Most of the money spent on political broadcasting went, as expected, into television. TV stations reported receiving some $12.5 million, radio stations $7.5 million.

The summary noted that the overall expenditures showed little difference between the 1960 and 1962 general elections, even though 1960 was a presidential election year and many stations devoted a considerable amount of time to network commercial and sustaining time. About $14.65 million was spent on political broadcasting in the general election three years ago (BROADCASTING, Feb. 6, 1961).

The summary doesn't total the amount of sustaining time given by the stations. But it said "only about half" of the television stations (284) and "less than one-third" of the AM stations (965) carried sustaining time. It also said about half the stations (54% TV and 43% AM) carried two or more hours of sustaining itme. The summary added that seven TV stations and 34 AM's provided 10 or more hours of free time.

The analysis of broadcasters' performances in covering the 36 Senate races held last year breaks the contests down into those states in which two candidates were involved (28) and those in which two or more candidates were running (eight).

Break-Down ▪ In the eight states, the summary said, 29 of the 110 TV stations reporting (26%) gave the candidates free time. In the 28 states, 68 of 290 TV stations covered (23%) gave time.

In radio, the comparable percentage in the two-candidate contests was even lower. In the 28 states, 9% of the AM's reported giving time; in the eight, 14%.

Furthermore, many of the stations giving free time didn't give it equally, according to the analysis. It said that in the 28 states, 71% of the TV and 57% of the AM stations giving free time divided it equally between the two candidates. In the eight states, the figures were 32% TV and 8% AM.

Reasons Cited ▪ The summary, however, listed several possible reasons for the inequality in time given. It said that offers of time might not have been accepted and that requests for time might not have been made. It also said some of the time might have been exempt from the requirements of the equal-time law.

The summary showed relatively few stations editorialized for or against candidates in 1962. It said 15 TV, 114 AM, 17 AM-FM and 2 independent FM stations broadcast such editorials. Almost half the stations carried reply comments, and most of those that didn't reported they had attempted to encourage rebuttals.

Most of the problems encountered by AM stations in connection with political broadcasting, the summary said, dealt with the inability of the broadcasters to arouse the interest of candidates in using small-town radio.

The television stations, which had less trouble attracting candidates into their studios, reported other headaches —equal time demands from minority parties, difficulties in arranging formats, complaints received from exposure of candidates on non political broadcasts.

To ease their way in future political broadcasting, the summary said, stations suggested that the equal-time law be repealed or that amendments be enacted which would limit the obligations of licensees.

An FCC summer rerun

As in years past, the month of August has been set aside by the FCC for its summer recess. Only emergency and routine matters will be handled by the commission. No hearings or oral arguments will be scheduled during the month.

The commission must meet, according to the law, at least once a month, and the FCC will live up to its obligations by convening Aug. 1. Different commissioners will be on standby during the month to cope with whatever problems arise.



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"PASSAGE WEST"
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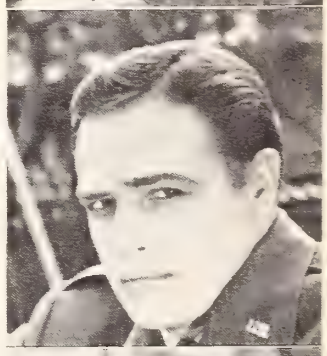
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Ronald Reagan, Rhonda Fleming



"AS YOUNG AS YOU FEEL"
Marilyn Monroe, Monty Woolley

"DON'T BOTHER TO KNOCK"
Richard Widmark, Marilyn Monroe, Anne Bancroft

"SAYONARA"
Marlon Brando, Miyoshi Umeki, Red Buttons, Patricia Owens



"AUNTIE MAME"
Rosalind Russell, Forrest Tucker

"THE OLD MAN AND THE SEA"
Spencer Tracy

"DAMN YANKEES"
Tab Hunter, Gwen Verdon, Ray Walston



"THE SPIRIT OF ST. LOUIS"
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Represented Nationally by THE KATZ AGENCY, INC.

Loevinger: not from the Minow school

SENATE CONFIRMS HIM AS LATEST ADDITION TO FCC

The latest Kennedy administration nominee to the FCC showed the Senate Commerce Committee last week that he's not of the New Frontier mold which framed his younger predecessors —former Chairman Newton N. Minow, Chairman E. William Henry and Commissioner Kenneth A. Cox.

Lee Loevinger, 50-year-old head of the Justice Department's antitrust division, demonstrated none of his forerunners' predilection for a heavy regulatory hand on programing during his nomination hearing Tuesday (June 4). He was scheduled to be sworn in Tuesday (June 11) by Associate Justice Byron R. White of the U. S. Supreme Court.

After a friendly 90-minute session, the committee gave Mr. Loevinger its unanimous blessing and the full Senate confirmed his nomination on Thursday.

Mr. Loevinger's responses to questions, which ranged widely over many areas of broadcasting regulation, testified to his background as an antitrust lawyer, judge and government administrator. He is firmly in favor of diversity in station ownership and in the production of programs, but he surprised some of the committee members with his strong stand for commission restraint in programing matters.

Committee Happy ▪ The committee made no effort to conceal its wonder—and some members their satisfaction. After approving three Kennedy "heavy" regulators in a row, some indicated they were pleased to find in Mr. Loevinger a man who believes licensees are in the best position to make programing decisions for their audiences.

His position does not include opposition to the FCC's practice of reviewing program performance at license renewal time, Mr. Loevinger said. The commission needs "some standards of quality."

Senator Norris Cotton (R-N.H.), whose questions elicited most of the nominee's thinking on programing, looked at him in mock disbelief at the conclusion of the hearing and said, "I am a little bit disturbed . . . [I] almost feel that you are the antithesis of your predecessor [Mr. Minow] and want to be completely hands-off, while perhaps he could have been criticized for being too aggressive."

"You may be right, senator," Mr. Loevinger replied. "My feeling is that if I am to err, I would rather err on the side of restraint."

Generally, Mr. Loevinger said, he has a lot to learn about broadcasting. Maybe his best asset is his willingness to learn, he added.



FCC Commissioner Lee Loevinger (l) chats with Senator Howard W. Cannon (D-Nev.), one of the members of the Commerce Committee which gave him its unanimous approval at a confirmation hearing last week.

A selection of some of Mr. Loevinger's comments on broadcasting:

Censorship ▪ "There is not the slightest doubt in my mind that the FCC or any government agency has no business imposing pre-publication control or regulation upon those who have the mass media of communication"; however, the FCC's responsibilities require it to have "some standards of quality" for program content.

Programing ▪ "Rather than go too far in seeking to influence program content . . . I think that this is a matter in which less harm is likely to be done by a restraint even of legal powers that may be possessed than is likely done by seeking to impose my ideas or anybody else's ideas upon the character of the programs that may be offered to the public. . . . My own golden rule of politics is, 'Do not seek for yourself power which you would deny to others.' I would not want anyone else controlling the programs, nor would I seek to control programs myself."

He favors diversity of ownership to assure real competition in offering programs. With poor or bad shows, "my own private solution is just not to watch the darned programs." He has no "pat answer" to programing problems but, "I am not prepared to say the commission should disregard public complaints about station programing at the time of license renewal."

Asked about FCC monitoring of programs, Mr. Loevinger said he thinks it should be done but he's not interested in the job for himself. "It would be . . . a much less attractive job than it seemed if you have to sit there all day and watch television programs," he said.

Option Time ▪ He's against it and thinks the commission did right to outlaw it two weeks ago (BROADCASTING, June 3).

Networks ▪ ". . . When you have two dominant networks . . . you do not provide much opportunity for catering to the diversity of tastes. . . . The way to avoid government regulation is to insure that there is a diversity of programing offered, and this can be done by establishing a diversity of ownership and of control by the private parties who are in the broadcasting business."

Drop-ins ▪ The nominee reserved comment, but said he wanted to study the record. The FCC voted 4-3 last month to abandon plans for short-spaced drop-ins in seven major markets now served by only two VHF stations

Loevinger method for fair political coverage

Lee Loevinger, who was confirmed as an FCC commissioner by the Senate last Thursday (see page 54), has his own ideas on how to insure that political candidates are treated fairly by news media.

He told the Senate Commerce Committee last week that he once went to court to protect a client who claimed she had been treated unfairly in newspaper coverage of her congressional campaign in 1950. The result was an agreement by the *Minneapolis Star* to submit such questions to an impartial tribunal.

The case, as BROADCASTING learned last week, grew from an antitrust suit filed for Mrs. Marcella Killen and others against the Minneapolis Star & Tribune Co. Although the suit concerned antitrust complaints, the real issue was more coverage for Mrs. Killen, who was opposing Representative Walter Judd (R-Minn.).

The case was dismissed by Mr. Loevinger in May 1953 after the *Minneapolis Sunday Tribune* published the complete text of the publisher's agreement to include political news among areas which could be considered by the newspapers' Bureau of Accuracy and Fair Play. The action "was voluntary on the part of the newspapers," Mr. Loevinger noted, "since the courts of Minnesota would not have any authority to order them to adopt such a policy and procedure regardless of what disposition was made of the law suit."

In a statement to the *Star* he said, "It seems to me it [the agreement] is a sound recognition of that responsibility which the press must exercise if it is to remain wholly free."

Neither the newspapers nor Mr. Loevinger could recall last week any instance under which the proposed tribunal actually had been employed after the agreement was published. Mr. Loevinger said that the mere existence of the precedent seemed adequate warning to insure fair coverage.

It is interesting to note that the agreement excluded from its jurisdiction "opinions or views appearing in the editorial columns of the newspapers, or which appear under the label or heading of 'opinion'. . . ." The arbitrators selected to negotiate any complaint "shall not have power to control or determine editorial policy of the newspapers, or any opinions or views expressed in editorials or to award or determine any monetary compensation or remuneration for any complaints," the agreement stated.

Except for the newspapers' right to determine whether any negotiated agreement might subject them to court action, they agreed that any decision of the arbitrators would be final and binding.

(BROADCASTING, June 3).

Asked by Senator Warren G. Magnuson (D-Wash.), committee chairman, whether he would follow the policy of some nominees who said they would not vote on matters on which they had not heard oral argument, Mr. Loevinger said he thought that would be going "too far. . . . The record is the illuminating part in most cases." Thus he left the door open for possible FCC reconsideration of drop-ins. Mr. Minow's was the swing vote which killed the plan in May.

Editorializing ▪ The "present statements of the commission policy [and] Section 315 . . . are working reasonably well."

Senator Ralph Yarborough (D-Tex.), whose Freedom of Communications subcommittee has kept a watchful eye on how broadcasters handle political campaign problems, especially equal time, warned the nominee that 1962 experience developed twice the number of complaints (60) received in 1960. Mr. Loevinger replied that he has always been concerned about fair treatment. He said that as a Minneapolis lawyer, he had arranged an impartial panel to consider news coverage complaints (see story above).

Commercial Time Limits ▪ The FCC has been planning to incorporate commercial time restrictions of the National Association of Broadcasters' Code Authority. Mr. Loevinger said he has no answer for now, pending further study.

Local Programing Hearings ▪ They are all right if they are fairly and properly handled, he said.

Communications Satellite Act ▪ The committee has been concerned about federal spending to benefit the Communications Satellite Corp., a company organized for private profit, and asked for the nominee's general feelings about the legislation which established the corporation. Having helped draft the bill at the Justice Department, Mr. Loevinger said, "I do not want to take undue credit, but if my recollection is correct, the approximate balance of public and private participation that was incorporated in the compromise bill was my original suggestion. . . . On the whole, the compromise represented about the best workable solution. . . . I believe that it is the duty of the FCC at this time to make the scheme work."

The senators showed official concern about a question of conflict raised by Mr. Loevinger's ownership in two mutual funds and a "blind trust." However, letters from the Justice Department and FCC legal counsel assured the committee that a transfer of stock to his wife's name would solve the problem. The committee also was told Mr. Loevinger has no knowledge of the investments made for him in the trust.

Mr. Loevinger was accompanied to the hearing by W. Louise Flourencourt, who has been his legal assistant at justice. A Harvard Law School graduate with experience in trial and appellate work in antitrust, Miss Flourencourt will be Mr. Loevinger's legal assistant at the FCC. His personal secretary, Lucille C. Robey, will also come over to the FCC in that capacity.

Ch. 20 in Phoenix sought for pay TV

The FCC last week proposed a rulemaking to assign UHF channel 20 to Phoenix, Ariz. The rulemaking was requested by Dwight Harkins who has proposed to operate a pay TV station on the channel.

No application for a pay TV authority will be filed until assignment of the channel is finalized. However, Mr. Harkins indicated in his petition that his system would broadcast a scrambled picture, with no commercial announcements. The channel would carry mostly entertainment, Mr. Harkins indicated, but it would also offer closed-circuit medical and educational programing.

In the same action the commission also proposed the assignment of channel 26 to Phoenix. The request for the assignment was made by Power Television Inc., which plans to operate a commercial station on the facility.

Local TV station made party to CATV renewal

The FCC last week upheld its design to protect local television from community antenna operators. The commission's review board made Frontier Broadcasting Co. a party to the renewal applications for the microwave facilities of Collier Electric Co., a CATV operator.

Frontier last November was granted a construction permit for a new tele-

FCC restates ban on 'cross-interests'

The FCC, reasserting its ban on cross-interests in stations serving the same locality, last week told Carl E. Lamm, one-third owner of WMPM Smithfield and parttime announcer at WCKB Dunn, both North Carolina, that he has 45 days to "rectify the situation."

The two stations are about 24 miles apart.

"Mr. Lumm and the other two stockholders of WMPM have been unable to agree on a sales price whereby either party would acquire the other's stock in WMPM," the commission said, and "Mr. Lamm and WCKB are of the view that the . . . situation is not violative . . . while WMPM is of the view it is a violation. . ."

Mr. Lamm resigned as vice president of WMPM when he took the job at WCKB, the commission said, and has offered to resign his directorship at the FCC's request. But this is not enough, the commission said, quoting its 1959 statement that "While it may be true that, at a given time, no impairment of competition exists in fact, it is the potential of such impairment which the commission's policy is designed to guard against."

The FCC accordingly found Mr. Lamm's cross-interests to be a "clear violation" of its policy.

vision station on channel 3 in Sterling, Colo., one of the four cities to which Collier supplies CATV service. The other cities serviced by Collier are Fort Morgan, Colo., Sidney and Bridgeport, both Nebraska.

Frontier claims that the renewal of the Sterling facilities of Collier would cause economic injury to the operation of a station on channel 3, the review board said. Frontier said that its local live programing would be affected by the CATV operation, and as a result, the public interest.

The review board noted that at the time Frontier filed its application for channel 3 it considered itself "willing and able to operate in the public interest under existing conditions, competitive and otherwise." The board said that it concluded that Frontier had avoided the economic question now posed in the renewal applications of Collier, at the time of its application for channel 3.

Nevertheless, the board said, Frontier "has raised important public interest questions" that can't be ignored, in view of the commission's policy established in the Carter Mountain case (BROADCASTING, May 27). The board placed the burden of proof on Frontier.

McGee wants hard sell made to liberals

Broadcasters, particularly in the Rocky Mountain states, should endeavor to sell as much time to groups of opposing political views as they do to the John Birch or "right wing" proponents. That's the view of Senator Gale W. McGee (D-Wyo.), who appeared Sunday (June 9) on Metropolitan Broadcasting television's *Opinion in the Capital.*

Senator McGee repeated his contention that the right wing groups are attempting to "saturate the public mind . . . by using all the time they can buy, or get otherwise, on the communications media (BROADCASTING, April 29, 22).

While admitting that "the selling of time on tape—to anybody—is part of the private enterprise system," Senator McGee said "a broadcaster has an obligation in his community to try to maintain a balance in what he puts over in the course of a day."

The program was telecast Sunday on WTTG(TV) Washington, WNEW-TV New York, both Metropolitan stations; KTVU(TV) Oakland. It will be seen at a later time on Metropolitan's KMBC-TV Kansas City, Mo.; KOVR(TV) Sacramento, Calif.; WTVH(TV) Peoria, and WTVP(TV) Decatur, both Illinois.

FCC denies bid to reopen Syracuse TV record

The FCC last week denied a joint request by eight of the nine applicants for channel 9 in Syracuse, N. Y., that the commission reopen the hearing which culminated in an initial decision favoring Onondaga Broadcasting Inc. (BROADCASTING, April 8).

The applicants' petition had questioned the character qualifications of Asher S. Markson, president and 12% owner of Onondaga, who is also president of a furniture company which is being examined in court because of its financial record. Following the initial decision granting channel 9 to Onondaga, the U. S. Court of Appeals asked Mr. Markson to explain the financial dealings of his furniture firm, and the court action prompted Onondaga's competitors to file their petition.

The commission, however, concluded that it could "take official notice of the recent decision without reopening the record." The petition "does not allege any new facts or new evidence," the FCC said in denying the request to reopen the record, and "the joint petitioners can adequately and more appropriately present their views to the commission through filing exceptions to the initial decision and through oral argument."

The eight applicants joining in the petition were Veterans Broadcasting Inc., Syracuse Television Inc., W. R. G. Baker Radio and Television Corp., WAGE Inc., Syracuse Civic Television Association Inc., Six Nations Television Corp., Salt City Broadcasting Corp. and George P. Hollingbery.

'Broken promises' bring examiner's rebuke

RECOMMENDS DENIAL OF KATV'S BID FOR SITE CHANGE

An FCC hearing examiner last week sharply rebuked KATV(TV) Little Rock, Ark., for breaking promises to civic officials of Pine Bluff, Ark., and the commission.

At issue was the station's application for a change in transmitter location and antenna height. But the examiner, Thomas H. Donahue, didn't stop at recommending denial of the application.

He said the record raises questions as to KATV Inc.'s character qualifications to be a broadcast licensee.

The operators of the station, he said, believe that the end justifies the means when the end is financial gain and have no regard for such concepts as "the sanctity of contract."

KATV had applied for permission to change the location of its transmitter from 14 miles northwest of Pine Bluff to 50 miles northwest of that city and 12 miles west of Little Rock, and to increase antenna height to 1,862 feet above average terrain.

FCC Set Hearing ▪ The commission, on its own motion, set the application for hearing after a petition to deny was filed by the city of Pine Bluff and the Pine Bluff Chamber of Commerce.

KATV was originally established as a Pine Bluff station, operating on channel 7, in December 1953. But five years later, at KATV's request, the commission reallocated channel 7 to Little Rock and modified the station's license to specify location in that city.

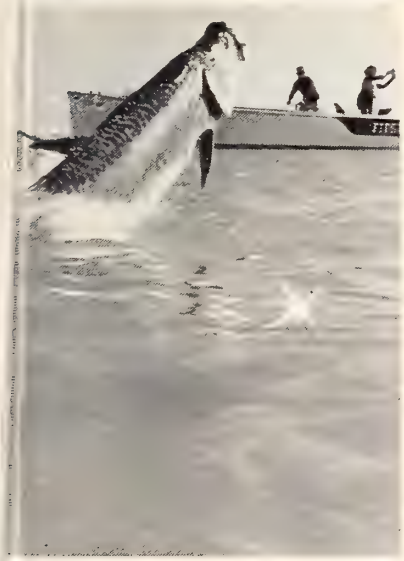
The Pine Bluff Chamber of Commerce, which helped the station get started in that city, agreed not to oppose the reallocation of channel 7 to Little Rock, provided KATV made certain commitments.

KATV agreed to these commitments, and made them part of the application











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to the commission. And these promises, Mr. Donahue said, are "at the heart" of the issue.

The station promised not to move its transmitter site out of Jefferson county (Little Rock is in Pulaski county), to provide radio facilities and give Pine Bluff recognition in the station identification signal and to continue to give that city public service benefits.

Broken Promises ▪ The examiner said the station's failure to move the transmitter location wasn't for lack of trying and that each of the other promises was substantially broken.

Mr. Donahue said the station, in a letter to an official of the Pine Bluff Chamber of Commerce in 1961, explained its treatment of its agreement with the chamber by citing business difficulties the station was encountering.

The examiner said that if the station's application is approved, 12,000 people would lose their only service while the station would pick up a new audience potential of 150,000, all of whom already enjoy at least one service. And the record upon which KATV must base this request, he said, "is one of broken promises, promises made not only to the civic leaders of the Pine Bluff community but to the commission."

He said KATV apparently belongs to that segment of the business community which regards "such concepts as 'sanctity of contract' and 'word as good as bond' as the shibboleth of suckers and the subject to which they are addressed as merely annoying obstacles. . ."

"On the basis of this record," he added, "there is grave doubt that KATV Inc. has the requisite character qualifications to be a broadcast licensee. It hardly needs to be said that it should not succeed in the matter at issue," the examiner concluded.

The principals of KATV Inc.—John T. Griffin, Marjorie Griffin Leake and James Leake—are also the licensees of KTUL Tulsa, Okla., and own half of KWTW-TV Oklahoma City. In addition, Mr. Griffin owns 80% of WSTE-TV Phardo, Puerto Rico.

FCC adheres to drop-in policy in Columbia

Citing its decision not to drop in VHF channels where they might have "adverse influence" on the growth of UHF outlets (BROADCASTING, June 3), the FCC last week announced that it has denied requests to drop in channels 5 and 8 at Columbia, S. C., with short spacings.

WNOK-TV (ch. 19) and WIS-TV (ch. 10), both Columbia, had asked for the channel 8 assignment, though it would short space WGTV(TV) Athens, Ga., an educational station, and WGHP-TV High Point, N. C., which is not yet on the air. An earlier application by WNOK-TV for the assignment was denied by the FCC in 1961.

The drop in of channel 5 at Columbia was requested by WCCA-TV (ch. 25), that city. The channel 5 assignment would involve the deletion of channel 5 from Charleston, S. C., the shift of WCSC-TV (ch. 5) Charleston to channel 7, the deletion of the educational assignment on channel 7 and the drop in of channel 12 at Charleston for educational purposes. Both channels 5 and 12 would short space other stations.

"In summary," the FCC said, "and ignoring off-set operation, the drop in of channels 5 and 8 at Columbia and channel 12 at Charleston would result in 5 short spacings and the shift of an existing station from channel 5 to channel 7."

"In any event," the commission noted, "we have determined . . . to deny the assignment of VHF channels where adverse influence on UHF growth and development will likely result . . . [and] to assign a second and third VHF channel to Columbia would be at cross-purposes."

WTEN(TV) gets waiver for short-spaced tower

WTEN (TV) Albany was given permission by the FCC last week to go on the air with a new antenna site at short spacing with WHEC-TV Rochester, N. Y. WTEN is some 150 miles from WHEC-TV, instead of the required 170 miles, and both stations are on channel 10.

WTEN requested the move so it could better cover downtown Albany, and the short spacing was granted last February. Until last week's action, however, WTEN was unsure whether it would be allowed to go ahead, as the commission recently vetoed drop-ins at short spacing (BROADCASTING, June 3).

WTEN is the first station to be granted a waiver of short spacing requirements.

Doesn't anyone in New York want to see Democrats?

Democratic congressmen from New York City complained publicly to the managers of Gotham TV stations last week that they aren't getting the hometown exposure to which they say their 17-3 majority over Republican lawmakers should entitle them.

"I do not believe program quality would suffer disastrously by having New York's distinguished senators appear on alternate Sundays instead of forming a battery every weekend to throw curves and sliders from the Republican mound on Capitol Hill with no time for the House members of the majority side to come to bat," said Representative Hugh L. Carey (D-N. Y.), sportily.

Spokesman for the New York Democratic delegation in Washington, Representative Carey said a review of weekend TV in New York during May showed Republicans had 205 minutes, Democrats 60 on WOR-TV and WNEW-TV. Discussion programs were not included in the partisan survey, only programs on which congressional personalities were featured, he said.

The Democrats aren't asking for four times the time Republicans receive, he continued. "It is only equitable that Democratic members receive at least half of the television time allocated to weekend, politically oriented, public service television."

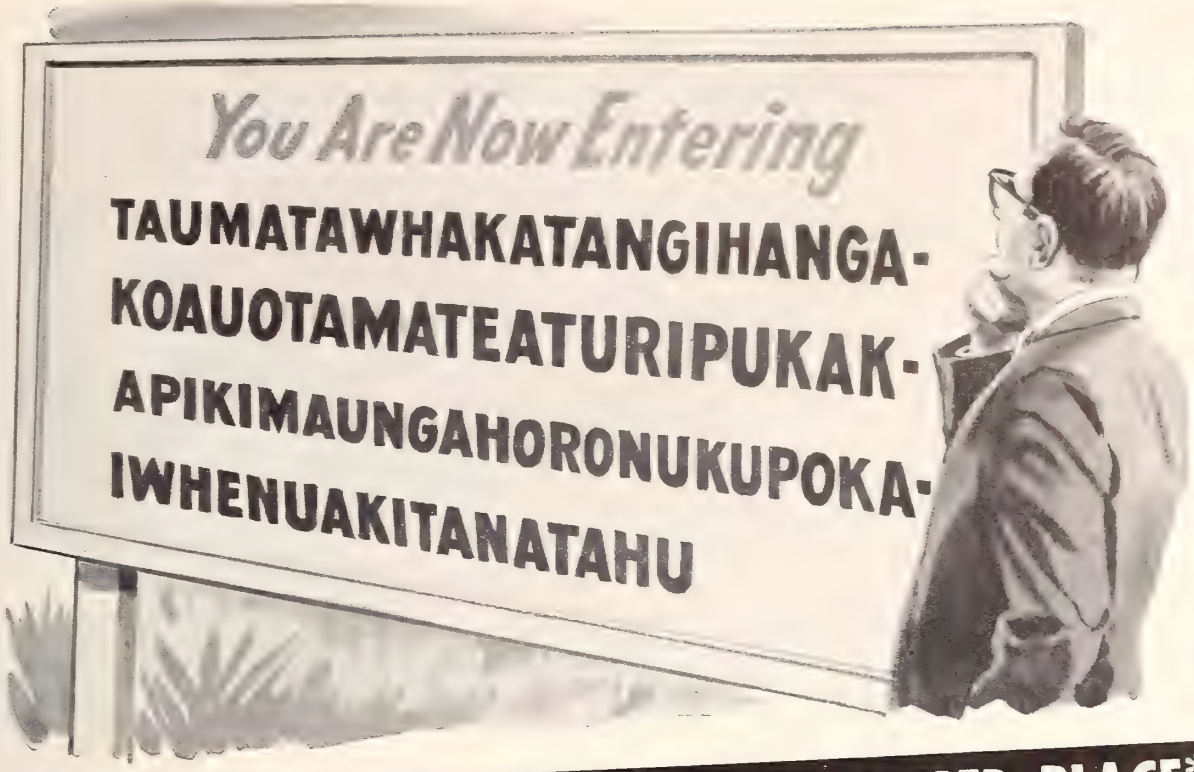
An effort to obtain more time for Democrats last year turned up a program on WPIX(TV), but that was discontinued when equal time became a problem around last year's elections and has not been resumed, Representative Carey said.

Spurred By GOP ▪ Last week's public request—the delegation issued a news release—was generated by a New York caucus last month which followed a weekend of "Republican propaganda" on New York TV, he said.

Noting that none of the network stations seem to be carrying programs such as the Democrats are seeking, Representative Carey said, "I see a definite recession of public service-type programing [on the commercial channels] since channel 13 [WNDT(TV)] came on."

Democrats have had a "scattering of appearances" on forum and issue programs, he continued. The delegation is volunteering to supply lawmakers for other shows.

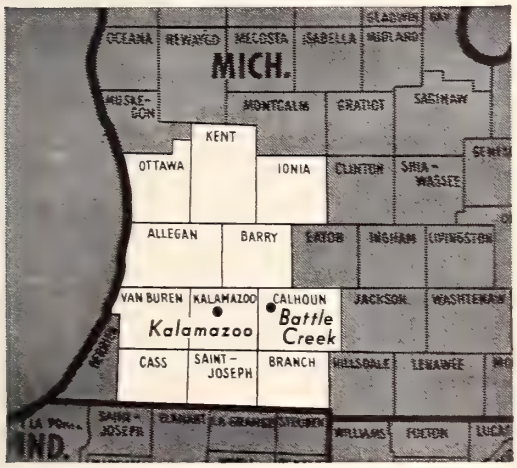
Asked if programing in New York might be heavy on Republican exposure to counterbalance the benefits Democrats get from the President's broadcast news conferences, Representative Carey said if that is the case, the delegation wants to know. "But if it's because these people [Republicans] asked for the programs and got them . . . that's another story," he said.



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WWTV/WWUP-TV CADILLAC-TRAVERSE CITY SAULT STE. MARIE
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Consumer protection agency outlined

BILL SPONSORS CHARGE JOB ISN'T BEING DONE NOW

Bills were introduced in both the Senate and House last week calling for the establishment of a new federal agency to protect the interests of American consumers. Two measures in the House and one in the Senate (with 23 sponsors) would create a new federal agency, the Office of Consumers because, sponsors said, the present regulatory agencies have not protected the interests of the public.

Representatives Seymour Halpern (R-N. Y.) and Benjamin S. Rosenthal (D-N. Y.) introduced the measures in the House. Senator Estes Kefauver (D-Tenn.) put a similar bill before the Senate with the endorsement of 21 Democrats and 1 Republican (Jacob Javits, N. Y.). Senator Kefauver introduced similar bills in 1959 and 1961.

The new agency would be headed by a consumers' council appointed by the President with the approval of the Senate. The council would represent consumers before other agencies and federal courts, hold annual consumers' conferences, disseminate information to the public and make surveys. It would not have the authority to test products to determine their relative merits.

Constant Thorn ▪ Senator Kefauver said the function of the Office of Consumers "is daily to be a burr in the hides of government officialdom, to get important consumer issues raised and to aid in their settlement in such a fashion that consumer interests will be heard and taken account of." In introducing his bill, Senator Kefauver described how various government agencies are not protecting consumers.

The FCC, he said, regulates telephone, telegraph, radio and TV but makes vital decisions "upon reports or records developed by private, vested interests with no coordinated voice of public concern, except that which might be rendered by commission counsel. . . The existence of 'house counsel' built into the establishment and guided by its policy does not assure adequate legal protection for the consumer," he said.

In the daily decisions of the FCC and other agencies "the interest of the public has been virtually obscured and forgotten," Senator Kefauver charged. "Too often these agencies have become arbiters of intra- or inter-industry disputes. More often than not the issue of whether a decision accords with the interests of the public is never raised."

Rogers opposes fees

Representative Walter E. Rogers (D-Tex.) has followed up his opposition to the FCC's license fee plan with legislation which would prevent the fee schedule from going into effect Jan. 1 without specific congressional authority.

Chairman of the House Communications and Power Subcommittee, Representative Rogers has introduced H.R. 6697 which grew from his contention that the FCC seems to be operating on the basis of inferred authority (BROADCASTING, May 27).

Multiple ownership law change called unfair

Storer Broadcasting Co. has opposed the FCC's proposed rulemaking to change its multiple ownership rules on the grounds that it would violate the public interest, the law, and discriminate against the small group of broadcasters owning the full quota of stations.

The commission's proposal would require licensees with the maximum number of stations allowable under the rules to divest themselves of one of those facilities before applying to purchase or construct another (BROADCASTING, Feb. 8).

Storer said broadcasters wishing to improve their service would first have to take a "cutback—for an indefinite period—to less than the facilities allowed to all others." This would injure the licensee and the public, Storer contended. There has been no indicated need for the rulemaking, Storer said, and pointed out that there have been no violations of the public interest under existing rules.

Storer argued that the FCC's proposal would violate the national interest by curtailing economic growth. It would also discourage licensees from attempting to provide better service, Storer said. Storer further argued that the proposed changes are not necessary to carry out the commission's function.

Smoking bill introduced

Senator Frank E. Moss (D-Utah) last week offered legislation which would bring smoking products under the jurisdiction of the Food and Drug Administration. The bill, S. 1682, was co-sponsored by Senator Joseph S. Clark (D-Pa.) and is similar to H.R. 5973, introduced by Representative Morris Udall (D-Ariz.) (BROADCASTING, May 6).

Stations DO Have Personality



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Community selling--the kind of selling that makes Les Biederman's stations successful in selling your products.

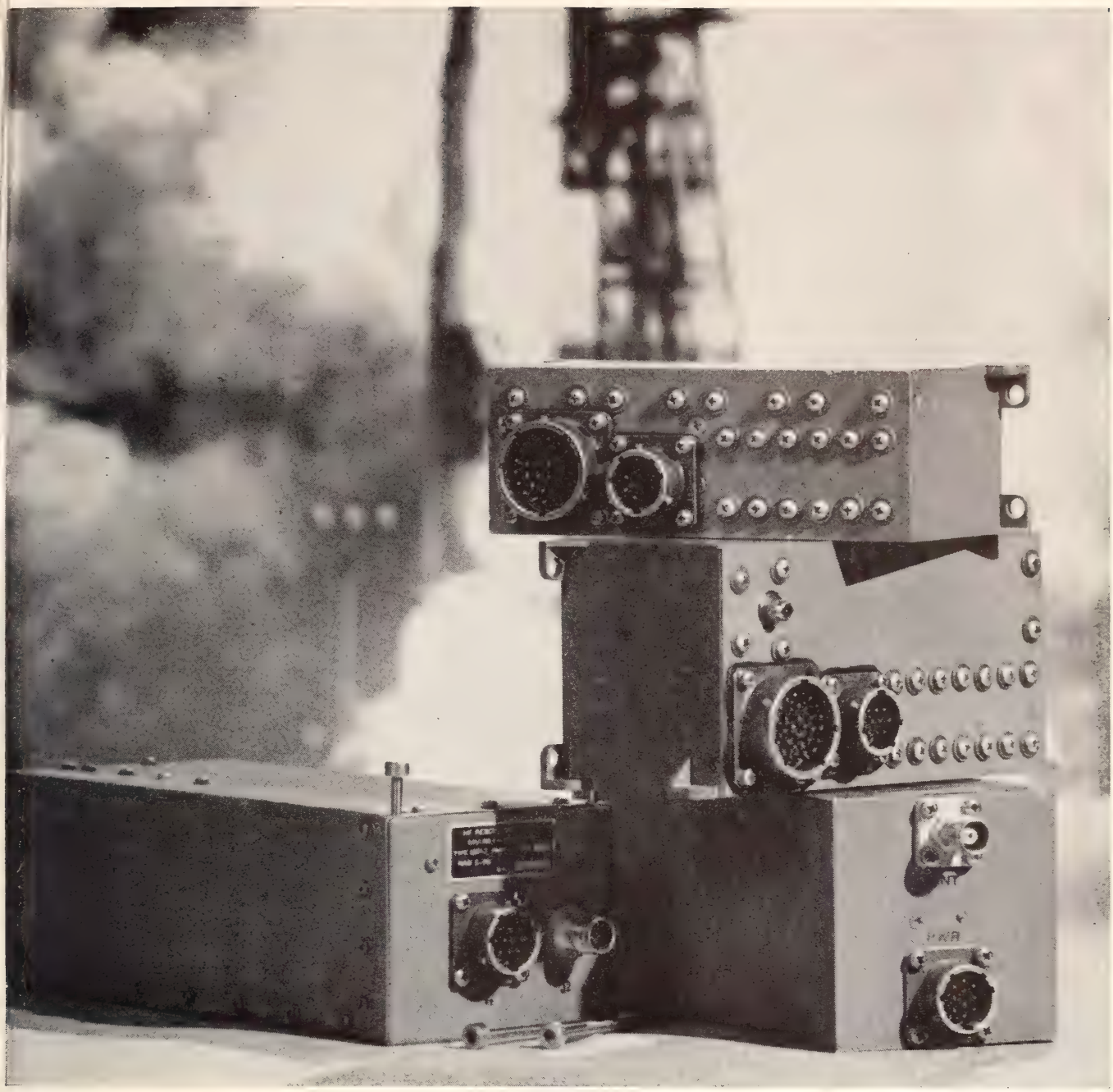
STATISTIC -- The Northern Michigan Grade B Area of WPBN-TV and WTOM-TV lists annual food sales of $153,529,000.

The PAUL BUNYAN STATIONS

WPBN-TV WTOM-TV WTCM WMBN WATT WATC WATZ

Soren H. Munkhof, Gen. Mgr. Paul Bunyan Bldg., Traverse City

Nat. Rep.-Venard, Torbet and McConnell -- Network Rep.-Elisabeth Beckjorden



They didn't go with Cooper

These Collins radios didn't make the flight with Mercury Astronaut Gordon Cooper. He didn't need them. Previously, from Astronauts Shepard through Schirra, these radios served as part of the spacecraft backup communication system. But in NASA's Mercury Atlas 9 flight, it was desired that weight be reduced and room made for extra life support materials. Officials of the NASA Manned Spacecraft Center determined it would be safe to remove the backup radio units, basing their decision on the dependable performance of the Collins primary communication system in previous Mercury flights. The same engineering skill and manufacturing excellence that go into spacecraft radios go into Collins broadcast equipment. There's no double standard at Collins — only the best will do, whether it's an astronaut's link to earth or a broadcaster's link to his market. Call your Collins Broadcast Sales Engineer today. Ask him, too, about our new two-year warranty. COLLINS RADIO COMPANY • Cedar Rapids • Dallas • Los Angeles • New York • International Division, Dallas.

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COLLINS

Is this the final word from Newt?

SWAN SONG LETTER TO KENNEDY RECOMMENDS FCC REORGANIZATION

A strong argument for one-man control of U. S. communications was made by its retiring chairman on his last day in office.

Former chairman Newton N. Minow sent a letter to his boss, President Kennedy, urging the end of the multi-member commission and recommending that the functions of the FCC be divided between a single administrator and an administrative court.

The administrator, according to Mr. Minow, would set policy and oversee regulation. The court would hear comparative cases and perform other judicial functions.

Mr. Minow talked of these reforms in his speech at the NAB convention last April. He also expressed similar ideas in an interview last month (BROADCASTING, May 20).

The White House is giving serious study to the proposals, it is understood.

Mr. Minow's successor as chairman, E. William Henry, almost immediately seconded one aspect of the recommendations. He agreed with Mr. Minow's suggestion that an administrative court should hear adjudicatory cases.

In an interview over CBS-TV's *Portrait* June 5 (see story below), Mr. Henry said:

"The only suggestion that I think is worthwhile to give it [the FCC] more rigidity in the sense of established standards and policies that wouldn't change with changes in personnel and more continuity would be to separate some of the functions, let's say the judicial, judge-making functions, away into a court in the same way as the Internal Revenue Service does the policy and executes the laws and the tax court handles the judicial cases. I think there's some merit in the suggestion."

Mr. Minow's proposals came close to those offered early this year by Washington attorney Leonard H. Marks and a special committee of the Federal Communications Bar Association (BROADCASTING, Jan. 28). They came even closer to a ripper bill drafted back in 1958 by Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, but never introduced (BROADCASTING, March 17, 1958).

Mr. Marks recommended that the FCC be sliced into three parts—a single administrator to enforce the rules and

CBS-TV audience gets a 'Portrait' of Henry

FCC Chairman E. William Henry, appearing on CBS-TV's *Portrait*, broadcast last Wednesday 7:30-8:00 p.m., said that in the last few years the FCC has become increasingly "aware of its responsibility to enforce its rules." Mr. Henry was interviewed at his home by Harry Reasoner, CBS news correspondent.

Mr. Reasoner began his interview with a reference to former FCC Chairman Newton N. Minow's comment that when Mr. Henry became chairman, broadcasters would look on Mr. Minow's "tenure as one of benevolence. Does that mean you're a pretty tough man in this job?" Mr. Reasoner asked. Mr. Henry replied "that many broadcasters would think that I would be as tough" as Mr. Minow, and said that he intends to see that the rules are enforced.

Mr. Henry later said that "the FCC through the years has not been as alert to enforcing its rules strictly, as strictly, as it should have. . ." Mr. Henry then said that "in the last few years the commission has become quite aware of its responsibility to enforce the rules. Broadcasters, many good broadcasters have encouraged us to do so and I think that stricter enforcement has resulted in several licenses being revoked."



Harry Reasoner (l) and Chairman Henry
At "Portrait" in Mr. Henry's home

In answer to a question by Mr. Reasoner, Mr. Henry said that he did not feel the FCC needed more than technical changes in the law, and that the agency has "what I would consider, full jurisdiction" over the broadcast industry. Mr. Henry said that the FCC can't control the networks directly, but can control affiliates as licensees.

Steady Improvement ▪ Mr. Reasoner asked if the chairman thought there had been changes in television since Mr. Minow's wasteland speech. Mr. Henry said that he has been told, and plans to check it out himself, that television has "three times as much public affairs programing now for the '62-'63 season . . . as it did in '59 and '60." He added that this is an improvement and that it is the commission's job to see that it continues, and not merely to flare up whenever the chairman makes a speech.

Mr. Henry suggested that the commission could obtain more stability in policy if some of its functions were separated, "let's say the judi-

regulations, an administrative court to render judicial determinations, and a five-man, bipartisan FCC to set policy. Mr. Minow did not recommend a policy body.

Dill Bill ▪ The 1958 Magnuson bill would have abolished the FCC and set up a single administrator and a court to hear appeals from the administrator's decisions. It was recommended by ex-Senator Clarence C. Dill (D-Wash.), one-time chairman of the Senate Commerce Committee and co-author of the Radio Act of 1927 and of the Communications Act of 1934. It was suggested at the time the Mack-ex parte scandals were being publicized by the House Commerce Committee's Legislative Oversight Subcommittee and Representative Oren Harris (D-Ark.).

All In One ▪ Ever since its establishment in 1934 the seven-man FCC has set policy, investigated complaints, decided whether to issue a hearing notice, prosecuted cases and rendered decisions.

For almost two decades this sometimes contradictory and admittedly unfair role has been opposed by students of administrative law. They have attacked the same dichotomy of functions by other regulatory agencies (Federal Trade Commission, Federal Power Commission, National Labor Relations Board).

The question was first raised almost 20 years ago by the attorney general's committee whose study resulted in the Administrative Procedure Act of 1946.

It was raised again by the first Hoover Commission in 1949 and again by the second Hoover Commission in 1955.

Elements of these objections became a significant part of the 1952 McFarland amendments to the Communications Act; particularly the separation of staff and commission members.

In 1959 the subject reached public debate stage when Louis J. Hector, retiring from the Civil Aeronautics Board, told President Eisenhower that regulatory organizations could not do their jobs properly because of unwieldly organization and contradictory functions.

He recommended that the policy-making and regulatory functions of agencies be handled by the executive branch; adjudicatory functions by a special appeals court (BROADCASTING, Oct. 19, 1959).

In 1960, former Harvard Law School Dean James M. Landis in a report to the President-Elect, singled out the FCC for its poor record of efficiency and blamed it on the lack of time for the commissioners to perform their policy-making functions.

An executive order embodying some of Dean Landis's recommendations, particularly those giving the FCC chairman more power in running the commission, was vetoed by the House of Representatives in 1961. The House passed its own bill to give the FCC more efficiency later that year.

Action Now ▪ In suggesting that the FCC be divided into two parts, Mr. Minow emphasized that the single administrator could do an effective policy-making job. "The multi-member agency has great difficulty resolving differences among the members in their approach to basic policies," he said. What happens, he added, is that policy is not formulated, it is postponed, and comes about through case-by-case decisions "which all too often means inconsistent decisions with the public and the regulated industry not knowing the ground rules."

As an example of how this might work, Mr. Minow used the comparative hearings. Through the years, he explained, the commission has evolved "an elaborate set of comparative criteria as guideposts in selecting the applicant which would best serve the public interest." But despite these criteria, he added, "I think it is largely true that the commission has failed to develop any coherent policy in the comparative field."

He continued: ". . . my point is that coherent policies should be developed and that those policies should then lead, logically and consistently, to a fairly predictable pattern in the comparative field."

If there were a division of functions, Mr. Minow stated, "The administrator would have . . . to articulate effective, logical policies or the administrative court would be at loss in deciding the comparative case. And the court would have long ago established a coherent line of comparative decisions, rather than an unpredictable crazy-quilt pattern."

A special advantage to having a single administrator, Mr. Minow stressed, would be better policy-making coordination in the executive department of the government. The field of space communications is one example of this need, Mr. Minow pointed out; it requires policy planning not only by the FCC but also State and Justice Departments, National Aeronautics and Space Administration and the Bureau of the Budget.

Administrative Court ▪ "It is clearly desirable," Mr. Minow said, "to separate the prosecutory function from the function of judging." An agency, he added, should not be called upon to investigate a possible violation, "to become steeped" in all kinds of reports and then to judge the merits of the case. This isn't fair, he said.

The establishment of an administrative court, Mr. Minow said, would make for improvement in the whole decisional process. Commissioners, he said, "cannot spend several weeks analyzing the record of a case and drafting their own opinions [like a judge]—the work of the commission would grind to a stop if they did so. As a result, the commissioners determine the case largely upon the basis of the staff analysis and oral argument and adopt an institutional decision prepared by the staff."

And it would, in his view, lead to a better formulation of standards. This would come about, he explained, not only by the requirement that the administrator lay down definitive and clear policies in order for the court to follow them, but "the court could be expected to apply these policies in a meaningful manner which would build up a body of meaningful precedents."

Nix Parte ▪ By having hearing cases heard by a court, separate from the other functions of the FCC, the problem of off-the-record contacts may disappear, Mr. Minow suggested. "Those who make policy and regulate must necessarily have frequent contact with the industry," Mr. Minow said, "in order

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cial, the judge-making type functions away into a court." This suggestion was made by former Chairman Minow, in a letter to President Kennedy (see story on adjacent page).

In reference to the FCC's recent decision outlawing network option time (BROADCASTING, June 3), Mr. Henry said that it enabled the commission to attempt to curtail some of the network domination of the sources of program supply. He said that perhaps this would encourage more syndicated and local live programing. Mr. Reasoner asked if this was not "a back door way of controlling the networks" and wouldn't it be better to have legislation enabling FCC to directly control the networks. Mr. Henry said such legislation has been sought, and that it would be helpful if the FCC could require the networks to give it certain statistical information.

Mr. Henry stated that he felt that advertiser influence over what goes on television is waning. The FCC has the right to be interested in what influences the advertisers yield, he said. But Mr. Henry added that he wouldn't want to see advertising divorced from television. Mr. Henry said he was opposed to any government support of networks, or the operation of its own.

In closing Mr. Henry said that one way to get more diversity in television is through more stations, and that more stations are needed.

to be well informed. Under the present system, the possibility of improper influence or at the least of charges of such influence is always present. The administrative court, made up of jurists having *only* judicial functions, would not be a similar breeding ground for the ex parte contact."

Responding to the fear that he may be a czar, that he will be effective and make policy, Mr. Minow said: "All I can say is that I hope so."

He said he couldn't see how any one executive could assume control over the industry being regulated. "His authority is prescribed by law. . . . If he attempted to do so [go beyond the law], Congress and the courts would quickly check the transgression."

Replying to the fear that a change in the structure of the FCC may lose the expertise built up in a body of seven commissioners, Mr. Minow claimed there would be a gain; an administrator and members of a court usually stay longer than the average of the "present agency chairmen and members."

Mr. Minow acknowledged that there might be some friction between an administrator and an administrative court over policy. But countering this, he added, are two good results: (1) the court should make policy if the administrator fails to do so, or if the administrator feels policy should be evolved through court decisions and (2) this would occur because the administrator's policies are not clear and explicit.

Opposes Troika ▪ In opposing the proposal advanced by Mr. Marks that the commission be divided into a three-part body (administrator for investigation and enforcement; administrative court for hearing cases, and a five-man bi-partisan commission for policy), Mr. Minow declared that the functions of the agency cannot be "so neatly compartmentalized." He expressed fear that "sooner or later" friction and stalemate would be almost inevitable.

Although he advanced no details, the outgoing chairman suggested, as one example, that the handling of cases involving political broadcasts (Section 315) or the fairness doctrine of the commission be given to the court rather than to the administrator who is primarily a member of the executive.

Some of the policy decisions which should be faced and made promptly, Mr. Minow noted, involve such questions as the merger of international telegraph carriers, or whether there should be a single or unified U. S. international common carrier.

SENATORS SEEK REVAMPING, UPDATING

Long, Dirksen cite inadequacy of present legislation

At about the time President Kennedy was asked by former FCC Chairman Newton N. Minow to consider a complete revamping of the commission (see page 62), the Senate was asked by several of its members to take a look at legislation intended to improve administrative procedures and revise information practices in all agencies.

Senator Edward V. Long (D-Mo.), chairman of the Subcommittee on Administrative Practice and Procedure, and Senator Everett McKinley Dirksen (R-Ill.), ranking Republican member, shepherded three bills in the reform direction Tuesday (June 4):

S. 1663—to amend the Administrative Procedure Act of 1946 which "was a great step forward; but . . . under the relentless pounding of the proliferating administrative agencies and their ever-increasing workload, much that it attempted to do has been washed away," said Senator Long.

S. 1664—to establish a permanent administrative conference. The bill was drafted with the help of Judge E. Barrett Prettyman, who was chairman of a temporary conference last year. Judge Prettyman then recommended that the President provide "means by which agencies in the federal government may cooperatively, continuously and critically examine their administrative process and related organizational problems" (BROADCASTING, Jan 14).

S. 1666—to revise Section 3 of the procedure act. This provision governs information practices of the independent regulatory agencies and several other executive agencies. ". . . Time and interpretation have shown that it is woefully inadequate today," said Senator Long.

Still No Statute ▪ Congress has flirted for years with freedom of information legislation, but has not yet come up with a statute that has knocked down the obstacles which from time to time thwart congressmen and the public.

The House Foreign Operations and Government Information Subcommittee has handled many of the Congress' information problems for the past eight years, but it has chosen negotiation and persuasion in preference to the adoption of a freedom of information bill.

One source close to the House subcommittee said last week that if the Senate were to consider the Long bill, it might hesitate over a provision which would exempt from access, matters relating "solely to the internal workings of an agency." Such a provision might be so ambiguous that it would defeat the intent of the legislation, it was suggested.

Governments parley set for Telstarcast

CBS has announced plans for a unique international *Town Meeting of the Air* telecast live on July 10, using the Telstar II communications satellite and linking two cities in Europe with one in the United States.

Dr. Frank Stanton, president of CBS, who first proposed such a telecast last October at a meeting in the United States of the European Broadcasting Union, last week disclosed the details of a cable he sent to the EBU's President, Olaf Rydbeck of Stockholm.

Dr. Stanton said CBS-TV plans a live telecast of the conversation at 4-5 p.m. EDT and a repeat telecast of a tape that evening at 7:30-8:30.

Participants who have accepted are former President Dwight D. Eisenhower; former Prime Minister of the United Kingdom, Anthony Eden, now the Earl of Avon, and Jean Monnet, generally regarded as the architect of a policy for Europe's unification. A fourth participant may be added, Dr. Stanton said in inviting the suggestions of the EBU's President Rydbeck.

Dr. Stanton said that General Eisenhower would participate from Gettysburg or Denver, the Earl from London, and Mr. Monnet from Paris or Brussels. Fred W. Friendly of CBS will serve as the network's executive producer, and EBU was asked for its interest in and plans for taking part in the telecast. EBU also was asked to designate a program coordinator.

At the time of his proposal, Dr. Stanton had noted before the EBU that CBS was already studying technical conditions (the orbital path of Telstar and the duration of use) for a telecast this spring on the first anniversary of Telstar I. Since Dr. Stanton made his proposal, however, Telstar I has become inoperable and Telstar II has been placed in successful orbit and has been operating. Dr. Stanton had told EBU's delegates that the telecast "will be frankly experimental, but we hope that it will set a pattern or at least establish a precedent for broadcasts of similar intent in the future."

Who needs the beeps? Not newsmen, says NAB

The National Association of Broadcasters last week requested that the FCC allow broadcasters to eliminate the warning beeps from recorded telephone conversations if the recording is of a newsman phoning in a story or a listener calling in to air an opinion.

The FCC's 1947 decision that such



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beeps should be used was adopted by AT&T, the NAB noted, in order to protect the privacy of telephone users. The association "supports the general proposition that the recording of telephone conversations should only be done with the knowledge and authorization of the parties to the call," NAB said. But when the parties have full knowledge "it is unreasonable and unnecessary to require a warning mechanism."

The beeps, NAB argued, are annoying and distort the recording when later broadcast.

Newsmen are certainly aware that their conversations may later be aired, the association said, and the same holds for those who call an announced phone number for the purpose of talking on the air.

Suspension of 315 in '64 still doubtful

PERMANENT REPEAL REMAINS FAR BEYOND BROADCASTERS' HORIZON

The House Commerce Committee reported its approval last week of a resolution to suspend the equal time requirements of the Communications Act for the presidential and vice presidential campaigns next year.

Four members opposed the measure in minority views that because broadcasters have shown they probably will use the suspension as a device to bolster a move for repeal of Section 315 (BROADCASTING, June 3). If Congress adopts the resolution it should state that "such a suspension should not be construed as signaling any intention . . . to entertain further suggestions for repeal . . ." the four warned.

The Rules Committee has been asked to clear the proposal for action on the floor, but a hearing on the request is expected to generate considerable attention from the committee's members and other congressmen. The rules unit earlier this year pigeonholed a resolution to give cameras and microphones access to some public House committee meetings (BROADCASTING, March 18), and several members have warned that broadcasters haven't shown that they can be trusted to be fair in political campaigns.

The commerce report said the suspension would help provide better television and radio coverage. "In the absence of such suspension presidential and vice presidential candidates representing minor and splinter parties would be entitled to broadcast opportunities equal to those granted to such candidates of the major political parties, thereby inhibiting to some extent adequate coverage of the major candidates in the campaign," the majority said.

Meanwhile, the FCC last week approved a report on the 1962 experience with Section 315 (see page 52).

That Minority ▪ Although only four members signed the minority views, their thinking is understood to be more widely supported on the committee than that number would suggest. And who these signers are is important: Representatives John B. Bennett (R-Mich.), ranking Republican; John Bell Williams (D-Miss.), ranking Democrat behind Chairman Oren Harris (D-Ark.); J. Arthur Younger (R-Calif.), ranking GOP member of the communications subcommittee; and Samuel L. Devine (R-Ohio).

Other members have indicated privately that they are willing to go along with a temporary suspension, as they did in 1960, not because they really favor the idea but because they believe the 1960 suspension might not have been an adequate trial.

But many are convinced Section 315 is an extremely valuable safeguard in their campaigns. Enough congressmen inside and outside the committee have scars from unpleasant scrapes with broadcasters—whether justified or not—that they will be able to paint nightmarish portents for their colleagues if an effort is made to repeal the section after 1964.

Evidence of this undercurrent is the eagerness with which the committee is looking forward to a hearing on editorializing which Representative Walter E. Rogers (D-Tex.) plans for next month (BROADCASTING, June 3, May 27). The sessions are expected to take a most critical look at editorials which support political candidates. Some members are ready to back a bill—not yet offered, but coming—to ban political endorsement editorials.

Hearing Possible July 15 ▪ Representative Rogers, chairman of the Communications and Power Subcommittee, said last week he hoped he might open hearings about July 15.

Committee members are concerned, he explained, that editorials backing candidates should either be banned or broadcasters should be required to provide equal time for replies. And equal time is often inadequate to answer complicated charges which can be raised in a brief, pointed editorial, another member said.

Support for the editorial hearing has not formed along partisan lines. Republicans and Democrats went on the record during the equal time hearings in March and made it clear they are concerned about broadcaster responsibility to be fair (BROADCASTING, March 18, 11).

"A license renewal each three years is no defense against the mischief possible under such conditions" [where broadcasters endorse political candidates], the minority said last week.

"Damage done cannot be undone and history indicates that the probabilities of the loss of a license are too small to create a deterrent."

Listeners protest KWK's revocation

The FCC's recent revocation of the license of KWK St. Louis was the target of incensed KWK listeners as the commission received more than 60 letters pleading for or demanding reconsideration of the death penalty. There were only two comments favoring the commission's decision.

The KWK license was revoked because, the FCC said, the station conducted fraudulent contests (BROADCASTING, June 3). The FCC found KWK guilty of conducting treasure hunts in which general manager and vice president William Jones Jr. (who was mistakenly reported as deceased in the June 3 issue of BROADCASTING) did not hide the treasure until the last day of the hunt. The station also conducted a "Bonus Club" in which a "millionaire's vacation" was awarded to several persons, causing them what the FCC called gross inconveniences.

The letters which the commission received last week came from a wide spread of the St. Louis citizenry. The opinions of doctors, clergymen, businessmen and interested listeners in general were heard. The general tone of the comments was that KWK should not be held responsible at this date for the transgressions of the rules which occurred three years ago. Many of the letters suggested that it should be the former general manager who is punished and not the licensee.

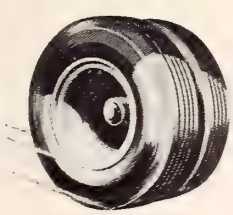
The commission's revocation decision was contrary to the latter argument. The agency said that a licensee must be held responsible for the action of a station manager, a policy established in the revocation of the license of KRLA Pasadena, Calif.

The Innocent Ones ▪ One letter told the commission that "only the innocent



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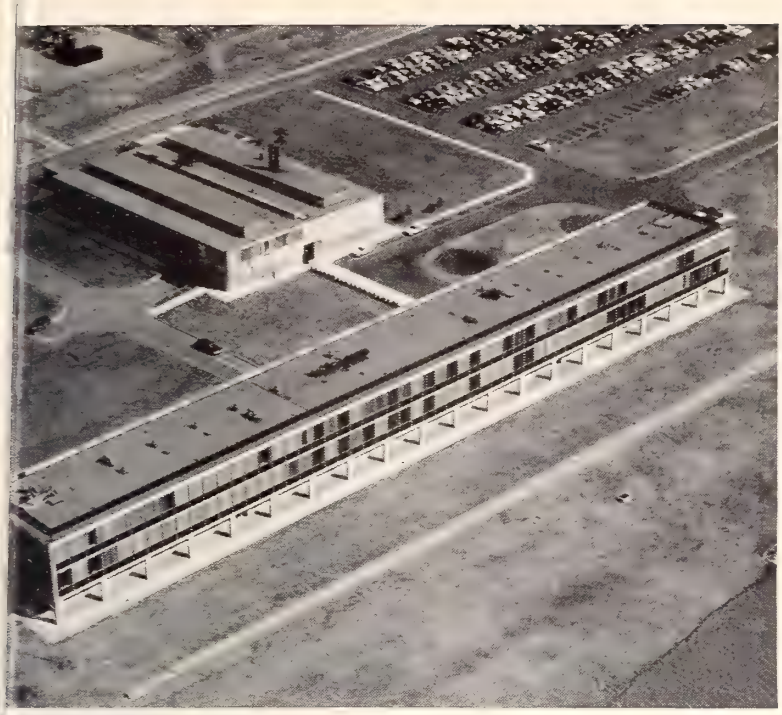
The job of Western Electric's new Engineering Research Center near Princeton, N. J., is to invent or develop better ways of making communications products. A significant step forward in Western Electric's manufacturing research and development program, the Center is the culmination of more than 5 years of planning and growth. Started with a group of 12 assigned to study basic manufacturing principles, the Center employs over 300 men and women, and by late 1963 some 340 will be working in the two new buildings.

In dealing with basic problems in manufacturing techniques, the Center works closely with engineers from the 13 major W.E. plants and with Bell Telephone Laboratories, which designs and develops Bell System communications products. This integrated teamwork makes it possible for designs and ideas to be translated into useful manufacturing applications quickly and efficiently. In this way, Western Electric engineers help the 21 Bell telephone companies to continue to provide their subscribers with the finest, lowest-cost communications services in the world.

We work best because we work together.

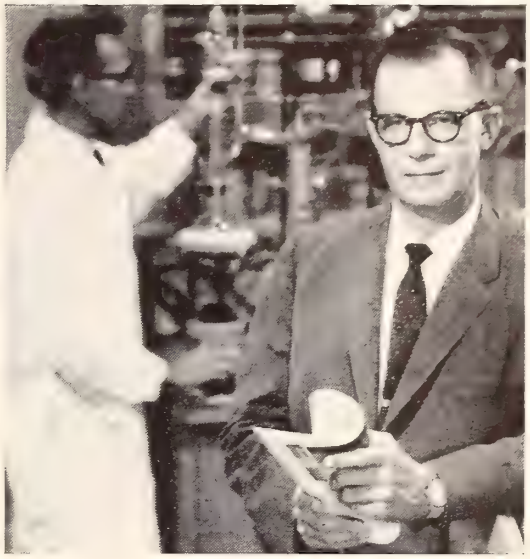


New Trainee Stereo Microscope was developed at the Engineering Research Center by Richard Dyer, a Research Engineer. Two sets of eyepieces and an intricate optical system allow two people to examine an object simultaneously and see an identical view. The trainee microscope provides an efficient, economical way to instruct W.E. plant personnel in the assembly of transistors and other solid state devices. Richard Dyer, left, tries out the scope with Technical Assistant Ronald Carter.



Many Kinds of Laboratories are housed in the larger of the two buildings at Western Electric's new Engineering Research Center... metallurgical, electronic, chemical, physical and mechanical. Also included are administrative offices and an extensive technical library. The second building contains additional laboratories and a power plant.

Director of the Center Dr. Glen R. Simmons, in describing the function of Western Electric's Engineering Research Center says, "The Center has three basic goals: increasing the engineering capability of the Company; establishing a source of fundamental manufacturing knowledge; smoothing the transition between product development and manufacture. In achieving these goals, we will help the Bell System meet America's ever-growing communications needs."





2-Year Master's Degree Program is given at the Research Center in cooperation with Lehigh University. Selected engineers from Western Electric plants across the country are enrolled in this program as a part of their training and development. The picturesque remodeled farmhouse (shown above) is adjacent to the new Center and houses classrooms and laboratories for the sixty Western Electric engineers in the program. Purchased with a 192-acre parcel of land five years ago, the farmhouse served as the original home for the Center.

Latest Analytical Techniques are employed at Western Electric's new Engineering Research Center. In the Analytical Laboratory, Senior Research Chemist Dr. Lawrence Morgenthaler aligns an X-ray diffraction camera in an X-ray beam to determine the spacing between atoms in a crystalline material under investigation.



Western Electric MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM

people will suffer." The author said that most of the KWK personnel that ran the station at the time of the fraudulent contests had been dismissed, and that those now employed were innocent. Another letter vehemently asked "What the hell do you [FCC] think you're doing by taking KWK off the air?" The author described herself as a veteran of three years in broadcasting. Another calmly pleaded, "Please don't take KWK off the air."

Of the two letters praising the commission decision, one said that KWK provides "no useful public service" and also recommended that two other St. Louis radio stations have their licenses revoked. The other expressed concern that the FCC's image among broadcasters might be hurt by the revocation decision and suggested that a fine might stand the commission in better stead.

KWK's attorney Robert M. Booth said last week that the station still planned to actively oppose the revocation, but he did not divulge any specific plans. FCC Commissioners Rosel H. Hyde and Robert E. Lee, who opposed the revocation, have suggested that if KWK were to waive the statute of limitations, which prevents the FCC from invoking a 1960 amendment to the rules allowing for fines to be given, perhaps a less stringent punishment could be given. Mr. Booth had no comment on this suggestion.

The Missouri House of Representatives voted a resolution Thursday (June 6) asking the FCC to review its final decision to revoke the license of KWK. The resolution asked that "some lesser punishment be exacted."

The resolution was passed by a voice vote without any opposition when introduced during the afternoon session by State Representative Harry Raiffie (D-St. Louis) after he had obtained suspension of the House rules under emergency provisions. The resolution said KWK "represents a valued and unbiased medium for the airing of editorial appraisals and opinions concerning vital issues "of the city and state as well as the nation.

The suspension of KWK also would "deprive the citizens of the St. Louis metropolitan area of an influential and respected medium of public affairs presentations," the resolution noted. KWK has presented frequent editorials since August 1961.

A LITTLE 'GIVE'

NCTA is making the bid but FCC is standing pat

Representatives of the National Community Antenna Association have indicated a willingness to "give" a little in order to reach agreement with the FCC on draft legislation giving the commission authority to regulate CATV systems. The commission, however, appears in no hurry, to agree.

Along with the new NCTA approach, the FCC is studying the question of whether it has authority under existing legislation to regulate CATV systems.

In a meeting with a panel of three commissioners last week, NCTA of-

Representative Harris finally gets his award

The Broadcast Pioneers presented Representative Oren Harris (D-Ark.) with a special citation last week honoring his achievements as chairman of the House Commerce Committee.



The Broadcast Pioneers' bronze plaque was too heavy (42 pounds) to hand to Oren Harris in the usual way, but two Pioneers tried to help him carry his trophy home. (L-r) Representative Harris, Ward Quaal, president and general manager, WGN Inc., Chicago, and Paul W. (Fritz) Morency, Pioneers Hall of Fame and awards chairman and president, Travelers Broadcast Service Corp., Hartford, Conn.

Representative Harris "is always fair, always determined and always honest" in his search for truth, said Ward Quaal, WGN Inc. and Pioneers' president. More than 200 persons connected with broadcasting paid tribute to Representative Harris at a luncheon given Thursday (June 6) by the Pioneers' Washington chapter. Frank V. Fletcher, Washington communications attorney and president of the chapter, presided.

In accepting the award, the man who has led investigations into payola, rigged quiz shows, ex parte commission contacts and the inadequacies of broadcast ratings, said, "I can recall some experiences of looking down into the glowering expressions of broadcasters . . . [but] I have tried . . . to be firm in our responsibility . . . [and] if our committee has not at all times been tolerant and fair, it's not because we haven't tried."

Glancing toward FCC Chairman E. William Henry and several commissioners in the audience, Representative Harris declared, "I think overall . . . broadcasters are doing a fine job for the American people."

The Pioneers had planned to present their award in April at the Peabody Awards dinner in New York, but rescheduled the ceremony for last week when committee business prevented Representative Harris from leaving Washington.

ficials offered, as a talking point, a proposal under which the commission could protect from CATV competition one or more stations "in the same community"—not market—as the system involved.

The main sticking point in NCTA-FCC talks had been the number of stations to be afforded protection. The NCTA had insisted on one at a time; the commission on as many in a market as need help.

The proposal wouldn't limit the FCC's authority to stations in the same community. The commission could bring under its wing those outside the community that, on a case by case basis, were able to prove economic injury.

How Much ▪ Another point of difference involves the extent of protection to be afforded. Both sides agree that the commission should be authorized to require the CATV system to carry without degradation the signals of those stations that request it. They also agree that the commission should be authorized to prohibit a CATV system from duplicating a station's programing with offerings from an outside outlet.

But NCTA officials are insisting that only simultaneous duplication be subject to restriction. The commission feels some stations might need protection from duplication of their programs for a period of several weeks before and after they broadcast them.

NCTA officials said last week that the proposal doesn't represent an official association position. The NCTA board was to discuss it this week at the association's convention in Seattle (see story, page 43).

More Study ▪ The commission, at its meeting last week, decided to take no action on the NCTA proposal. The staff will continue to study it, along with the theory that the commission already has jurisdiction over CATV systems.

Some FCC lawyers have long held this position. But there is also the realization that if the commission should attempt to assert this jurisdiction—and lose on the court appeal that would surely be taken—it would be left with nothing.

The FCC's general counsel's office is making a study of this question for presentation to the commission.

Whether or not it has this jurisdiction, the commission has been buoyed by the U. S. Court of Appeals decision last month upholding the FCC's authority to protect stations from CATV systems served by common carriers relaying signals by microwave (BROADCASTING, May 27).

The decision is also seen as removing any doubts about the commission's authority to condition microwave grants in the business radio service that would be used to serve CATV systems. A rulemaking to protect stations from systems served by business radio licensees is outstanding.

This leaves outside the FCC fold about two-thirds of the CATV operators, those who pick up signals off the air and transmit them by cable to subscribers.

The CATV operators are willing to accept some form of legislation in order to have the federal government preempt the field from state and local governments that have been passing laws of their own to regulate the systems.

Participating in the NCTA-FCC meeting last week were, for the commission, Robert T. Bartley, Frederick W. Ford and Kenneth A. Cox; and for the association, Glenn Flinn, chairman; William Dalton, president; Robert L'Heroux, general counsel; E. Stradford Smith, attorney; and A. J. Malin, Bruce Merrill, Gene Schneider, and Robert Clark, CATV operators.

LETTER WRITING GOES ON

FCC inquiries on local live programing to continue under slightly modified system

The FCC has re-established its policy of sending letters of inquiry to license-renewal applicants that fail to provide what the commission considers sufficient information on their local-live programing. But some commissioners insist that the policy has been modified to meet criticism that the agency is attempting to require such programing in prime time.

The revival of the policy was evident last week when the commission, after deferring the renewal applications of WCBS-TV New York, WAST(TV) and WTEN(TV), both Albany, and WKBW-TV Buffalo, sent them letters asking for detailed descriptions of their policy on local live programing (CLOSED CIRCUIT, June 3).

The letters were similar to those sent last month to five New England stations whose licenses have been deferred because of the programing question (BROADCASTING, May 27). Moreover, the staff has now been authorized to dispatch such letters without first obtaining commission approval.

Chairman E. William Henry said last week the stations being queried have not submitted enough information "for a judgment that renewal would be in the public interest."

Need More Details ▪ The applications indicate how much over-all local live programing was done and state that a policy of preempting network shows for local programs is followed. But, Chairman Henry said, "they don't say what that policy is or specify the programs preempted and those shown."

The commission had called a halt to inquiries on local live programing last December, after the staff was disclosed to have sent a series of letters to some 70 Far West stations (BROADCASTING, Dec. 3, 1962). Some commissioners expressed the view that those letters amounted to FCC dictation that the stations program local live shows in prime time. The commission subsequently instructed the staff to renew the licenses in question without further inquiries (BROADCASTING, March 18).

This action was interpreted as a commission directive to the staff to stop questioning renewal applicants about local live programing in prime time. Three weeks later, however, the commission began reversing itself again when it voted to hold up the renewal applications of the New England stations because of the so-called "6-11 p.m." question (BROADCASTING, April 11).

Some staff members are known to feel that the resumption of the letter-writing campaign is a vindication of the practice they had been following. And this feeling is shared, if unhappily, by Commissioner Rosel H. Hyde, who strongly disapproves of the letters.

In dissenting to the deferral of the New England stations' applications, he said the inquiries about their programing "apparently stems from concern" as to whether the stations' local live programing practices "between 6 and 11 p.m. are satisfactory to the commission."

Ford's View ▪ But other commissioners, notably Frederick W. Ford, feel an important change has been made in that the letters place no emphasis on prime time. He had voted against deferring the New England stations. He had also opposed the letters prepared by the staff—until the commission accepted a version he himself largely drafted.

He feels the commission may properly question licensees about their local live programing, provided "we don't indicate what we want the broadcaster to do." He said the commission shouldn't attempt to substitute its judgment for that of the broadcaster.

The letter, based on the commission's 1960 policy statement on programing,

Supreme Court remands TV confession case

Because a local television station broadcast a "confession" of an alleged bank robber who killed one person, the U. S. Supreme Court last week remanded the case back to a state court with instructions to approve the defendant's plea for a trial in another locale.

Associate Justice Potter Stewart, writing for the majority of seven justices, said the purported confession, which was broadcast three times to Lake Charles, La., televiewers about two months before the trial, made it impossible for defendant Wilbert Rideau to receive a fair trial.

The 21-year-old Negro was convicted in 1961 of the bank robbery, abduction and murder. He was interrogated by the sheriff of Calcasieu parish the day after his arrest, during which he admitted the robbery, kidnaping and murder. This was filmed by KPLC-TV Lake Charles and broadcast that same day and for two days following. An estimated 106,000 people saw the film.

In his decision, Justice Stewart said:

". . . For we hold that it was a denial of due process of law to refuse the request for a change of venue, after the people of Calcasieu parish had been exposed repeatedly and in depth to the spectacle of Rideau personally confessing in detail to the crimes with which he was later to be charged. For anyone who has ever watched television the conclusion cannot be avoided that this spectacle, to the tens of thousands of people who saw and heard it, in a very real sense *was* Rideau's trial—at which he pleaded guilty to murder . . ."

Referring to a previous case in which a defendant was given a mock trial before the legal trial, Justice Stewart added:

"The case now before us does not involve physical brutality. The kangaroo court proceedings in this case involved a more subtle but no less real deprivation of due process of law . . . in this case the people of Calcasieu parish saw and heard, not once but three times, a 'trial' of Rideau in a jail, presided over by a sheriff, where there was no lawyer to advise Rideau of his right to stand mute."

Never Before ▪ "The record shows that such a thing as this never took place before in Calcasieu parish. Whether it has occurred elsewhere, we do not know. But we do not hesitate to hold . . . that due process of law in this case required a trial before a jury drawn from a community of people who had not seen and heard Rideau's televised 'interview' . . ."

Dissenting from the majority viewpoint were Associate Justices Tom C. Clark and John M. Harlan.

Writing the dissent, Justice Clark contended that the majority opinion did not show a connection between the television broadcast and the defendant's trial.

"Unless the adverse publicity is shown by the record to have fatally infected the trial," he said, there is simply no basis for the court's inference that the publicity, epitomized by the televised interview called up some informal and illicit analogy to "res judicata," making petitioner's trial a meaningless formality.

Circulation Questioned ▪ An initial obstacle, Justice Clark declared, is in determining "the pervasiveness of the televised interview, since the circulation of a televised program is less susceptible of determination than that of a newspaper."

The number of people who reportedly saw the programs, Justice Clark pointed out, is based on an estimate, given by the station's program director, and "represents the typical number of viewers at the times when the interview was broadcast, as determined by a rating service which had conducted a sampling some months previous. . . ."

A second problem, Justice Clark said, is that there is no way of knowing whether the number estimated to have seen the broadcasts are mutually inclusive or represent different viewers on the different occasions.

He then alluded to the testimony of 29 of the 34 witnesses, and of three of the 12 jurors who had seen the telecasts, that the defendant could receive a fair trial, notwithstanding the broadcasts.

". . . When the jurors testify that they can discount the influence of external factors and meet the standard imposed by the Fourteenth Amendment, that assurance is not lightly to be discarded," Justice Clark concluded.

He did say, however, that were this case in a federal court, he would join in reversing the decision.

asks for a statement of efforts made to determine needs for local programing, conclusions reached on how such needs should be met "in each segment of the broadcast day," and a description of the programs carried to meet those needs. The licensee is also asked his plans for local live programing in the ensuing license period.

'Series Eliminated' ▪ Another modification in the practice that had been followed, officials say, is that the staff's authority to send letters on programing without commission approval ends with the first one. Chairman Henry said that if the station's first reply fails to satisfy the staff, the matter will be brought to the commission's attention before another inquiry is sent. "The series of letters has been eliminated," he said.

Chairman Henry said the policy of sending inquiries on local live programing will continue at least until the commission adopts a revised program reporting form. It's hoped the form will be designed in a manner to elicit all the information the commission needs.

Work on revising the form has been underway for three years. But Chairman Henry last week said he thought the job would be completed "soon."

Last week, meanwhile, another set of letters on programing was dispatched—to WCBS-TV and two other New York city stations whose renewal applications are being deferred, WABC-TV and WPIX(TV). The question was what they had done to serve the local needs of their New Jersey viewers. This query grew out of the commission's action in 1961 in assigning the license of WNTA(TV) Newark to the now WNDT(TV), to the Educational Broadcasting Corporation.

This had the effect of leaving New Jersey without a television station. No other VHF channels are allocated there, and the UHF's available are dark. Consequently, the commission at the time said stations in nearby states would be responsible, "to some extent," for serving the local needs of their New Jersey audience.

In its letters to the three New York City stations, the commission said it has been unable to determine from their applications how they have met this responsibility.

All-channel waiver

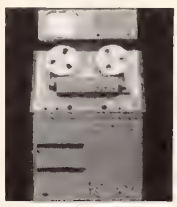
Television receivers manufactured for use in educational institutions have been granted a two-year exemption from the FCC all-channel receiver rules.

Commission rule, implementing leg-



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islation passed last year, requires that all TV sets manufactured after April 30, 1964, for interstate commerce be able to receive both VHF and UHF.

Commission, by 4-3 vote May 29, extended the deadline to April 30, 1966, for sets shipped to educational institutions, provided their shipping cartons are marked "For In-School Use Only."

FCC thus denied blanket exemption requests for institutional users in general. Purdue University and Georgia State Board of Education requested exemption for school sets. Motorola asked that sets manufactured for schools, hospitals, motels, hotels and similar institutions be exempted.

Outgoing Chairman Newton N. Minow and his successor in that post, Commissioner E. William Henry, were joined by Commissioners Kenneth A. Cox and Rosel H. Hyde in majority. Robert E. Lee, Robert T. Bartley and Frederick W. Ford dissented.

Moss demands reply from Air Force—now!

WANTS INFORMATION ON APS' ACTIONS AT CRASH SCENES

Representative John E. Moss (D-Calif.) last week demanded an immediate reply from the Air Force explaining its failure to inform his subcommittee why military police have been told they may in some cases restrain newsmen in civilian areas.

Representative Moss said the Air Force has informed its military police that regulations prohibiting the use of force at accident scenes outside military jurisdiction are being revised and force may be utilized "to prevent the compromise of defense information" as a "last resort."

Having received no reply to his letters of last month, Representative Moss, who is chairman of the House Foreign Operations and Government Information Subcommittee, wrote Air Force Secretary Eugene M. Zuckert Wednesday (June 5) that failure to answer "will require public hearings by the subcommittee not only on the subject covered in the letters but also on the continued delay in responding to serious congressional inquiries."

The basis for the subcommittee's concern about military interference with newsmen is "a very disturbing trend" in incidents where newsmen have been obstructed from doing their jobs by military personnel acting in the name of "security" (BROADCASTING May 27, 13 and CLOSED CIRCUIT, April 15).

The incident cited in the subcommittee's most recent complaint involved the crash of a B-58 on private property in Indiana last fall (see photo).

Representative Moss' letter to Secretary Zuckert notes that the Air Force issued wallet-size cards to news photographers in 1958 which "excerpted Air Force Regulation 190-10 and pointed out that military police cannot use force against civilian photographers in civilian areas." The action followed a comprehensive subcommittee study, Representative Moss recalled.

He pointed out that the service ordered the cards withdrawn on Feb. 4 this year and advised its personnel that the ban against force was "unrealistic."

Representative Moss asked Secretary Zuckert last week:

"1. What specific statute or executive order grants authority for Air Force military police to take police actions on non-military property?

"2. If civilian photographers resist military policemen using force against them in civilian areas, what is the nature of the charge which would be lodged against them?

"3. What criteria are employed . . . to determine whether classified information is aboard military aircraft which are forced down in civilian areas . . .?"

The congressman also wrote Defense Secretary Robert S. McNamara last month inquiring about overall military policy in this area.



Everyone "was acting in good faith," the Air Force said afterwards, but TV news photographers were restrained from taking pictures at the scene of a B-58 crash on private property in Indiana last fall. Picture was furnished from a 16 mm film clip shot by WTHI-TV Terre Haute, Ind.

WCCET gets FCC support in bid for channel 9

The FCC last week backed the would-be educational applicant for channel 9 in Wausau, Wis., denying the request from commercial applicants Midcontinent Broadcasting Co. and Central Wisconsin Television Inc. that Wisconsin Citizens Committee for Educational Television Inc., be removed as a party in the proceeding.

Central Wisconsin is permittee of WCWT(TV) on channel 9 in Wausau and has applied for more time to construct the station and to assign the construction permit to Midcontinent. WCCET and WSUV-TV (ch. 7) that city, have opposed the applications, and charged Central Wisconsin with trafficking in construction permits (BROADCASTING, Jan. 28). WCCET would operate a noncommercial educational station on channel 9.

Central Wisconsin and Midcontinent had requested WCCET's removal on the grounds that it would expedite the conclusion of the hearing on their applications. They also said that the conduct of the educational group's attorney constituted contempt of hearing. Both charges were opposed by the FCC's Broadcast Bureau as well as by WSAU-TV and WCCET.

Hearing ordered on Relay license renewal

The FCC has ordered a hearing to determine if a renewal of the licenses of Teleprompter Transmission of Kansas Inc., a microwave relay feeding a CATV system in Liberal, Kan., also owned by Teleprompter Inc., would injure the operation of KTVC(TV) Ensign. At the same time the commission granted a Teleprompter application to extend in service to Beaver, Okla.

KTVC had requested that the Teleprompter applications be denied on the grounds that their operation threaten

the existence of KTVC. Teleprompter replied that its operations did not threaten the Ensign station (AT DEADLINE, Feb. 25).

The commission granted the extended service to Beaver on the grounds that Beaver represents only 1% of the homes served by KTVC.

Commissioner Kenneth Cox dissented to the commission's decision. "I think the grant of construction permits for a three channel station at Liberal to permit service to Beaver prejudges the matters concurrently set down for hearing," the commissioner said. Commissioner Cox said that if the renewal applications are denied, the Beaver service will prove useless.

War censorship plan to be released

The Office of Emergency Planning told a House information subcommittee last week that its war censorship plans are about as ready as they will ever be and will make them public.

But the OEP offered no solutions for short-of-war information problems such as those which developed during the Cuban missile crisis last fall.

The office intends to issue its heretofore confidential voluntary war information plans to news media because "it would probably be impossible, following nuclear attack, to distribute the code and bring about effective understanding of its use," said Edward A. McDormitt, director of the OEP, in testimony before the Foreign Operations and Government Information Subcommittee on Wednesday (June 5). (See BROADCASTING, May 8, 1961 for text of the code.)

The subcommittee ended its extensive hearings into censorship problems last week and prepared to draft a report which may be available at the end of the summer.

"We hope to make some contribution in the way of guidelines," said Representative John E. Moss (D-Calif.), chairman. " . . . At the very least I hope we can stimulate a lot of good, sharp discussion inside and outside of the government."

The subcommittee released a "sanitized" version of Mr. McDermott's testimony, which was given in closed session like others in the past two weeks —the subcommittee's first secret settings in its eight-year history.

Foreign Help Needed ▪ Mr. McDermott pointed out that "voluntary censorship of the domestic public media cannot be successful without censorship of international communications. . . .Information cannot be withheld on the domestic front when it is available on international circuits from foreign correspondents, diplomatic and other sources."

Once war is declared the Department of Defense would assume initial responsibility for censorship, Mr. McDermott said, but civilian news executives would take over as soon as possible.

Byron Price, chief of the Office of War Information in World War II and now consultant to OEP, "has agreed again to serve as the initial director," Mr. McDermott said. Theodore Koop, CBS vice president; Jack Lockhart, assistant executive editor of the Scripps-Howard newspapers and William P. Steven, editor of the *Houston Chronicle* "are typical of the key staff that will be working with Mr. Price," the OEP boss said.

The office is currently reviewing its censorship code, Mr. McDermott said. "We believe the degree of readiness

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in the field of censorship is about as far advanced as any such standby arrangement can be."

Suggestions Coming ▪ A group of media representatives, some of whom met with the subcommittee earlier this year and with the OEP last month, will meet again June 18 to offer suggestions on the revised code which they reviewed May 9.

Offering no solutions for short-of-war emergencies ("periods of worsening tension," Mr. McDermott called them), he suggested that if the code "is kept up to date and in the hands of the media it will do much to give appropriate guidance in times of increasing tension. . . ."

"The judgement and the exercise of a high sense of responsibility by the individuals who will be releasing information during a period of great tension becomes of great importance," Mr. McDermott said.

FCC told to show cause in AM appeal

A federal court in Washington last week ordered the FCC to show cause why it shouldn't be enjoined from upsetting the status quo in the AM broadcasting processing line until the court rules on the appeals against the commission's AM freeze.

The order, issued on its own by the U. S. Court of Appeals for the District of Columbia June 4, proposed to prohibit the FCC from making any grant for a standard AM radio station in any instance where an allegation is made by an applicant or would-be applicant for mutually exclusive facilities.

The FCC is required to answer by tomorrow (June 11). The applicants will have chance for rebuttal.

The proposed order came three days after the three-judge appeals panel heard arguments by potential and prospective applicants for AM facilities refused by the FCC because of the commission's freeze on AM applications imposed a year ago (BROADCASTING, June 3).

The show cause order was issued by the same judges who heard the argument—Chief Judge David L. Bazelon and Judges George T. Washington and Walter M. Bastian.

PROGRAMING

A new approach to ASCAP TV impasse

ALL-INDUSTRY COMMITTEE ATTACK TAKES ANTITRUST ROUTE

Television stations will launch a new attack shortly to establish their right to limited licenses for the use of the music of the American Society of Composers, Authors, and Publishers.

The All-Industry Television Stations Music License Committee has voted to seek a court ruling that the antitrust law requires ASCAP to issue the sort of license they have requested.

The new tack was announced last week by Hamilton Shea of WSVA-TV Harrisonburg, Va., chairman of the All-Industry group.

Specifically, he said, the suit will contend that antitrust law prevents ASCAP from requiring stations to take licenses for the use of ASCAP music in one form of programing (syndicated and feature films) in order to get licenses for the use of ASCAP music in another form of programing (locally originated shows).

Block Booking ▪ This requirement, the committee contends, is akin to "tie-in sales" or "block booking," which have been held illegal.

Mr. Shea compared it to the discredited practice by which "you have to take the rum to get the scotch."

The new attack was decided upon after two appeals had failed to upset a lower court's ruling that ASCAP is not required, under the consent decree that governs its operations, to issue TV music licenses exempting feature films and syndicated programs.

The committee has sought licenses under which stations would have to pay ASCAP directly for only such ASCAP music as they use in locally originated programs. Music played in syndicated and feature films produced in the future, the committee contends, should be licensed directly to the producers at the time of production, not to the stations that subsequently buy those programs.

Separate Contracts ▪ Music used in network programs is covered in licenses negotiated by ASCAP with the networks and is excluded from the stations' license contracts. In the same way, the committee claims, music in feature and syndicated films should also be excluded.

The ruling that ASCAP's consent decree doesn't require such an exclusion was handed down by Chief Judge Sylvester Ryan of the U. S. Southern District Court in New York. On jurisdictional grounds the U. S. Supreme Court and more recently the U. S. Second Circuit Court of Appeals in New York refused to hear the committee's appeals.

Legal authorities feel that the way may now be open for a second appeal to the Supreme Court. The desireability of a second try is being considered by the committee and its legal counsel, the New York firm of Dono-

Another round of quiz shows is in the wings

There will be at least four and possibly five big-money TV quiz shows on the networks by this time next year, Jerry Hammer, producer of various audience participation shows, predicted in an interview last week.

Mr. Hammer, who is president of Jerry Hammer Productions, New York, is preparing a big-money quiz program which he will submit to several interested advertisers within eight weeks. He described it as a program in which a celebrity will pit his general knowledge against that of an ordinary citizen.

He believes that the new *100 Grand* program on ABC-TV will be a "smash success" and result in a growing number of big-money quiz shows on the networks by replacement time next January. He noted that such programs can be brought in for $40,000 to $50,000 per half-hour episode and attract large audiences for the comparatively modest production investment.

Can such shows be "rig-proof"? Mr. Hammer, who produced the *Camouflage* program on ABC-TV, believes they can.

He explained:

"It is now clear that it is illegal to rig a show. We never had any trouble on *Camouflage*, though admittedly the money given away was fairly modest. We had everyone associated with the show and every contestant sign affiidavits warning them they were liable for prosecution if they performed a dishonest act. No one was told five or six years ago that he could be tried for performing anything dishonest. I think this is the big difference."

van, Leisure, Newton & Irvine.

Such an appeal, if taken, may be in addition to the new suit, which will ask for a declaratory judgment and presumably will be filed in Judge Ryan's court.

Express Route ▪ Mr. Shea noted that other antitrust claims could be filed, but said the declaratory-judgment route was chosen because such proceedings get preference on the court calendar and hence could be expected to reach quicker decision.

Even so, legal authorities estimated that the proceeding would take a year under the most favorable conditions. The decision then will almost certainly be appealed by the loser.

Meanwhile, stations continue to operate under their old ASCAP TV licenses, which expired Dec. 31, 1961.

The All-Industry group represents more than 350 TV stations. Committeemen at the meeting that set the new course were Chairman Shea; David Baltimore, WBRE-TV Wilkes-Barre, Pa.; Robert A. Dreyer, Metropolitan Broadcasting; J. B. Fuqua, WJBF(TV) Augusta, Ga.; Clifford Kirtland Jr., Transcontinent Stations; Nathan Lord, WAVE-TV Louisville, Ky.; John McCoy, Storer Broadcasting; Andrew Murtha, Time-Life Broadcast; D. L. Provost, Heart Stations; Robert Smith, WCYB-TV Bristol, Va.; Charles Tower, Corinthian Stations.

Trans-Lux to syndicate 'Mack and Myer'

Trans-Lux Television Corp. will invest more than $1.5 million for the production of a syndicated live action TV comedy series for children called *Mack and Myer for Hire,* Richard P. Brandt, president, announced last week.

The series, to be produced for Trans-



Joey Faye (l), and Mickey Deems
One's Mack, the other's Myer

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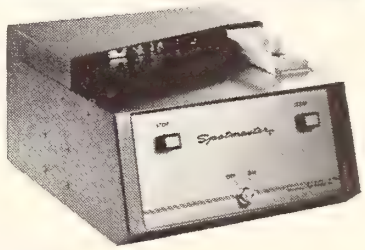
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KMPC's fleet keeps the motorists moving

Los Angeles is a city of private automobiles, whose owners drive themselves to work, school and market. Inescapably, Los Angeles is also a city of traffic tie-ups and one of the major endeavors of the drivers of the more than 1.5 million passenger cars that throng the streets and freeways each workday morning and evening is to learn about these trouble spots in time to avoid them. That's a major reason that most cars are equipped with radios and that most car radios are turned on. It's also the reason that traffic time is prime time for Los Angeles radio and that many stations vie to get each motorist to set his car radio dial at their frequency.

No one tries harder or succeeds better than KMPC. Mobile units are a tool in trade for most stations who attempt to report the city's traffic flow, or its stoppages, and KMPC has four of them. Most Los Angeles stations also are tied into the Sigalert system which brings all police traffic reports directly into the station for broadcast to the public. Sigalert was invented by Loyd Sigmon, engineer-executive who is executive vice president and general manager of KMPC. Since its inauguration in Los Angeles on Labor Day 1955, the Sigalert system has been adopted by other cities, including San Francisco, San Diego, Seattle, Minneapolis and St. Paul.

Mr. Sigmon, while properly proud of his brainchild, was aware that Sigalert alone was not enough to solve the problems of the Los Angeles motorist. Police reports are excellent, but they take time to travel through official channels and sometimes do not reach their traveling target until he is enmeshed in the jam they were trying to warn him away from. Mobile units, traveling the same thoroughfares as the private autos, can also get caught in the tie-ups they are reporting. For greater maneuverability, KMPC added a motorcycle to its mobile units, but even this did not satisfy Mr. Sigmon.



Loyd Sigmon

Copters Added ▪ Something better was needed, he felt, something that could spot trouble on the road without getting mived up in it. So, on July 1, 1959, two helicopters were added to KMPC's vehicular inventory. With its Airwatch service KMPC was able to spot trouble from the air and the ground, and the combination of the two viewpoints has worked well for reporting the normal workday traffic picture. But the Los Angeles traffic pattern is bigger than the city and its immediate environs, especially on weekends, when the lure of the desert sun, ocean breeze, the foreign atmosphere of Solvang, or the wonders of the San Diego zoo may take the family auto 150 or more miles away from Los Angeles.

Traffic jams are no novelty to these weekend motorists, so inevitably KMPC expanded its service area to meet their need for fast, accurate reporting of conditions on the road ahead. But helicopters are not designed for wide range service, so KMPC added an airplane to its fleet, a Beech Baron that can operate at speeds from 120 to 230 miles per hour and readily cover traffic within 200 miles of Los Angeles in any direction, including west across the ocean to Catalina Island to report on wind and tide for the benefit of Sunday sailors.

KMPC has set up a subsidiary corporation, Sigalert & Airwatch, to operate and maintain its ground and air

Lux Tv by Sandy Howard Productions, New York, at the Hempstead Studios in Long Island, New York, will start with 200 15-minute programs featuring comedians Joey Faye and Mickey Deems. The format will be slapstick comedy with the performers depicting partners who are available for varied job assignments.

Two pilot programs are now available for screening with full-scale production to begin in July. The release to stations will be in late fall or early 1964.

Mr. Brandt believes the series will fill a "comedy void" in children's programing, explaining there is an absence of contemporary "visual" comedians performing for youngsters in up-to-date, universally recognizable situations.

Film sales . . .

The Saint (Independent Television Corp.): Sold to KTVU(TV) Oakland-San Francisco; WCPO-TV Cincinnati; KXTV (TV) Sacramento, Calif.; WTTV(TV) Indianapolis-Bloomington; KING-TV Seattle; KCTO-TV Denver; WKRG-TV Mobile, Ala.; WTAR-TV Norfolk, Va.; WFTV(TV) Orlando, Fla.; WCSH-TV Portland, Me.; WTVN-TV Columbus, Ohio and WHBF-TV Rock Island, Ill. Now sold in 12 markets.

Dick Powell Theater (Four Star): Sold to KTVU(TV) San Francisco-Oakland; WKOW-TV Madison, Wis.; WOOD-TV Grand Rapids, Mich. and WTVT(TV) Tampa-St. Petersburg, Fla. Now sold in 20 markets.

The Detectives (Four Star): Sold to Mutual Savings & Loan Association and Roy Butler Lincoln/Mercury for alternate week sponsorship on KTBC-TV Austin, Tex. Now sold in 51 markets.

Rifleman (Four Star): Sold to KONO-TV San Antonio, Tex.; WSIX-TV Nashville; WKOW-TV Madison, Wis.; WESH-TV Daytona Beach-Orlando, Fla.; WRCB-TV Chattanooga; WTVM(TV) Columbus, Ga.; WRGB(TV) Schenectady, N. Y. and WXEX-TV Richmond-Petersburg, Va. Now sold in 35 markets.

35 feature films (Embassy Pictures Corp.); Sold to KAKE-TV Wichita, Kan.; KERO-TV Bakersfield, Calif.; WFMJ-TV Youngstown, Ohio; WBIR-TV Knoxville, Tenn.; WFBC-TV Greenville, S. C. KSLA-TV Shreveport, La. and KOAT-TV Albuquerque, N. M. Portions of this film package now sold in 48 markets.

Dobie Gillis (20th Century-Fox TV): Sold to KHJ-TV Los Angeles; WNAC-TV Boston and WHBQ-TV Memphis.

Follow The Sun (20th Century-Fox TV): Sold to KHJ-TV Los Angeles and CKLW-TV Windsor, Ont.-Detroit.

Bus Stop (20th Century-Fox TV): Sold to KHJ-TV Los Angeles.

Century I, 30 feature films (20th Century-Fox TV): Sold to WISH-TV Indianapolis; KXTV(TV) Sacramento, Calif. and CKLW-TV Windsor, Ont.-Detroit.

Adventures in Paradise (20th Century-Fox TV): Sold to KXTV(TV) Sacramento, Calif. Now sold in 68 markets.

Seven Art's Volumes 1, 2 and 3

mobile equipment, including a traveling studio which serves as a news center for continuing remote stories like the Bel Air fire in the fall of 1961. This multi-million dollar blaze was first spotted by a KMPC copter pilot, who alerted the fire department. Head of the S & A operation is its executive vice president, Herb Green, formerly in charge of transportation of Gene Autry's traveling shows and rodeos, including people, props and livestock. (Mr. Autry is majority stockholder of Golden West Broadcasters, owner of KMPC and other Pacific Coast stations.)

More Than Traffic ▪ While traffic is the chief concern of the Sigalert & Airwatch crew, it is far from their only one. There was the time when Captain Max Schumacker, Airwatch pilot-reporter, heard a police report that four teen-age boys had been seen in a rubber raft on the Los Angeles River, swollen by rain, and were headed for certain trouble and possible drowning. (All KMPC mobile units, ground and air, are equipped for monitoring police calls.) Attempts to throw the youths a rope from shore had failed. Schumacker located the raft, dropped just above it, cocked his craft to one side and gunned the engine, setting up a breeze strong enough to blow the raft ashore.

KMPC's Airwatch schedule is concentrated weekdays 7-9 a.m. and 4-6 p.m., with at least one report from the air every 15 minutes. On Saturday, the hours are 11 a.m.-1 p.m. and 4-7 p.m. The Sunday schdeule begins the same, 11 a.m.-1 p.m. but is later in the evening, starting at 6 and running to 8, or 9 if the traffic is heavy enough to warrant the extra coverage. Midweek, one copter and one ground unit will be out, with two of each on the job Monday and Friday at traffic peaks. Weekends find the copter joined by the plane to provide the expanded coverage needed then, with two mobile units on the freeways.

Sustaining Only ▪ Although the air and ground mobile units and their communications equipment represent an overall investment of $174,500 and the annual operating cost is $144,000, including salaries and maintenance, KMPC's traffic broadcasts are not for sale. "We've been approached by quite a number of advertisers who would like to sponsor our traffic bulletins, but we've always said no," Mr. Sigmon stated. "This way we're free to report what we see as we see it, with no equivocation such as might occur if we had to report a traffic jam due to a blowout when our sponsor was a tire company. Also, when we do it purely as a public service we can alter our schedule at a moment's notice if we think it advisable, without having to consult an advertiser or his agency, which might be difficult to do during the evening traffic time or over a weekend."



KMPC's Airwatch fleet

(Seven Arts Associated): Sold to Canadian Broadcasting Corp., for O&O TV stations CBLT Toronto; CBOT Ottawa, CBUT Vancouver, B. C.; CBHT Halifax, N. S.; CBWT Winnipeg, Man.; CBXT Edmonton, Alta., and CBYT Corner Brook, Nfld.

KTTV packaging tennis series for $1 million

A new championship sports series, *World Championship Tennis*, was taped last week by KTTV(TV) Los Angeles at the Riviera tennis club, with such top tennis professionals as Pancho Gonzales, Lew Hoad, Ken Rosewall and Rod Laver competing in one-hour singles matches. Ten tape programs will be broadcast over a special network which KTTV is organizing as it did last spring for the Bing Crosby golf tournament.

Each broadcast includes eight commercial minutes, so the series can accommodate four individual sponsors. The package will be priced at $1 million.

KTTV is producing it in association with tennis promoter Jack Kramer, who does the play-by-play reporting, and the professional tennis association. John Vrba, vice president and manager of KTTV productions, expects to have the first tape or two ready for prospective sponsors and agencies this week.

The program operates on the king of the hill principle, with the winner of the first match continuing in further matches, until he is defeated. All the contests are single matches, with the weekly winner receiving $2,000 and the loser $500.

TV news called most accurate

Television coverage of news was rated most accurate and truthful in presentation in a study of Wisconsin adults, compiled by the University of Wisconsin Survey Research Laboratory.

TV was ranked first by 42% of the 1,057 respondents; 37% favored newspapers and 21% preferred radio.

Newspapers were regarded as the most important source of information by 45%, TV by 31% and radio by 24%. In local news coverage, newspapers received 62%, radio 32% and television 6%.

The interviews were carried out in 1962 under a grant from the university's Graduate Research Committee.

Non-discrimination pact

A joint statement of policy has been issued by the American Federation of Television and Radio Artists (AFTRA) with major elements of the broadcasting, advertising and recording industries to continue its policy of racial non-discrimination in the employment of talent.

The policy was signed by AFTRA with employers, producers, networks, stations, independent packagers, transcription companies, phonograph recording firms, agents, managers and impresarios. It was also reviewed and agreed to by a committee representing advertisers and agencies employing and using talent in TV and radio.

KNX has sale success with 'Megalopolis'

The Greeks had a word for it. In fact, they had two words: "megale" meaning great and "polis" meaning city. Put them together, as KNX Los Angeles has done, and you get "megalopolis," great city. Add an alert news operation and the result is what KNX calls *Megalopolis at Night,* four hours of air time each weekday evening devoted to informing Southern Californians about the megalopolis in which they live.

The audience for *Megalopolis at Night* has shown a steady growth since the program's first of the year debut. Letters and phone calls show that it has a good following among the civic-minded citizenry, the people who are the opinion molders of the area. These are important to KNX both as a communicator and as a commercial enterprise, because they are also the kind of people that are important to many advertisers.

"In January-February of 1962, 8-11:30 p.m., Monday through Friday, we had an average of 35 spot availabilities per evening for sale," reports Robert P. Sutton, CBS Radio vice president and KNX general manager. "Our average sale during that period was 15 spots, or 43%. In January-February 1963, 7:35-11:30 p.m.—the total *Megalopolis* show—there was an average of 44 availabilities per evening. During these two months of 1963 the average sale was 30 commercials, twice as many actual commercials and approximately 68% sold out."

Don Ross, moderator, introduces *Megalopolis at Night* (Monday through Friday) this way: "Add the sounds of laughter, applause, weeping and myriad others to the multitude of sounds you are hearing and, perhaps, you will be able to gain a better understanding of the area in which we live: its frailities, fashions, fads, fantasies and its facts. A sprawling city whose causes and effects reach from Santa Barbara [about 100 miles north of Los Angeles] to the Mexican border [about 150 miles south], from the mountains to the sea. This is the megalopolis known as Southern California."

On The Scene ▪ For the next four hours, Mr. Ross and his fellows in the studio (George Walsh, Bill Powell and Don Baker) or those roaming the area in mobile units (Jim Zaillian, George Martin and Lloyd Perrin) keep their listeners abreast of the latest news developments with eye witness on-the-spot reports from the roving reporters and telephone interviews from the studio. Hourly newscasts add regional, national and world news to the local coverage.

The dramatic highlights of the four-hour *Megalopolis* broadcasts come chiefly from the on-the-scene as-it-happens news coverage of the roving reporters in the KNX mobile units. Such as a night when Jim Zaillian and Ralph Wilson in Mobile Unit No. 2 heard a police call broadcasting the description of two



Mr. Ross

men wanted in connection with an ADW (assault with a deadly weapon). They drove to that part of town, spotted the car (whose description and license number had been given on the police broadcast) and kept it in sight until it stopped at a drive-in restaurant. They passed the word to a nearby motorcycle policeman. The officer and his partner drew their guns and approached the wanted men, who surrendered.

But there is more to *Megalopolis* than police reporting. Three 45-minute periods within the program's framework are devoted to telephone sessions between authorities in the KNX studio and listeners at home with questions they want answered. On Monday "The Communist Challenge" permits the public to interrogate experts in the various phases of communistic activity at home and abroad. Through "Ask the Mayor" on Tuesday and "Ask City Council" on Thursday Los Angeles residents can get direct answers from the heads of city government. From time to time the *Megalopolis* broadcasts also include in-depth explorations of topics of general interest.

History series available

The first six tapes, containing 30 installments of *American History Five,* will be mailed to stations requesting them on June 15, William C. Thompson, program manager of KGBS Los Angeles, who is supervising the historical series, said last week. The full series of 65 programs, each running 4½ minutes, traces the history of the U. S. Dr. Russell Caldwell, associate professor of history at the University of Southern California, is writer and voice of the series, which KGBS is producing in cooperation with USC.

Storer Broadcasting Co., owner of KGBS, is underwriting the cost of the programs and making them available to any radio station in the country for a minimum charge of $30 for the series —less than 50 cents a show—to cover costs of mailing, tapes and dubbing. The series is so designed, Mr. Thompson said, that the installments can be programed either as a daily strip or combined into a weekly half-hour.

Program notes . . .

Speed courses on ETV ▪ Condensed versions of two television courses, *The New Biology,* and *The American Economy* will be telecast by affiliates of the National Educational Television network during the next academic year. *The American Economy* was formerly a part of CBS-TV's *College of the Air.* It will be cut from 128 to 60 half hours and shown twice a week. *Highlights of the New Biology* will be abridged from 160 to 90 of the original lessons and aired three times a week.

The ICBM record ▪ Intercontinental Broadcast Media, a division of Purcell Productions Inc., New York, is distributing a long-playing album to radio stations and station representatives on ICBM operations. It demonstrates the company's programettes on cars, sports, health and household hints and other subjects, and its radio jingles.

Programs probe China problem ▪ Metropolitan Broadcasting Television stations will air two hour-long programs, *China and the Bomb,* examining the effects on U. S. foreign policy expected to result from Communist China's acquisition of nuclear weapons.

Schedule switch ▪ CBS-TV's daytime drama, *The Edge of Night,* will move to the 3:30-4 p.m. EDT slot beginning July 1. Moving to the 4:30-5 p.m. period will be *The Millionaire.*

WB sales ▪ Sales amounting to $2.6 million were completed by Warner Bros. Television from March 15 through May 31, it was announced last week by Joseph Kotler, vice president. He re-

ported that 58 off-network program sales were made during the period to 35 stations.

The sales leader was *Cheyenne* (20 markets), followed by *Hawaiian Eye* (10), *Lawman* (7), *Bronco* (5), *Maverick* (4), *Surfside 6* (4), *The Roaring 20's* (4), *Sugarfoot* (2) and *Bourbon Street Beat* (2).

Chicago syndicator ▪ Stewart Film Co., Chicago, has been formed by Jim Stewart, producer and on-air personality at WBKB(TV) Chicago, to produce and syndicate nationally a new series of more than 100 programs under the title of *Safari*. Filmed in Africa, each program runs five to seven minutes. Initial sale has been made to WBKB, Mr. Stewart said.

Five part program ▪ Something new is being added to television's dramatic series—a five-part program—by Jack Webb, executive in charge of television at Warner Bros. Five consecutive one hour weekly segments of *77 Sunset Strip* this coming season will be devoted to a high adventure story starring Efrem Zimbalist and amply loaded with guest stars. Eight writers are working on the scripts for the five-part drama, which is slated to go into production this summer.

Long distance consecration ▪ A kinescope recording by WBAL-TV Baltimore of the consecration of Bishop-Elect Cedric E. Mills, new Bishop of the Missionary District of the Virgin Islands, was used by WBNB-TV Charlotte-Amalie, V. I., to televise the consecration to the islanders. The ceremony, at Saint James Episcopal Church in Baltimore, was broadcast by WBAL-TV as a public affairs program.

Yankee news ▪ Pat Romano, former radio newsman, has announced the formation of N. E. Audio News Service, a New England firm which offers voice reports, news, mobile reports, air checks and other broadcast services. Headquarters of the new company are located at 313 East Street, Dedham, Mass.

TV tour ▪ New half-hour TV series, *Let's Discover America,* is being developed by Shadowvision, Hollywood production organization, for 1964-65 season. Programs to be filmed in color, will take viewers to the capitals of the 50 states of the union, with the governor of each state acting as host for a tour of the capital and a look at some of the state's outstanding developments.

Pay TV lectures ▪ RKO General Phonevision Co. and W. Colston Leigh Inc. signed an agreement under which the Leigh firm will provide well-known lecturers to appear on RKO General's subscription TV station in Hartford, starting in June. Among those scheduled to appear are writer-commentator Emily Kimbrough, singer-actor Ray Middleton and syndicated columnist Art Buchwald.

PARAMOUNT HAS BIG TELEVISION PLANS

Imminent announcement will place company in 'forefront'

Paramount is in the process of entering into an arrangement that will place the company "in the forefront" of producers of TV programs, Barney Balaban, president of Paramount Pictures Corp., announced last week at the annual stockholders meeting in New York.

Mr. Balaban did not elaborate on the project, but said an "important announcement" will be made shortly. He noted that through its subsidiary, Talent-Associates-Paramount Ltd., the company already is active in TV, but said the new association will "make us an important supplier of television programing."

He told stockholders that Paramount has a library of almost 200 post-1948 features, which are not yet in TV distribution. Mr. Balaban pointed out that Paramount is the only major motion picture company which has not disposed of any portion of its post-'48 films to TV. He added the company was in a "similar situation" with respect to its pre-1948 features and stressed it made a favorable arrangement with MCA. The gross return to Paramount on contracts totaling $62 million amount to more than $44 million to date, Mr. Balaban reported, but he added that Paramount has a guarantee of $50 million on the pre-1948 library.

Cape bureau ▪ A news bureau to cover Cape Canaveral and Broward county has been formed by WESH-TV Daytona Beach-Orlando, Fla. The news bureau, located in Cocoa Beach, Fla., will be headed by Jay Barbree, an NBC News correspondent at Cape Canaveral. Mr. Barbree will continue his coverage for NBC.

Travel films ▪ A series of 26 half-hour programs titled *Holiday Time* is available to TV stations on a "free loan" basis from Association Telefilms. The programs cover a variety of sport, travel and outdoor-living topics. Questions about the series should be directed to Association Films, 347 Madison Avenue, New York.

Russian novel for TV ▪ A current best seller from Russia, *One Day in the Life of Ivan Denisovitch,* will be televised next fall on NBC-TV's *The Chrysler Show Hosted by Bob Hope.* The one-hour play will be produced by Revue Studios from a script being prepared by Clarence Greene and Russell Rouse, owners of the property.

Sign with Revue ▪ Joe Connelly and Bob Mosher have signed a new pact as creator-producer team with Revue Studios. Mr. Connelly and Mr. Mosher, with Revue for the past 10 years, are finishing a pair of comedy series for 1964-1965 season, under their Kayro Productions banner.

Anniversary show expanded ▪ In celebration of its 15th anniversary on CBS-TV, *The Ed Sullivan Show* will be expanded to 90 minutes on June 23 (8-9:30 p.m. EDT) from its usual one-hour format. The anniversary show will feature some of the highlights in the 15 years of the variety program.

Series on Negroes ▪ A series of five discussion programs on the American Negro today called *Inside Black,* is being presented by WNBC-TV New York this month on Sunday mornings (10-



WHN's 'Credo' to be used on Mutual

General Dwight D. Eisenhower will be the first guest on a new weekly series, *Credo,* created by Storer Broadcasting Co. New York, and produced by the company's New York station WHN, a Mutual affiliate

The series will be carried on Sundays beginning June 23 (12:05-12:30 p.m. in New York) and will be made available to all Mutual stations, as well as all Storer stations for broadcast from 2:35-3 p.m.

The show is described by the station as dealing with "the vigilance required to protect and elevate understanding of the American freedoms and heritage," and will draw its weekly guests from award winners of Freedoms Foundation at Valley Forge, Pa.

In addition to former President Eisenhower, other guests scheduled to appear on the interview program include Captain William R. Anderson, U.S.N. (Ret.), former U.S.S. Nautilus commander, Mrs Dester O. Arnold, president of the General Federation of Women's Clubs, Len Lesourt, executive editor of *Guideposts* magazine, Irving Feist, president of Feist & Feist, and Robert Allen, president of Fuller & Smith & Ross, all recipients of the Freedoms Foundation George Washington Award.

Don Belding, chairman of the foundation's executive committee, will serve as moderator of the program. The production and development staff will include Ted Schneider, WHN director of public affairs as producer, and Solveig Weiland, Freedoms Foundation coordinator of radio programs, as director. Series supervisors are Richard Foltz, Freedoms Foundation senior vice president, Joseph Keating, Mutual vice president, and Roy Schwartz, WHN operation manager.



WHN New York initiates its "Credo" series June 23, with General Dwight D. Eisenhower as first guest. Discussing the show (l to r) are John C. Moler, president and general manager of WHN, Dr. Kenneth D. Wells, president of Freedoms Foundation at Valley Forge, Pa., Mr. Eisenhower, and Don Belding, chairman of the foundation's executive committee and moderator of "Credo."

10:30 a.m.). The programs with all-Negro panels, will be under auspices of the Protestant Council.

Shakespeare from the park ▪ The opening performance of the New York Shakespeare Festival from Central Park will be presented by WCBS-TV New York, Thursday, June 20 (7:30-10 p.m.). The play, "Anthony and Cleopatra," will star Colleen Dewhurst and Michael Higgins.

Zero stars ▪ Screen Gems Inc. has signed actor Zero Mostel for a weekly half-hour situation comedy series, *The Zero Mostel Show,* starting in October 1964. The property is being developed by A. J. Russell.

FANFARE®

'Curiosity' creates new theme for KNX

CBS OUTLET ADOPTS NEW IDENTIFICATION TAG

How curious is the radio public? More than a little is the considered opinion of KNX Los Angeles, which last month adopted a new identification as "KNX, curious radio in Los Angeles," to replace the "KNX, CBS radio in Los Angeles," the former on-air ID.

To check its premise, the Monday before the debut of the new tag, KNX listeners heard "You have only five days to send a post card with your name and telephone number to KNX." On Tuesday, the message said "four days" and so on down to "one day" on Friday. No prize was offered; no contest was mentioned; just the "you have only" spots broadcast five times each day.

The result convinced KNX that the public is curious. More than 5,000 cards and letters came in. Writers whose cards are drawn and who are home to get KNX's call will receive "curious" prizes" (one is a barbecue dinner at home, with the station supplying four four-pound steaks and the other foodstuff, plus an imported carving set).

With the introduction of "curious radio" on the air, newspaper ads, outdoor posters and bus cards were used by KNX and its agency, Davis, Johnson, Mogul and Columbatto, Los Angeles, to tell the new tag to any who might have missed hearing it.

Vote was slightly more than WABC expected

The second annual "principal of the year" election, conducted by WABC New York, has mushroomed beyond expected proportions into an expensive accounting problem for the station.

Listeners were asked to submit ballots naming their choice for public or private school principal of the year. Contest rules permitted one person to submit as many votes as he wished, provided each vote was on a separate ballot. The voting ended June 1 with over 25 million votes already tallied and the count expected to reach over 35 million.

To handle the tabulating task, WABC has hired 40 additional personnel and five Pitney Bowes Tickometer counting machines. The counting staff has been divided into day and night shifts and are expected to be retained for two more weeks to finish counting the backlog of votes.

WABC reports that last year's contest drew 3 million votes. This year's vote of some 35 million arrived in bundles and cartons, and in several instances students hired moving vans to carry their bundles of ballots to the station.

In Dallas, KBOX reported more than

5.8 million votes were received by high school students voting for "principal of the year." The Rev. Walter C. McCauley, S. J., of Jesuit high school, was the winner with more than 850,000 votes.

Chrysler or commode, KQED (TV) auctions all

The ninth annual TV auction of KQED(TV) San Francisco began Tuesday (June 4) with more than $60,000 worth of goods donated up to that time. The channel 9 ETV operation raised $106,000 last year to account for 21% of the station's 1962 budget.

Items in the 1963 five-day auction ranged from a $4,000 Chrysler automobile to $1,559 worth of paper bags—107,520 to be exact. Also on the auction block were a $645 Ampex recorder, a $1,000 antique French commode, a $600 stereo set, a $1,900 1909 Oldsmobile (built in 1961) and a $2,400 Viking sauna bath (installed).

The station also auctioned off some "priceless" items: a steel engraving of the White House, signed by Mrs. Kennedy; a banana cake, baked by Mrs. Edmund G. Brown, wife of the California governor; a maid's costume worn by Shirley Booth in the *Hazel* TV series, and a medallion necklace worn by Elizabeth Taylor in "Cleopatra."

An unusual donation was the four-time sponsorship of Symphony Hall on KABL. The station valued the item at $2,000.

Drumbeats . . .

Salute to police ▪ A special series saluting each of the 300 policemen and deputy sheriffs in Winston-Salem, N. C., was run by WSJS during national Police Week. The station also carried a church memorial service, broadcast in honor of law officers who died in the line of duty.

Supplemental promotion ▪ To create a guide to KCBS San Francisco, the station has placed an eight-page newspaper supplement in the *San Francisco Examiner* and *San Jose Mercury-News*, which together circulate one-third of a million copies. The station is sending reprints of the article, "Talk of the Town," to Bay area advertisers and agencies. The supplement includes photographs of performers at work, with captions telling of their specialties and interests. and a week's program schedule.

Classical crossplugs ▪ FM classical music stations around the country are being promoted by WCLV(FM) Cleveland. The station is running a series of spots suggesting that FM portables be taken on vacations. WCLV then gives the call letters and frequency of a classical music outlet in another part of the country and recommends that listeners vacationing in that area listen to the station. Special emphasis is given to promoting QXR Network stations, of which WCLV is a member.

WRYT's 'shock troops' ready to do battle

In Pittsburgh the Teen-age Underground Musical Society of WRYT appears to be ready to come out in the open and do battle with the proponents of rock 'n roll.

The campaign to enlist teen-agers to WRYT's "good music" format has led to the creation of such clandestine, classical cells as the Beethoven Brigade, Bach Battalion, Dvorak Division, and Puccini Patrol.

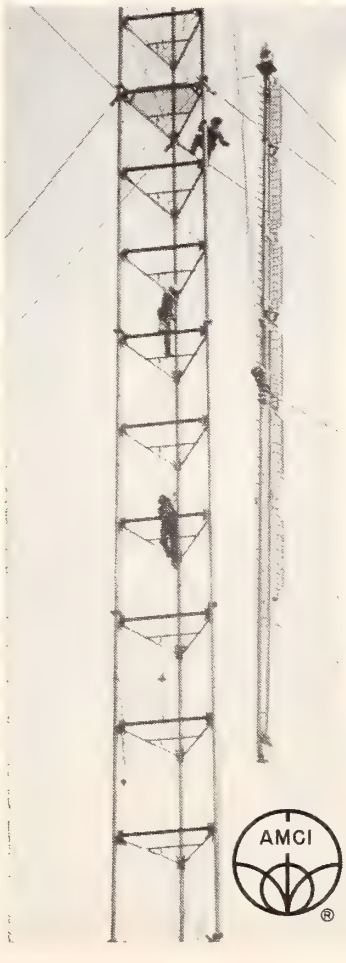
Begun in March, the station reached a high point with a parade, led by a 25-piece military band (provided by the musicians' union). William Steinberg, conductor of the Pittsburgh Symphony, became commanding general of the underground troops, whose jobs include "secretly slipping Nelson Eddy records into the neighborhood juke box and concealing "Scheherazade" in the record stack at your next twist party."

With placards urging "Beat 'em Bach," and "Ban Be-Bop and Climb with Cliburn," WYRT feels the parade has stirred its underground movement's patriotic soul.

Seconds count ▪ One second was worth a color television set to Rod MacDonald of Guild, Bascom and Bonfigli, San Francisco, who came closest of 421 entrants in guessing the splashdown time of Major Gordon Cooper. The astronaut's splashdown was used by WFGA-TV Jacksonville, Fla., to promote the station's coverage of the 22-orbit flight from Cape Canaveral for NBC. Timebuyers in 167 agencies entered. Mr. MacDonald's estimate was Thursday, May 16, 6:24:44 p.m. EST. The official Mercury Control time was 6:24:43.

Charities get $80,000 ▪ KDKA-TV Pittsburgh raised $80,000 in its 12th annual telethon for the Variety Club Tent. The 19-hour program brought the total raised for handicapped children charities in the past 12 years to more than $1.25 million, according to KDKA-TV.

Successful 'Commentator' ▪ WRFD Columbus-Worthington, Ohio, has be-



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gun publication of *The Commentator*, a bi-weekly publication of the station's public affairs department. The first eight issues of *The Commentator* are being made available free in the central Ohio area. An annual subscription plan will be announced later.

Studio visit ▪ A special dinner and tour of WFAA-TV Dallas was held for 40 representatives of the Phillips Petroleum Co., sponsor of the *Channel 8 Report of the News*. The representatives watched a live newscast and were given posters, promoting the newscast, to post in station windows and outdoor frames.

Agency winners ▪ Louis Benito Advertising, Tampa, Fla., for the State of Florida, and McCann-Erickson, Atlanta, for Coca-Cola, were first place winners in the radio and TV categories, respectively, in the Atlanta Association of Radio and TV Representatives' fifth annual commercial awards competition.

Media compared ▪ A direct mail campaign to over 400 advertisers and agencies in the Southeast has been completed by WJXT(TV) Jacksonville, Fla. The study which compared newspapers and WJXT in the Jacksonville market, highlighted the extended coverage of television compared to newspapers, the lasting impression on the audience of each medium and television's lower cost per thousand.

Scholarship gift ▪ KGBS Los Angeles and Storer Broadcasting Co. have presented a $500 scholarship to the University of Southern California's Department of Telecommunications. The scholarship was made in connection with KGBS's *History V* series, which is produced in the studios of the university's KUSC(FM). *History V*, to be released in June, will be made available to all stations.

Who's got our blimp?

Lost, strayed or stolen, one 10-foot blimp marked with the letters KXOA in bright red. The blimp, secured by a cable, had been flying above the KXOA building in Sacramento, Calif., in full view of motorists on the North Sacramento freeway. But one morning it was not there. Police believe that the blimp was removed by pranksters, but warn that the prank may turn out unhappily as the blimp has a value of $250, which classifies its abduction as grand theft.

Mayor Wagner wants you!

New York City discovered this spring that it can recruit policemen through radio and television advertising.

With a campaign supplied by Rumrill Advertising and carried by New York area stations, the city drew 15,000 candidates during the five months of recruiting, four times as many candidates as usually apply in such a period, and 3,000 more than the city felt would be necessary to maintain full strength.

The drive had been in effect only three weeks when the newspaper blackout hit New York. As a result, the major promotional outlets used were the broadcast media, outdoor displays, car cards and direct mail.

INTERNATIONAL

Who's behind superpower AM station?

2 MILLION WATT STATION PLANNED IN COSTA RICA BY U. S. GROUP

Both U. S. and Latin American broadcasters are up in arms over plans of an unidentified entity to construct a two million watt AM station and a 50 kw shortwave outlet in Costa Rica (CLOSED CIRCUIT, May 20).

An organization called the Trinity Texas Foundation, allegedly composed of unidentified U. S. citizens, plans to establish the two powerful stations in San Jose and has asked the Costa Rican government for authorization. The Inter-American Association of Broadcasters and others have been unsuccessful in learning the principals of Trinity Texas and have questioned the reasons for building a two-million watt standard station.

Trinity Texas reportedly has purchased a substantial interest in La Voz De La Victor, which presently operates an AM station in San Jose. Daniel Comacho, owner of La Voz, will remain a principal in Trinity Texas.

Jose Luis Fernandez, president of IAAB, said the proposed station has caused "great concern" among Latin-American countries and urged the president of Costa Rica not to approve its operation. Such a station would destroy all possibility of adequate distribution of frequencies in Latin and Central America, he said, and would lead to "terrible interference." He asked President Don Francisco J. Orlich to give his attention to "this grave problem."

Mr. Fernandez and others have questioned the motives behind the proposed station, claiming such wattage would not be economically feasible. "If the intentions and purposes of this group are constructive . . . I can see no reason for disguising such an operation," an IAAB official said.

Herbert E. Evans, president of Peoples Broadcasting Co. and NAB delegate to IAAB, said the Costa Rican station would create serious interference to U. S. stations as far north as Chicago and in Central and South America. "This new transmitter, if authorized, would create chaos and develop bad feeling toward Costa Rica and the U. S.," Mr. Evans wrote Fernando Volio Jimenez, Costa Rican ambassador to the U. S.

It is understood that the Continental Electronics Co., Dallas, has received an order from Trinity Texas for a 50 kw AM transmitter. Such a transmitter, engineers said, could emanate an effec-

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High budget TV tape shows sold abroad

The outlook brightened last week for the sale overseas of high-priced taped TV programs with announcements that two CBS-TV series—*The Jackie Gleason Show: The American Scene Magazine* and the *Red Skelton Hour*— have been purchased by two Australian broadcast groups.

The sale of high-budget, taped programs abroad has been scarce in TV because of higher cost factors than in TV films. These include contract provisions with various unions prescribing residual fees on taped shows sold abroad; cost for clearing music and payment of above-scale fees for stars and performers in variety shows.

CBS Films completed the transaction on the Gleason show for presentation of 30 programs from this season on ATN Sidney, HSV Melbourne and their affiliated stations in Adelaide and Brisbane. Ralph Baruch, vice president, international sales, CBS Films, said the sale was an "experiment" to determine if it is economically feasible to distribute internationally a high budget, taped musical variety program series.

"Although no profit is forseen at the moment," Mr. Baruch continued, "it is hoped that additional sales in other foreign markets will put this project in the black."

Another tape series that CBS Films is attempting to sell abroad is the *Gary Moore Show*.

The contract on behalf of the *Red Skelton Hour* was with Van Bernard Productions, its producer, and Television Corp. Ltd. for its stations in Sidney, Melbourne, Adelaide and Brisbane. Charles Michelson, U. S. representative for the Australian group, who acted on behalf of his client, said that more than 30 Skelton shows will be carried in Australia, and he predicted that other high-cost, taped shows will be sold to foreign markets.

tive power of two million watts in one direction by using a special directional high-gain antenna.

The San Jose AM station reportedly plans to operate on 635 kc. The 50 kw short wave station plans to operate on 9615 kc in the 31 meter band.

AUSTRALIAN PROGRAMS

TV head opposes imposition of quota on film imports

If television is made too expensive to Australian advertisers they will desert it, Sir Frank Packer, chairman of Television Corp. Ltd., Sydney, told an Australian Senate select committee inquiring into ways of encouraging TV production. He maintained that local advertisers could not afford to buy Australian TV productions of overseas quality and that it is "economically impossible" for local producers to produce quality shows at a price within the Australian advertiser's purse.

Sir Frank said that total program production costs for TCN at present are running at $3,136,000, with about half that amount ($1,568,000) currently being spent on local programs as compared to $152,320 for local program costs in 1957.

Production costs of American and English film programs suitable for use during the prime evening hours are well over $99,500 an hour.

Sir Frank stated that it costs $199.4 million a year to produce the imported films appearing on Australian TV stations at night and the stations purchase these for $8.96 million a year.

He said legislation could prevent the showing of the best overseas programs, but could not force the public to look at a substitute program or the sponsor to buy it. He opposed the implementation of a quota because it is unnecessary and would not lead to production of local film series of the episode nature.

Sir Frank said the difference between the price at which an Australian viewer can see the best of the world's production and the cost of producing the same program in Australia is not marginal. Even if similar films could be produced for half the cost they are overseas, it would still be impossible for a producer to get back anything but a fraction of his outlay from the Australian market.

Sir Frank said TCN is showing 35 hours a week of locally produced programs out of 92 hours a week.

'Quality' is the word

Beer commercials on Ontario television stations and those of Canadian breweries appearing on United States stations along the international border and aimed primarily at Canadian audiences, will stress brand preference this summer and fall. A ruling of the Ontario Liquor Control Board requires that brewers no longer imply in their commercials that beer is a necessity for young people to have fun or that beer drinking is the socially acceptable thing to do. The qualities of one brand of beer will be stressed in commercials under the changes required by the liquor board, which only permits labels and not actual bottles or pouring of beer to be shown on television.

TAM moving research into new direction

Television Audience Measurement Ltd. which produces the top twenty list of British television programs is switching the basic aims of its audience research. Instead of concentrating on viewing totals, it will try to determine how much programs are appreciated by viewers and their program preferences.

TAM will not rely solely on home

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DATELINE: Television in Egypt by Bahie E. Nassr

10 years and $12 million brings TV to 90% of the populated area

One of the most remarkable achievements in Africa and the Middle East was the introduction of television to the United Arab Republic within the relatively short period of time that elapsed since the project was first conceived in 1954. The UAR-TV network, owned by the Egyptian government and run by the Ministry of Culture and National Guidance, now covers approximately 90% of the country's populated area. TV in the UAR is operated on a limited-commercial basis.

The initial research progressed and tenders were received from international corporations for the erection of a studio and a transmission station in Cairo. But, owing to the Suez adventure of October 1956, the TV project was discontinued.

In 1959 studies were resumed. The new plan was aimed at covering the largest possible area of the country with TV within the shortest time possible. By the end of 1959 an agreement was made with RCA to begin work on the project. On July 21, 1960, UAR-TV transmitted the first TV program, the inauguration ceremonies of the national assembly and the celebrations of the eighth anniversary of the revolution.

Follows the Europeans ▪ From the beginning it was decided to follow the European system of 625 lines and 50 cycles per second, as the initial technical studies of the project proved that this would be the most suitable system for picture quality, and at the same time best suit the electric current system used in most of the UAR regions.

The plan was based upon the erection of a main transmission station capable of covering the main UAR areas which have high population density and installing satellites to cover areas of particular geographical or physical characteristics.

The two main transmitting stations were erected on the Mokattam hills, near Cairo—over 650 feet above sea level—enabling simultaneous transmission of two programs on separate channels. The effective radiated power of the two stations is 10 kw and 2 kw, providing a 100-kilometer radius with clear reception northwards to Tanta and southwards to Beni-Suef. A third transmitter (2 kw) was installed for a third program service completely devoted to educational purposes.

Coverage Extended ▪ Alexandria was chosen to be the site for the first relay station, enabling the transmission of TV programs from Cairo to the northwest region of lower Egypt and north of the Delta. The second transmitting center was established in Mansoura. Signals from this station can be received in Beirut, Lebanon, during evening transmission hours, owing to the fact that the Mediterranean climatic conditions allow waves to spread beyond the horizontal sight level. This station made it possible to cover the remaining lower Egyptian areas not reached by either the Cairo or Alexandria stations.

Steps were then taken to erect five satellites to cover Upper Egypt. Relayed rediffusion of transmissions received from Cairo and redirected southwards were found to be the best means to cover this region. This enabled programs from Cairo to reach beyond Assiut to Souhag.

As a natural result of this steadily increasing expansion of the UAR-TV network, all efforts were then directed to the manufacture of TV sets. It was necessary to import receivers until the UAR-TV set factory at Dar-El-Salam, south of Cairo, was completed. The factory is now producing 17, 19, 21 and 23-inch sets with an annual production capacity of 100,000.

By the end of 1964, the date set for the UAR-TV network to be completed, it is estimated that the cost will have reached approximately $12 million.

Homesite ▪ Headquarters of the UAR-TV network is situated on the Nile at Cairo. It will eventually consist of 38 floors and provide for the transmission of 10 broadcasts and 3 TV programs simultaneously.

Five studios are already completed and equipped with RCA electronic cameras. Studio 1 is about 1,075 square feet in area and 36 feet high. Studio

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meters but will conduct interviews to get comments on programs. In this way it hopes to predict future popular programs as well as provide information on current shows.

Bedford Attwood, chairman of TAM, announcing the change, said that in the past his organization had only been concerned with audience size. Now it would concentrate on how much a program was enjoyed and what type of program was preferred.

CBC to get additional $4.4 million this year

Canadian Broadcasting Corporation will receive $78,439,000 in grants for operations from the Canadian government for the fiscal year April 1, 1963-March 31, 1964. This is an increase of $4,445,000 over the grants of the last fiscal year. In addition to the operating grants, CBC is to receive $9,244,900 in capital grants, for a total of $87,644,900 in the 1963-64 fiscal year, as against $82,371,500 in the 1962-63 fiscal year.

CBC gets another one-third of its revenue from advertising on its radio and television stations and networks. The CBC annual report for the past fiscal year is expected sometime this month.

Government estimates announced in the Canadian Parliament included $349,800 in 1963-64, for the Board of Broadcast Governors, the regulatory body, as against $340,600 in the last fiscal year.

'Cradle Club' for mothers

Panda Marketing Services Ltd., Winnipeg, Man., is syndicating a quarter-hour program *Cradle Club* designed for expectant and new mothers. The daily program on 11 Canadian television stations features a young mother discussing topics of interest to expectant and young mothers, who are asked to register their babies at a *Cradle Club* retail outlet.

Panda Marketing Services was formed by Ralph Misener, president of CJAY-TV Winnipeg, and four other CJAY-TV executives, Lloyd Moffat, Jack Davidson, Jerry Johnson and W. F. Girling. The latter is managing the new company and the syndication of the program on other stations.

Abroad in brief...

Dick Clark in Canada ▪ Mars Broadcasting Inc., Stamford, Conn., reports the sale of *The Dick Clark Radio Show* to CKPT Peterborough, Ont., marking the second radio station in Canada to sign for program in May. CHUM Toronto bought the program earlier. The two-hour show now has been sold in 45 markets.

International exchange ▪ Three foreign networks have been added to the group contributing programs in the in-

2 is identical to Studio 1. The two studios account for about 50% of the daily live programs. Studios 3 and 4 are twice the size of Studios 1 and 2. Studio 5, the largest in the world (10,758 square feet), allows live-audience, participating programs to be telecast almost on a daily basis.

The Cairo studios are equipped with three video tape machines and two mobile video tape units. Video-tape programs are being increased since the Cairo TV service began. Cairo TV has three mobile transmission and recording units for live transmissions and video-tape recordings done at remote sites.

Three-channel operation ▪ The UAR-TV service programs on channels 5, 7 and 9 with a total weekly transmission of 150 hours of which 65 hours are transmitted on channel 5, 50 hours on channel 7 and 35 hours on channel 9.

Transmission on channel 5 totals 9 hours daily during week-days (except Fridays) and programs are transmitted over two periods, from 11 a.m. to 12 noon and from 4 p.m. to midnight. Transmission hours on Fridays on channel 5 total 11 hours, from 1 p.m. to midnight.

Transmission on channel 7 totals 7 hours daily (8 hours Fridays) from 5 p.m. (4 p.m. Fridays) to midnight.

Transmission on channel 9 totals 5 hours daily, from 7 p.m. to midnight.

Presently, a total of 80 programs is transmitted on the three channels of the UAR-TV network. Of this total 50 programs are transmitted weekly on channels 5 and 7, and 22 on channel 9. The programs may be broadly classified according to their subjects as follows:

- *News*—including news shows, press reviews, comments. These total 15 hours weekly and represent 10% of the 3 channels' weekly total transmission.
- *Entertainment*—including songs, plays, concerts, contests, ballets, arts. These total 84 hours weekly and represent 57% of the total weekly transmission on the 3 channels.
- *Family, women and children*—7 hours (5.5%).
- *Cultural and educational*—21 hours (13%).
- *Sports*—4 hours (2.5%).
- *Religious*—15 hours (9.5%).
- *Advertisements*—4 hours (2.5%).

As far as production is concerned programs can be classified into three categories:

- *Live*—33½ hours (22.5%).
- *Recorded*—75-115 hours (77.6%).
- *Cartoon*—¾ hour (½%).

According to source of origin, UAR-TV has 78% local programs, and 22% imported programs.

The commercial department, which deals with TV commercials and filmed-program distribution, is a completely separate department.

It was organized at the time of the first TV program in 1960 and equipped with highly qualified technicians, equipment and five production units.

Commercials include filmed spots, slides and commercial programs. They are telecast on two channels (5 & 7) and total about 15 hours a week (about 10% of the total time).

Commercial time is divided as follows: 65% for commercial companies (consumers' goods), 20% for heavy industry, 10% movies and entertainment and 5% for government agencies.

Bahie Eldin Nassr, 38, is business and commercial manager of United Arab Republic Television, with headquarters in Cairo. He is a graduate of the University of Cairo in 1946 with a B.A. degree in political science, and has also received B.A. (1949) and M.A. (1957) degrees in journalism from the University of Syracuse, Syracuse, N. Y. Positions Mr. Nassr has held include newsreel editor for Radio Cairo, 1953-56; United Press International Middle East correspondent, 1958-60; and news manager of UAR-TV, 1960-61.



ternational exchange organized by the CBS-owned TV stations. Programs for the CBS stations' *The International Hour* series which began last week, will include productions by Yugoslav Radio-Television, NTS in Holland and the Australian Broadcasting Commission. Eleven countries now participate in the exchange.

License increase ▪ The number of combined TV and radio licenses throughout Britain and Northern Ireland increased during April by 41,679 bringing the total to 12,484,485.

Helping hand ▪ BBC-TV is lending Telifis Eireann, the Irish network, equipment to help it present President Kennedy's visit to Ireland next month on Eurovision.

Agency switch ▪ First big switch in advertising agencies handling Canadian government accounts since the advent of the new Liberal government headed by Lester Pearson, is that of the Bank of Canada. Under the previous Conservative government this $870,000 account had been moved from MacLaren Advertising Co. Ltd., Toronto, Ont., to McKim Advertising Ltd., Toronto; Spitzer, Mills & Bates Ltd., Toronto; and Publicite Huot Ltd., Montreal, Que. Now it moves back to MacLaren Advertising Co. Ltd., which will handle the Bank of Canada's annual Canada Savings Bonds campaign this fall.

Stations sold ▪ CJNB North Battleford, Sask., has been sold for an undisclosed amount to E. A. Rawlinson, CKBI-AM-TV Prince Albert, Sask. CKKW Kitchener, Ont., has been sold to CKCO-TV Kitchener, for an undisclosed amount. Both sales are subject to approval by the Board of Broadcast Governors.

French monitor ▪ Industrial Film Maintenance, Toronto, has established a Montreal photo-script division to monitor off-the-air French television commercials and to monitor test markets in the Montreal area.

'Marilyn' to be seen in 24 foreign markets

A half-hour actuality special, *Marilyn Monroe,* carried on ABC-TV two months ago, has been sold in 24 foreign markets, according to Seymour Reed, president of Official Films Inc.

The special has been sold in Belgium, France, Brazil, Japan, Okinawa, Sweden, Mexico, Kenya, Gibraltar, Trinidad, Iraq, Syria and Kuwait in recent weeks, supplementing previously announced sales in the United Kingdom, Australia, West Germany, Austria, Switzerland, Luxembourg, Italy, Finland, Lebanon, Argentina and Uruguay.

ABC-TV will repeat *Marilyn Monroe* on June 23 (9:30-10 p.m.) under the sponsorship of the Alberto-Culver Co., Chicago, through Compton Advertising, Chicago. The special will be placed in domestic syndication for fall release following the second ABC-TV telecast.

BROADCAST ADVERTISING


Mr. Roby

Alfred J. Roby, former management supervisor at Doherty, Clifford, Steers & Shenfield, New York, joins Lennen & Newell, that city, as senior VP and management supervisor on Colgate-Palmolive account. Prior to joining DCSS, Mr. Roby was management supervisor at McCann-Erickson, New York.

Daniel F. Sullivan, president of Daniel F. Sullivan Co., Boston advertising and PR firm, elected board chairman. **Robert N. Sullivan** was elected president, and **William H. Sullivan,** executive VP and treasurer.

Dr. John Tarini, director of research and marketing; **Paul Greenfield, S. Jerome Reshkin, H. W. Shepard** and **Byron Bonnheim,** account management supervisors, elected senior VP's of Edward H. Weiss & Co., Chicago-based advertising agency.

Courtney A. Crandall, associate creative director of Harold Cabot & Co., Boston advertising agency, elected VP.


Mr. Froio

Anthony J. Froio, group account executive at Kudner Agency, New York, elected VP. Mr. Froio joined Kudner in April 1962. Previously he was with J. Walter Thompson and Allen B. DuMont Labs.

Warren J. Cowan, partner in Rogers & Cowan, Beverly Hills and New York PR firm, elected president. Mr. Cowan succeeds **Henry C. Rogers,** who becomes chairman of board. **Teme Brenner,** head of TV division, elected executive vice president.

John J. Scollay, sales manager for products division of Lehn & Fink Products Corp., New York, named sales manager for Tussy division. **Bruce J. Cokely,** products division brand manager, appointed product marketing manager for Tussy division.

Carroll Sugar, account executive in Los Angeles office of BBDO, joins Davis, Johnson, Mogul & Colombatto, that city, as account executive and public relations director.

Emery T. Smyth, with Foote, Cone & Belding for five years, rejoins Chicago staff of Needham, Louis & Brorby as administrative assistant to VP in charge of creative services. **J. Gerald Fortis,** formerly with Dancer-Fitzgerald-Sample and Fuller & Smith & Ross, joins NL&B as writer. **George A. Wilcox,** VP and media director of John W. Shaw Adv., joins NL&B as supervisor in media department. **Alan Levenstein** joins New York staff of NL&B as copy group head. He formerly was with McCann-Marschalk and J. Walter Thompson Co., both New York.

John D. Buckingham, assistant product manager at Glenbrook Laboratories division of Sterling Drug, New York, appointed product manager. He will be responsible for Z.B.T. baby powder and lotion and Molle shaving cream.


Mr. Phillips

Wendell Phillips, account executive at Kenyon & Eckhardt, New York, elected VP. Mr. Phillips joined K&E in 1948.

Victor A. Bonomo, advertising and merchandising manager for Maxwell House division of General Foods Corp., White Plains, N. Y., named marketing manager. **George Bremser Jr.,** product manager for Instant Maxwell House, succeeds Mr. Bonomo. **Robert T. Silkett,** product manager for Yuban, succeeds Mr. Bremser. **Robert R. Weiss,** associate product manager for regular Maxwell House, succeeds Mr. Silkett.

Arthur G. Rohdes, sales promotion coordinator for Renault Inc., New York, appointed assistant advertising and sales promotion manager.

Richard E. Butler, account executive at Davis, Johnson, Mogul & Colombatto, joins Fuller & Smith & Ross, New York, in similar capacity.

Bruce M. Odza, former account executive at Kastor, Hilton, Chesley, Clifford & Atherton, joins Colgate-Palmolive Co., New York, as product manager.

Jerome T. Ahlbrand, former program promotion manager for WISH-TV Indianapolis, appointed radio-TV director of Wyatt Adv., that city.

Joseph F. Schramm, media director of The Manchester Organization, Washington, joins Henry J. Kaufman & Associates, advertising and PR firm, that city, as assistant media director.

James R. Evans, assistant to general manager of The Coca-Cola Bottling Co. of Michigan at Grand Rapids, named brand manager for Tab, new dietary beverage developed by The Coca-Cola Co., Atlanta, Ga. Mr. Evans will be responsible for development and coordination of sales promotion, point-of-sale and consumer advertising administration for Tab.

Donald W. Scandlin, formerly with Fuller & Smith & Ross, joins Kudner Agency, New York, as media buyer.

Bryan Joseph, copy writer at Guild, Bascom and Bonfigli, San Francisco, appointed copy supervisor on agency's Ralston account.

Richard D. Erickson, formerly on editorial staff of BROADCASTING, joins Television Bureau of Advertising, New York, as creative associate. Mr. Erickson will serve in creative department and in TvB's public relations. He joined BROADCASTING in 1957 in Washington, D. C. office and was transferred to New York staff in 1959.

William Ewart, copy group head at Tatham-Laird Inc., Chicago, promoted to creative supervisor. Agency also has promoted **Bernard Kuby** and **James Johnston** to copy group head positions.

Melvin Altshuler, account supervisor at Sudler & Hennessey, New York, elected VP. **Kim Richman** joins agency as pharmaceutical copywriter.

M. Douglas McClatchy, former copy writer at Garceau, Hargrave and McCullough, Philadelphia, joins N. W. Ayer & Son, that city. **John W. Hartgen** joins agency in department of information services.


Mr. Ogle

George Ogle, former account executive at Lennen & Newell, New York, on Colgate - Palmolive account, joins Maxon Inc., that city, as supervisor on marketing services for Gillette account.

Margaret M. Henderson appointed creative department manager of McCann-Marschalk, New York.

J. Richard O'Kane joins Firestone-Rosen Inc., Philadelphia advertising agency, as copy writer.

Dorothy Varn, formerly with Avon Products, joins Sullivan, Stauffer, Colwell & Bayles, New York, as sales promotion writer.

Verda Marek, Edith Liffman and **Donald Bell** join creative staff of McCann-Erickson, Chicago.

Richard K. Short, radio-TV director, and **John L. Wheeler,** copy writer, at Tucker Wayne & Co., Atlanta-based ad-

vertising agency, appointed copy chief and associate copy chief, respectively.

Gus Anton, formerly with Ogilvy, Benson & Mather, joins Redmond & Marcus, New York, as head art director.

Richard Stanwood, copy supervisor with Young & Rubicam, New York, joins Leo Burnett Co., Chicago, as associate creative director.

THE MEDIA



Mr. Barrett

John E. Barrett, executive VP of Bakersfield Broadcasting Co. and general manager of KBAK-TV Bakersfield, Calif., elected assistant treasurer of Reeves Broadcasting & Development Corp., parent company.

Felix D. Adams, commercial manager of KRAK Sacramento and former general sales manager of KLAC-AM-FM Los Angeles, appointed station manager of KAYO Seattle.

Rod Farrell, formerly with KPOL and KFI, both Los Angeles, elected VP and general manager of KKOK Lompoc, Calif. **Dale Owens** named KKOK program director, and **Pat Farrell,** traffic manager.

Kenneth W. Church, senior VP of Taft Broadcasting Co., retires from active participation in company affairs but will continue to serve Taft management in an advisory capacity. Mr. Church's career with Taft began in 1941.

Robert P. Sutton, VP and general manager of KNX Los Angeles, elected chairman of Southern California Broadcasters Association for 1963-64. He succeeds **Charles Hamilton,** manager of KFI Los Angeles. Other new officers are vice chairman **Cliff Gill,** KEZY Anaheim; secretary **Fred Custer,** KPOL Los Angeles; treasurer **Ben Hoberman,** KABC Los Angeles.

Don Davis, formerly of KFRC-AM-FM San Francisco, appointed manager of KHUM Santa Rosa, Calif. **Blake Tabor,** of Promotions Unlimited, Tucson, Ariz., named KHUM sales manager.

Jerry Holley, promotion manager of WIBW-AM-FM-TV Topeka, named station manager of KSEK Pittsburgh, Kan., succeeding **James C. Treat,** who moves to WIBW radio sales staff. Both are Stauffer Stations.

Robert D. Whitehill, program director of KRNY-AM-FM Kearney, Neb., named manager.

Robert W. Dickey named assistant sales manager of KYW Cleveland, effective June 17.

Robert Poller, account executive at WALT Tampa, Fla., promoted to sales manager.

Lynn Wheaton, formerly of WFUR-AM-FM Grand Rapids and WJBL-AM-FM Holland, Mich., appointed account executive at WPOW New York and East Coast PR representative for J. M. Camp Co., Wheaton, Ill., advertising agency.

Larry L. Stewart and **Jack Caesar** join sales staff of WLBW-TV Miami.

Arnold Seidner, former sales and advertising executive at KLOK San Jose, Calif., appointed sales service manager for KBTV(TV) Denver, Colo.

Robert A. Lefko, formerly with CBS-TV, joins The Katz Agency, New York, on TV sales staff.

Patricia L. Nealin, film program director at WGN-TV Chicago, elected president of Chicago chapter of American Women in Radio and Television for two-year term. She succeeds **Dene C. Ratermann,** 4-H Committee. **Rachel Stevenson,** producer-director of children's programs for WTTW(TV) Chicago, elected vice president.

Lawton Metcalf, formerly of WFLA-TV Tampa, joins engineering staff of WTVT(TV) Tampa-St. Petersburg, Fla.

Louis Allen elected VP and general manager of Vic Piano Associates, Chicago.

Eugene E. Wecker, film director at KIRO-TV Seattle, named assistant station manager, programing.

Bryan Matthews, staff announcer at WGSR Tifton, Ga., joins WQIZ St. George, S. C., as program director.

Howard Lipstone, film department manager at KABC-TV Los Angeles, promoted to program director, succeeding **James B. Patterson,** recently named executive producer.

W. R. Williams named publicity manager of WWJ-AM-FM-TV Detroit. **Thomas P. Banas** appointed to station's promotion department.

Guy Travers, former air personality at WAYE Dundalk, Md., joins WVOB Bel Air, Md., in similar capacity.

Phil Thomas, former air personality at KSO Des Moines, Iowa, joins KIOA, that city, in similar capacity.

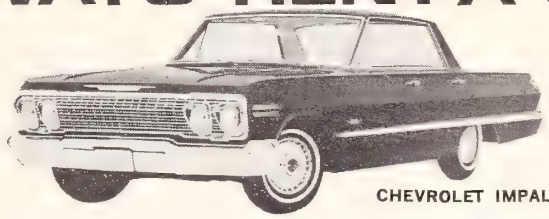
Wilford B. Moench, president of KSDA Redding, Calif., elected VP of Mission National Bank of Los Angeles.

Walter E. Bartlett, VP and general manager of WLWC(TV) Columbus, appointed to Ohio Educational Television Network Commission.

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Martin Wark, associate producer of *Here's Hollywood* on KTLA(TV) Los Angeles, named producer-writer of station's *L.A. Today* show.

David D. Matson, formerly of WBCB Levittown-Fairless Hills, Pa., joins production staff of WFIL-TV Philadelphia.

Philip Norman appointed host of his own show at KTTV(TV) Los Angeles, effective June 17.

Ken Spaulding joins WCAP Lowell, Mass., as host of *The 980 Club.*


Mr. Gross

C. Robert Gross, assistant to director of technical operations at KNXT(TV) Los Angeles, appointed director of engineering for WCAU-TV Philadelphia. Both facilities are CBS-owned. Mr. Gross joined CBS on West Coast in 1951. **Mike Hogan** named director of merchandising for WCAU-AM-FM.

Joe Baker, news editor of WRRR Rockville and former news director of WBEL South Beloit, Illinois, appointed news editor of WREX-TV Rockford.

Leonard W. Short named news director of WCSM Celina, Ohio.

William N. Cothran named director of news and documentary programs department of KRON-TV San Francisco.

Alan Walden, news reporter, promoted to news director of WERE Cleveland, succeeding **Ray Tannehill,** who resigned last month.

Stephen J. Rooney, general manager of WJAS-AM-FM Pittsburgh, named Allegheny county district chairman of National Multiple Sclerosis Society's annual campaign for funds.


Mr. Stern

Dick Stern, VP and regional manager of Fletcher Richards, Calkins & Holden's Atlanta office, joins WAII-TV, that city, as general sales manager. Before moving to Atlanta several years ago, Mr. Stern spent 14 years in Miami area where he was VP and branch manager for Keyes, Madden & Jones, and director of merchandising for Grant Adv.

Katharine M. Weber resigns as administrative assistant and publicity director of WTTM Trenton, N. J., to join Catholic Welfare Bureau, Diocese of Trenton, effective June 3.

Dick Crippen, former staff announcer and on-camera weatherman at WFLA-TV Tampa, Fla., named production manager-air personality at WINQ, that city.

Mike Eisgrau, former documentary producer at WHCU Ithaca, N. Y., joins news staff of WLS Chicago.

George Nicholaw, assistant director of promotion and publicity for KNXT (TV) Los Angeles, joins WBBM-TV Chicago as director of information services and public relations. He has been with CBS since 1955. **Leonard Broom,** formerly manager of station promotion for CBS-TV in New York, named director of advertising and sales promotion at WBBM-TV. Mr. Broom joined CBS in 1954. They succeed **Virgil Mitchell,** now with Paramount Television Productions and KTLA(TV) Los Angeles (BROADCASTING, May 20).

Bob Palmer resigns as publicity director of KMPC Los Angeles.

Ed Dunn, formerly of KITE San Antonio, joins WOIA, that city, as air personality.

Allan Baker, former air personality at WBCB Levittown-Fairless Hills, Pa., joins WKDN-AM-FM Camden, N. J., in similar capacity.

Jack Ross, member of news department of WHAM Rochester, N. Y., retires after 33 years with station.

Tom Cookerly, national sales manager of WBTV(TV) Charlotte, elected president of Advertising Club of Charlotte.

Roderick P. Cathcart, formerly with XTRA Tijuana, Mexico, joins news department of KGLM Los Angeles.

John Kern, former announcer at WTHI Terre Haute, Ind., and for past two years in teaching field, rejoins WTHI as sports director. **Kenneth Beckley,** released from active duty with U. S. Army and who last summer was with WFBM-TV Indianapolis, joins news staff of WTHI-TV.

Bill Frink, sports editor at WHAS Louisville, Ky., joins sports department and announcing staff of WCFL Chicago.

Bill Currie, news and sports director of WVOT-AM-FM Wilson, N. C., assumes added duties with sports department of WSOC-TV Charlotte, effective August 1.


Mr. Brinckerhoff

Drew Brinckerhoff, director of salary administration for CBS, appointed general manager of CBS-TV operations, New York. He was in salary administration for past five years and previously was with management consultant firm.

Mike Volpe named merchandising manager of KTTV(TV) Los Angeles, replacing **Robert Church,** who resigned to become chain store manager for Coca-Cola Bottling Co. of Los Angeles.

Keith Fuller, industrial relations manager, named industrial relations director for McClatchy newspapers and McClatchy Broadcasting Co. Mr. Fuller joined McClatchy organization in 1951.

Hugh S. Wallace, former merchandising director for WNAC-AM-TV Boston and Yankee Network, joins local sales staff of WNAC radio.

PAB elects Altdoerffer

Samuel M. Altdoerffer, WLAN Lancaster, elected president of Pennsylvania Association of Broadcasters, succeeding **Robert R. Williams,** WHLM Bloomsburg. **Cary H. Simpson,** WTRN Tyrone, and **Kenneth W. Stowman,** WFIL Philadelphia, were elected first and second VP's respectively. **Thomas W. Metzger,** WMRF Lewistown, was re-elected secretary, and **Philip K. Eberly,** WSBA York, named treasurer. Newly elected directors include **Harold C. Lund,** KDKA Pittsburgh; **Patrick J. Stanton,** WJMJ Philadelphia; **Harris Lipez,** WBPZ Lock Haven; **John Lewis,** WHYL Carlisle; **John Stilli,** WFBG Altoona; **Robert Magee,** WHUM Reading; and **Chester Miller,** WVPO Stroudsburg.

GOVERNMENT


Mr. Schildhause

Sol Schildhause appointed FCC hearing examiner. He has been with FCC Broadcast Bureau since 1948 except for period in 1957 when he engaged in station ownership and operation in Oklahoma.

INTERNATIONAL

John Pidden appointed a director of Television Audience Measurements Ltd., London. For past two years Mr. Pidden has served as general manager for production unit of TAM's operations center.

F. N. Sutherland, deputy chairman and managing director of Marconi's Wireless Telegraph Co., Chelmsford, Essex, England, appointed by Postmaster General Reginald Bevins to serve

as a representative from radio industry to Television Advisory Committee. Function of committee is to advise postmaster general on development of TV and VHF sound broadcasting.

Don Wall, general manager of CKGM Montreal, elected VP of Maisonneuve Broadcasting Corp., licensee of station. **George Davies,** CKGM operations manager, appointed manager of sound division of Maisonneuve Consulting Co., newly formed subsidiary of Maisonneuve Broadcasting, which will operate as management consultants for radio-television stations.

R. L. McGhee, retail sales manager of CJAY-TV Winnipeg, Man., named national and retail sales manager. **James Pryor,** promotion director of CKY Winnipeg, appointed to same post at CJAY-TV. **Gary Greenway,** promotion director of CFCN Calgary, Alberta, named CJAY-TV sales promotion supervisor.

John T. Carlyle, assistant supervisor of traffic for Canadian Broadcasting Corp., Toronto, retires. Mr. Carlyle was first employe of CBC's predecessor, Canadian National Railways, which operated radio stations across Canada in early 1920's. He started with CNR Montreal station in June 1923. **Arthur J. Black,** archivist for CBC at Toronto, also retires after nearly 40 years in Canadian radio. Mr. Black started in 1924 as announcer with CNR radio station at Toronto.

PROGRAMING

Lawrence Weingarten re-elcted president of Screen Producers Guild. Other officers for coming year are: first VP: **William H. Wright;** second VP: **Frank P. Rosenberg;** third VP: **Everett Freeman;** secretary: **Robert L. Cohn;** treasurer: **David Weisbart.**

David H. DePatie, former VP and general manager of Warner Brothers commercial and industrial films, and **Fritz Freleng,** who has been director of animation for Warner cartoon division, have organized DePatie-Freleng Enterprises to produce entertainment films for theatres and TV as well as commercial and industrial films. DFE is making its headquarters at Warner Brothers Studio in Burbank, Calif.

Morton Slakoff, former sales promotion manager of WFIL-AM-FM-TV Philadelphia, joins Allied Artists Television Corp., New York, as advertising and promotion manager.

Stan Atkinson, news and documentary producer at KCRA-TV Sacramento, Calif., joins Wolper Productions as producer-director-writer, assigned to *The Hollywood Story* for NBC-TV this fall.

Jacques Belasco, composer, commissioned by NBC News to write opening theme for new half-hour *Huntley-Brinkley Report.*


Mr. Lawrence

Barry Lawrence, formerly director of promotion, advertising and publicity for Allied Artists Television, New York, joins United Artists Television, that city, in newly created position of director of public relations.

Frank W. Jones, former special consultant to Mitchum, Jones & Templeton, Los Angeles-based investment banking firm, appointed special assistant to Eugene V. Klein, president of National General Corp.

Cy Chermak, freelance writer who has been working on *The Dakotas* and *Bonanza,* signed by Revue Studios as story editor for *The Virginian* series.

Charles A. Moses elected president of Publicists Local 818, IATSE, Hollywood. **Lloyd Ritchie** was re-elected business representative of union, whose other officers are: first VP: **John Campbell;** second VP: **Felix Owens;** treasurer: **Dave Davies;** secretary: **Bert Fink;** trustee for motion picture unit: **Lou Dyer;** trustee for radio-television unit: **Mike Buchanan.**

Alfred Lanier, correspondent for Associated Press, appointed head of Columbia, S. C., bureau. **George V. Higgins,** former reporter for *Providence Journal,* joins AP as correspondent in new Springfield, Mass., bureau.

William Finkeldey, VP of Peter M. Robeck & Co. since 1960, rejoins Showcorporation, New York film distribution and syndication firm, in executive sales capacity. Mr. Finkeldey, a veteran of TV syndication, was one of founders of Showcorporation in 1958. He formerly served as national sales manager for RKO Television.

Jack Guss, free-lance writer, joins Revue Studios as associate producer of *Channing,* dramatic series scheduled for ABC-TV this fall.

Allan A. Priaulx, on United Press International staff, named manager of New Hampshire office. Mr. Priaulx succeeds **James V. Healion,** who went to Hartford, Conn., bureau.

George Leibowitz, controller, assistant secretary and assistant treasurer of Teleprompter Corp., named secretary, treasurer and chief financial officer.

Patrisha Osnos, formerly of ABC, joins Animation Inc., Hollywood producer of animated and live-action film, as secretary and assistant to president.


Mr. Oliver

Othur V. Oliver, formerly mid-central division account executive for Ziv-UA (now United Artists Television), joins Seven Arts Associated Corp., New York, as mid-west division account executive.

Chuck Meyer appointed director of publicity and promotion for Decca Records, Los Angeles.

Mel Torme, singer-composer, signed to supply vocal routines and special musical material for *The Judy Garland Show,* scheduled to premiere on CBS-TV this fall.

EQUIPMENT & ENGINEERING

John E. Murray, cost analyst with electronic tube marketing department of Sylvania Electric Products, Seneca Falls, N. Y., appointed manager of marketing cost. **Donald R. Welsh,** market planning department, named merchan-

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dising coordinator-renewal sales for electronic tube division. **Charles C. McGregor** named manager of industrial relations for picture tube operation succeeding **Henry S. Prisby,** who has been transferred to company's lighting products division.

Paul D. Leeke, applications engineering supervisor, appointed research projects manager for Mincom division of Minnesota Mining & Manufacturing Co., Los Angeles.

ALLIED FIELDS

Allan S. Austin elected board chairman and chief executive officer, and **Harold A. Anderson** elected president and general manager of The Austin Co., Cleveland-based international engineering and construction firm. Mr. Austin succeeds **George A. Bryant,** who died April 21.

Earl Rettig, commercial and community coordinator for RCA and secretary of Hope Enterprises, elected VP and general manager of Radio, Television, Recording and Advertising Charities, Hollywood. He replaces **Burt Zinn,** effective July 1. RTRA board also voted to relocate to 1560 North Vine Street, Hollywood.

Lester Bowman, director of technical operations for CBS, joins Theatre-Vision Color Corp., Los Angeles, in similar capacity.

DEATHS

Isidor S. Becker, 66, formerly VP for business affairs at CBS Radio, died June 1 of heart attack at his summer home in Lake Mahopac, N. Y. Mr. Becker joined CBS in 1934 as business manager and assistant director of Columbia Artists. He retired last year and since then served as consultant on business affairs.

Mrs. Edgar T. Bell, 72, wife of executive VP-general manager of KWTV(TV) Oklahoma City, died June 6 of heart attack at Oklahoma City hospital. In addition to her husband she is survived by daughter, Mrs. Leo Schoenhofen, wife of president of Container Corp., Barrington, Ill., and brother, Semter Williams, of Jacksonville, Fla.

Phyllis Elliott, 53, television talent engagement officer of Canadian Broadcasting Corporation, died May 26 at Toronto after short illness. She joined CBC-TV as script assistant in 1955.

William D. Birke, 52, president of Huntington (W. Va.) Publishing Co. and former president of WSAZ Inc. (WSAZ-AM-TV Huntington) until its sale in 1961 to Goodwill Stations Inc., died May 30 of respiratory ailment. Since sale of WSAZ Inc., Mr. Birke had been a director of Goodwill Stations.

Edgar Clyde (Skinnay) Ennis, 56, died June 2 in Hollywood when a morsel of food stuck in his throat. One of best known band leaders, he and his orchestra provided music for Bob Hope radio programs for more than 10 years during the 1940's and 1950's.

Paul Maxey, 55, veteran actor who portrayed mayor in TV series, *The People's Choice,* died June 3 after suffering stroke.

Wilbur Jameson, chief transmitter engineer at WPDQ Jacksonville, Fla., died May 28 of heart attack.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING May 29 through June 5 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw.—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New TV stations

APPLICATIONS

Buffalo — Ultravision Broadcasting Co. UHF channel 29 (560-566 mc); ERP 253 kw vis., 127 kw aur. Ant. height above average terrain 324 feet, above ground 371 feet. P. O. address 179 Stanislaus Street, Buffalo 12. Estimated construction cost $327,782; first year operating cost $250,000; revenue $275,000. Studio and trans. locations both Buffalo. Geographic coordinates 42° 53′ 22″ N. Lat., 78° 49′ 50″ W. Long. Type trans. RCA TTU-12A, type ant. RCA TFU-24DL. Legal counsel Welch, Mott & Morgan, consulting engineer Jules Cohen & Associates, both Washington. Principals: **Florian R. Burczynski** and **Stanley J. Jasinski** (each 50%). Mr. Jasinski is assistant manager of WWOL Buffalo and 52.6% owner of applicant for new AM in Lancaster, N. Y. Mr. Burczynski is majority owner of bakery. Ann. May 31.

Portland, Ore.—Tribune Publishing Co. VHF channel 2 (54-60 mc); ERP 100 kw vis., 51.4 kw aur. Ant. height above average terrain 1514 feet, above ground 809 feet. P. O. address c/o George F. Russell, 711 St. Helens Avenue, Tacoma 1, Washington. Estimated construction cost $786,853; first year operating cost $600,000; revenue $600,000. Studio and trans. locations both Portland. Geographic coordinates 45° 31′ 14″ N. Lat., 122° 43′ 55″ W. Long. Type trans. GE TT53A, type ant. GE TY-50-D. Legal counsel Dow, Lohnes & Albertson, consulting engineer Lohnes & Culver, both Washington. Principals: estate of **Frank S. Baker** (52.6%), estates of **Alton F. Baker, Louise B. Hastings** and **Elbert H. Baker Jr.** (each 12.47%), and **Elbert H. Baker II, Mary B. Russell** and **Elizabeth B. Kelley** (each 3.33%). Applicant is publisher of *Tacoma News Tribune* and licensee of KTNT-AM-FM-TV Tacoma. Ann. June 5.

New AM stations

ACTIONS BY FCC

Holdenville, Okla.—Canadian River Broadcasting Co. Granted CP for new AM on 1370 kc, 500 w-D; conditioned to pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. P. O. address 5116 C Street, Little Rock, Ark. Estimated construction cost $20,209; first year operating cost $30,528; revenue $30,000. Don Hopson, sole owner, is engineer at KLRA Little Rock. Action May 28.

Dorado, P. R.—Luis Prado Martorell. Granted CP for new AM on 1030 kc, 10 kw-D; conditioned to pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. P. O. address Box 10981 Caparra Heights, P. R. Estimated construction cost $10,000; first year operating cost $10,250; revenue $18,500. Mr. Martorell, sole owner, is chief engineer of WITA San Juan, P. R. Action May 28.

Utuado, P. R.—Central Broadcasting Corp. Granted CP for new AM on 1530 kc, 250 w-N, 1 kw-LS; condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. P. O. address Box 212, Arecibo, P. R. Estimated construction cost $15,438; first year operating cost $18,000; revenue $27,000. Principals: **Pablo M. Llerandi, Roberto Martinez Rodriguez, Benito Martinez** and **Melvin T. Villanueva** (each 25%). Mr. Llerandi is theater owner; Mr. Rodriguez is attorney; Mr. Martinez is salesman; Mr. Villanueva is accountant. Action May 28.

Existing AM stations

APPLICATIONS

WELK Charlottesville, Fla.—CP to change frequency from 1010 kc to 1470 kc, change

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hours of operation to unl. using power of 5 kw. install DA system, DA-2, and change ant.-trans. location. Ann. June 4.

WIOS Tawas City-East Tawas, Mich.—CP to change frequency from 1480 kc to 1410 kc and change from DA to non-DA. Ann. May 31.

WCMC Wildwood, N. J.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. May 31.

New FM stations

ACTION BY FCC

*Georgetown, Ky.—Georgetown College. Granted CP for new class D FM on 90.1 mc, 10 w. Ant. height above average terrain 75.5 feet. P. O. address Georgetown. Estimated construction cost $4,353; first year operating cost $3,250. Principals: board of trustees. Action June 3.

APPLICATION

*Cheney, Wash.—Eastern Washington State College. 89.9 mc, channel 210, 10 w. Ant. height above average terrain 18 feet. P. O. address c/o Howard E. Hopf, Cheney. Estimated construction cost $500; first year operating cost $2,000. Principals: board of trustees. Ann. May 31.

Ownership changes

ACTIONS BY FCC

KTTV(TV) Los Angeles—Granted transfer of control of licensee corporation, **Times-Mirror Broadcasting Co.**, from **Times-Mirror Co.** (100%), large company with over 50 stockholders but controlled by **Chandler** family, to **Metromedia Inc.** (100%), also with over 50 stockholders. Consideration $10,390,000. Metromedia stations: WNEW-AM-FM-TV New York, WTTG(TV) Washington, KOVR(TV) Stockton, Calif., KMBC-AM-FM-TV Kansas City, Mo., WTVH(TV) Peoria & WTVP(TV) Decatur, both Illinois, WHK-AM-FM Cleveland and WIP-AM-FM Philadelphia. Action May 28.

WTCX(FM) St. Petersburg, Fla.—Granted transfer of control of licensee corporation, **Trans-Chord Inc.** (20,000 shares issued), from **Harry C. Offutt Jr.** (19,700 shares), **Marian V. Offutt** (295 shares) and **James T. Vocelle** (5 shares) to **Murray Carpenter** (100%). Consideration $50,000. Mr. Carpenter is past owner of several broadcast stations. Action May 31.

WFDF Flint, Mich.—Granted relinquishment of negative control of licensee corporation, **WFDF Flint Corp.** (80,000 shares issued), by **Howard Mack** (40,000 shares before transfer, 36,000 after) to **Richard P. Doherty** and wife (4,000), tr/as **Richard P. Doherty TV-Radio Management Corp.** Consideration is services rendered. Action June 4.

WMCR Oneida, N. Y.—Granted transfer of control of licensee corporation, **Madison County Broadcasting Corp.**, from **Richard W. Mills**, deceased, and **Irenitta M. Mills** (45% jointly) to I. M. Mills (45% individually and 10% through voting trust agreement). No financial consideration involved. Action May 31.

KWAY Forest Grove, Ore.—Granted transfer of control of licensee corporation, **Triple G Broadcasting Co.**, from **Ruth M. Crawford** (100%), executrix of estate of Percy P. Crawford, deceased, to **Harold O. Savercool** (100%). Consideration $37,500. Mr. Savercool is fuel distributor. Action May 31.

WPRP Ponce, P. R.—Granted acquisition of negative control of licensee corporation, **Voice of Porto Rico Inc.**, from estates of Julio G. Conesa (7%) and Julio M. Conesa (2.6%) by **Radio Americas Corp.** (49.7% after transfer, 45.1% before) and **A. R. de Arellano Jr.** (.3% after, .1% before); Mr. Arellano is controlling stockholder of Radio Americas. Consideration $13,900. Action May 28.

KCAN Canyon, Tex.—Granted assignment of license from **W. J. Harpole** (100%) to Mr. Harpole (100%), tr/as **Randall County Broadcasters Inc.** No financial consideration involved. Action May 31.

Midland, Tex.: calls unassigned—Granted assignment of CP from **Cyril W. Reddoch, Ralph L. Hooks** and **C. Winsett Reddoch** (each 33 1/3%), d/b as **Mid-Tex Radio**, to **Neil W. Shirley** and **Charles F. Johnson** (each 50%), tr/as **Mid-Tex Broadcasting Co.** Consideration $4,414. Messrs. Shirley and Johnson are both in CATV and TV engineering businesses. Action June 4.

APPLICATIONS

WMET Miami—Seeks assignment of license from **Max C. Tavel** and family (100%), d/b as **Latin Broadcasting Corp.**, to **Silvio E. Hernandez** (100%). Consideration $25,000 and assumption of liabilities. Mr. Hernandez is consultant in international operations. Ann. May 31.

WLOD Pompano Beach, Fla.—Seeks transfer of control of licensee corporation, **WLOD Inc.**, from **William F. Johns Jr.** (43.6%), **William F. Johns Sr.** (2.3%) and others, d/b as **Franklin Broadcasting Inc.**, to W. F. Johns Jr. (86.8%) and W. F. Johns Sr. (13.2%). Consideration $353,000. Also see applications of WWOM New Orleans and KOME Tulsa, Okla. Ann. June 4.

WLKB Decatur, Ga.—Seeks assignment of license from **Samuel C. Chafin** and **N. W. Griffin** (each 50%), d/b as **DeKalb Broadcasting Co.**, to **Werner E. Wortsman, Robert D. Fowler, Brooks P. Smith, Elisabeth D. Brumby** and **Myrna H. Whitaker** (each 20%), tr/as **Radio DeKalb Inc.** Consideration $52,000. Principals own WBLJ Dalton, Ga., and have interests in local publications. Ann. June 3.

WCND Shelbyville, Ky.—Seeks assignment of CP from **J. B. Crawley, R. L. Turner, W. B. Kelly** and **Dean Harden** (each 25%), d/b as Shelby Broadcasting Co., to Messrs. Crawley, Turner and Kelly (each 33 1/3%), tr/as company of same name. No financial consideration involved. Ann. June 4.

WWOM New Orleans—Seeks assignment of license from **Franklin Broadcasting Co.** (for ownership see WLOD Pompano Beach, Fla.), d/b as **WWOM Inc.**, to **David W. Wagenvoord** (90%) and **Fred P.** and **Myrtle R. Westenberger** (10% jointly), tr/as **Wagenvoord Broadcasting Inc.** Consideration $450,000. Also see applications of WLOD and KOME Tulsa, Okla. Ann. June 4.

KPRM Park Rapids, Minn.—Seeks assignment of license from **Edward De La Hunt Jr.** (66 2/3%) and **E. H. Granse** (33 1/3%), d/b as **De La Hunt Broadcasting Co.**, to same persons in same percentages tr/as **De La Hunt Broadcasting Corp.** No financial consideration involved. Ann. June 5.

WELW Willoughby, Ohio—Seeks assignment of CP from **Kenneth** (31.1%) and **Nettie** (31.7%) **Mapes** and others, d/b as **Radio Quests Inc.**, to **Olive P.** and **Harry A. Epperson Jr.** (64%) and Mr. and Mrs. Mapes (34%). Consideration $35,088. Mr. Epperson owns WPVA Petersburg, Va., and WLLY Wilson, N. C.; Mrs. Epperson is housewife. Ann. June 3.

KOME Tulsa, Okla.—Seeks transfer of control of licensee corporation, **KOME Inc.**, from **Franklin Broadcasting Co.** (for ownership see WLOD Pompano Beach, Fla.) to **Polaris Co.** and **Ferris E. Traynor** family (each 50%), tr/as **Producers Inc.** Consideration $315,000. Also see applications of WLOD and WWOM New Orleans. Producers Inc. owns KCND-TV Pembina, KNOX-TV Grand Forks and KXGO-TV Fargo, all North Dakota, WTVW(TV) Evansville, Ind., WKYW Louisville and KXOA-AM-FM Sacramento, Calif. Ann. June 4.

WFQM(FM) San Juan, P. R.—Seeks assignment of license from **Supreme Broadcasting Inc.** to **Quality Broadcasting Corp.**, wholly owned subsidiary of Supreme. No financial consideration involved. Ann. June 5.

KSDR Watertown, S. D.—Seeks assignment of license from **Paul D. Bernards** to **Richard J. Kopp.** Consideration $32,000. Mr. Kopp is employed by KBFS Belle Fourche, S. D. Ann. June 4.

WGAP Maryville, Tenn.—Seeks assignment of license from **Frank H. Corbett** (77.5%) and **Harry C. Weaver** (22.5%), d/b as Aluminum Cities Broadcasting Co., to Mr. Corbett (100%). Consideration $13,360. Ann. June 4.

KODI Cody, Wyo.—Seeks transfer of control of licensee corporation, **Park Broadcasters Inc.**, from **R. B. Beall** and **Glenn E. Nielson** (each 50%) to **Lyle D.** and **Eleanor S. Ellis** (each 50%), tr/as **KODI Inc.** Consideration $75,000. Ann. June 4.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Thomas H. Donahue issued initial decision looking toward denying application of KATV Inc. to change trans. location of KATV(TV) (ch. 7) Little Rock, Ark., from about 14 miles northwest of Pine Bluff to about 50 miles northwest of city and 12 miles west of Little Rock, and increase ant. height to 1,862 feet above average terrain. Action June 4.

■ Hearing Examiner Jay A. Kyle issued initial decision looking toward granting application of James R. Williams for new AM on 540 kc, 250 w-D, in Anadarko, Okla.; engineering conditions. Action June 4.

■ Hearing Examiner Elizabeth C. Smith issued supplemental initial decision looking toward denying applications of Seven Locks Broadcasting Co. and Tenth District Broadcasting Co. for new AM stations on 950 kc, 1 kw, DA, D, in Potomac-Cabin John, Md., and McLean, Va., respectively. Action June 3.

■ Hearing Examiner Charles J. Frederick issued initial decision looking toward granting application of Roy Davis, tr/as Brownsville Broadcasting Co., for new daytime AM on 1520 kc, 250 w, Brownsville, Tenn., conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. Action June 3.

OTHER ACTIONS

■ By memorandum opinion and order, commission denied (1) motion by Central Wisconsin Television Inc. and Midcontinent Broadcasting Co. for summary removal of Wisconsin Citizens Committee for Educational Television Inc. as party to proceeding on applications of Central Wisconsin for additional time to construct WCWT(TV) (ch. 9) Wausau, Wis., and for assignment of CP to Midcontinent, and (2) procedural suggestions by Broadcast Bureau. Action June 5.

■ By order, commission, on petition by W. D. Frink, tr/as Jefferson Radio Co., continued July 1 oral argument to July 15 in proceeding on application for license for WIXI Irondale, Ala. Action June 5.

■ By memorandum opinion and order in Syracuse, N. Y., TV channel 9 comparative

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, June 5

	ON AIR Lic.	ON AIR Cps.	NOT ON AIR Cps.	TOTAL APPLICATIONS for new stations
AM	3,801	43	142	381
FM	1,088	21	101	198
TV	518	60	87	123

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, June 5

	VHF	UHF	TOTAL TV
Commercial	486	92	578
Non-commercial	47	21	68[1]

COMMERCIAL STATION BOXSCORE

Compiled by FCC, April 30

	AM	FM	TV
Licensed (all on air)	3,789	1,078	518
Cps on air (new stations)	51	28	60
Cps not on air (new stations)	128	104	84
Total authorized stations	3,968	1,210	662
Applications for new stations (not in hearing)	232	180	72
Applications for new stations (in hearing)	166	13	48
Total applications for new stations	398	193	120
Applications for major changes (not in hearing)	266	88	41
Applications for major changes (in hearing)	54	3	8
Total applications for major changes	320	91	49
Licenses deleted	0	1	0
Cps deleted	0	1	1

[1]Includes 3 stations operating on unreserved channels.

proceeding, commission denied joint petition by Veterans Broadcasting Inc., Syracuse Television Inc., W. R. G. Baker Radio & Television Corp., WAGE Inc., Syracuse Civic Television Association Inc., Six Nations Television Corp., Salt City Broadcasting Corp. and George P. Hollingbery to (1) reopen record to take official notice of March 5 decision of U. S. Court of Appeals for Second Circuit in Bartle v. Markson Bros. Inc. concerning bankruptcy proceeding involving Asher Markson president, director and stockholder of applicant Onondaga Broadcasting Inc. and (2) remand proceeding to examiner for further testimony and evidence and revised or supplemental initial decision. Action June 5.

■ By memorandum opinion and order, commission dismissed petition by Springfield Television Broadcasting Corp. (WRLP, ch. 32), Greenfield, Mass., for reconsideration of Jan. 30 grant of application of Millers River Translators Inc. for new UHF TV translator station in Athol, Mass., on channel 72, to rebroadcast programs of WBZ-TV(TV) (ch. 4) Boston. Commission found that Millers has received adequate rebroadcast consent; Springfield failed to show that WRLP provides service to Athol. Action May 29.

■ Commission granted renewal of license to Bartell Broadcasters Inc. for WADO New York; without prejudice to whatever action, if any, commission may deem warranted as result of any final determination reached in action entitled *WYDE Inc. and WAKE Inc., Plaintiffs,* vs. *Bartell Broadcasting Corp., WAKE Broadcasters Inc., Bartell Broadcasters Inc., Gerald Bartell, Lee Bartell, David Bartell, and Melvin Bartell, Defendants,* now pending in U. S. District Court for Southern District of New York. Action May 29.

■ Commission granted renewal of license to Metromedia Inc. for WNEW-TV New York; without prejudice to whatever action, if any, may be taken as result of disposition in WORZ Inc. v FCC (C.A.D.C.), case no. 13,996. Comr. Henry not participating. Action May 29.

■ Granted renewal of licenses for following New York City stations: WINS, WMCA, WNBC, WNEW and WQXR, all without prejudice to whatever action, if any, may be taken by commission with respect to pending complaint of Liberal Party of New York State, and WNEW also without prejudice to whatever action, if any, may be taken as result of disposition in WORZ Inc. v FCC (C.A.D.C.), case no. 13,996. Action May 29.

■ By decision, commission (1) denied application of WDUL Television Corp. for additional time to complete construction of WHYZ-TV (ch. 10) Duluth, Minn., which was designated for oral argument to determine whether, in light of findings of fact and conclusions made in commission's decision in Doc. 13414 which denied modification of CP for WHYZ-TV, WDUL Television possesses requisite character qualifications to be licensee, and (2) terminated its existing CP. Comrs. Hyde and Lee abstained from voting; Comr. Cox not participating. Action May 27.

■ By order, commission granted petition by Melody Music Inc. and extended time to June 7 to file exceptions to initial decision in proceeding on its application for renewal of license of WGMA Hollywood, Fla. Action June 5.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Granted petition by Broadcast Bureau and extended to June 12 time to reply to petition for deletion and addition of issue filed by Rhinelander Television Cable Corp. in proceeding on its application for new AM in Rhinelander, Wis. Action June 5.

■ By memorandum opinion and order in proceeding on AM applications of Valparaiso Broadcasting Co. and Porter County Broadcasting Co., Valparaiso, Ind., in Docs. 14806-7, denied motion by Porter County to strike and expunge engineering reply comments filed by Valparaiso. Board Member Nelson concurred. Action June 3.

■ By memorandum opinion and order in consolidated proceeding on AM applications of Ponce Broadcasting Corp., Cayey, and Abacoa Radio Corp. (WMIA), Arecibo, both Puerto Rico, in Docs. 14994-5, (1) granted request by Broadcast Bureau and accepted its late filed petition and (2) denied Ponce petition to enlarge issues. By separate memorandum opinion and order, granted petition by Abacoa and waived Sec. 1.362 of rules insofar as newspaper publication and broadcast announcements are required immediately after designation for hearing, and accepted notice of publication. Actions May 29.

■ By memorandum opinion and order in consolidated proceeding on AM applications of Abacoa Radio Corp. (WRAI), Rio Piedras (San Juan) and Mid-Ocean Broadcasting Corp., San Juan, both Puerto Rico, in Docs. 14977-8, granted late filed joint petition and waived Sec. 1.362 of rules insofar as newspaper publication and broadcast announcements are required immediately after designation for hearing, and accepted notice of publication. Action May 29.

■ By separate orders in proceeding on applications of Laramie Community TV Co. and Albany Electronics Inc. for new VHF TV translator stations in Laramie and Tie Siding, both Wyoming, in Docs. 14552-6, (1) granted motion by Frontier Broadcasting Co. and extended to June 20 time to file briefs in reply to exceptions and supporting briefs; and (2) granted request by Laramie and waived Sec. 1.154(c) of rules to permit filing memorandum in support of exceptions to initial decision slightly in excess of length specified. Actions May 29 and May 28, respectively.

■ Granted petition by Stuart W. Epperson, applicant for new AM in Winston-Salem, N. C., and cancelled June 11 oral argument; oral argument will be rescheduled on date to be determined by Review Board. Action May 27.

ACTIONS ON MOTIONS
By Chief Hearing Examiner James D. Cunningham

■ Granted petition by Mid-States Broadcasting Co. (WDZ), Decatur, Ill., and dismissed, but with prejudice, its AM application and retained in hearing status application of Van Wert Broadcasting Co. for new AM in Plymouth, Ind. Action May 29.

■ Designated Examiner Arthur A. Gladstone to preside at hearing in Paterson, N. J., TV channel 37 proceeding; series of prehearing conferences will be held in proceeding commencing June 25, and on various dates during July which shall be specified by presiding officer; scheduled hearing for Sept. 9. Action May 28.

By Hearing Examiner James D. Cunningham

■ On own motion, made various corrections to transcript of hearing in matter of revocation of license and SCA of Carol Music Inc. for WCLM(FM) Chicago. Action June 3.

■ On own motion, extended time from June 10 to July 8 to file proposed findings and from June 24 to July 25 to file replies in matter of revocation of license and SCA of Carol Music Inc. for WCLM(FM) Chicago. Action May 31.

By Hearing Examiner Thomas H. Donahue

■ In proceeding on application of KATV Inc. (KATV[TV] Little Rock, Ark.), denied petition by KATV to strike proposed findings of City of Pine Bluff, Ark., and Pine Bluff Chamber of Commerce Inc.; by separate order, granted motion by KATV to correct transcript of record. Action May 31.

By Hearing Examiner Charles J. Frederick

■ Upon joint request of parties in proceeding on AM application of People's Broadcasting Co. (WPBC), Minneapolis, extended time for filing findings from June 4 to June 10 and for replies from June 14 to June 17. Action May 29.

By Hearing Examiner Millard F. French

■ Granted motion by Norristown Broadcasting Inc. (WNAR), Norristown, Pa., and continued June 12 hearing to Sept. 23, date for exchange of exhibits to Sept. 9, and date for notification of witnesses to Sept. 16 in proceeding on its AM application. Action June 4.

By Hearing Examiner Walther W. Guenther

■ In view of ruling made by examiner at May 31 further prehearing conference in proceeding on AM applications of Abacoa Radio Corp. (WRAI), Rio Piedras (San Juan), and Mid-Ocean Broadcasting Corp., San Juan, respectively, both Puerto Rico, continued June 5 hearing to date to be established at further prehearing conference to be held on June 5. Action May 31.

■ Granted request by Western Broadcasters Inc. and extended time from June 3 to June 6 to file petition for leave to amend its application for new AM in Cheyenne, Wyo. Action May 29.

■ Granted request by Broadcast Bureau and extended time from June 10 to July 1

PROFESSIONAL CARDS

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1339 Wisconsin Ave., N.W.
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Consulting Engineer
National Press Bldg.
Wash. 4, D. C.
Telephone District 7-1205
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Edward F. Lorentz, Chief Engr.
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A. D. Ring & Associates
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HAMMETT & EDISON
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Box 68, International Airport
San Francisco 28, California
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9208 Wyoming Pl. Hiland 4-7010
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729 15th St., N.W., 393-4616
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RAYMOND E. ROHRER & Associates
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436 Wyatt Bldg.
Washington 5, D. C.
Phone: 347-9061
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E. HAROLD MUNN, JR.
BROADCAST ENGINEERING CONSULTANT
Box 220
Coldwater, Michigan
Phone: BRoadway 8-6733

Service Directory

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS
AM-FM-TV
103 S. Market St.,
Lee's Summit, Mo.
Phone Kansas City, Laclede 4-3777

CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.,
Cambridge 38, Mass.
Phone TRowbridge 6-2810

contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington 6, D. C.
for availabilities
Phone: ME 8-1022

to file proposed findings and from June 28 to July 19 for replies in proceeding on application of Triangle Publications Inc. (WNHC-TV), New Haven, Conn. Action May 29.

■ On own motion, scheduled further prehearing conference for May 31 in proceeding on AM applications of Abacoa Radio Corp. (WRAI), Rio Piedras (San Juan), and Mid-Ocean Broadcasting Corp., San Juan, respectively, both Puerto Rico, in Docs. 14977-8. Action May 28.

By Hearing Examiner Isadore A. Honig

■ On own motion, closed record in proceeding on AM application of Brainerd Broadcasting Co. (KLIZ), Brainerd, Minn., and ordered proposed findings of fact and conclusions to be filed within 30 days from release date of order and replies within 10 days of expiration of 30-day period. Action June 3.

By Hearing Examiner H. Gifford Irion

■ Scheduled special conference for May 31 in Miami TV channel 10 proceeding. Action May 29.

■ Scheduled further hearing for June 25 in proceeding on applications of D & E Broadcasting Co. and Great State Broadcasters Inc. for new AM stations in San Antonio, Tex. Action May 29.

By Hearing Examiner Jay A. Kyle

■ Granted petition by Broadcast Bureau and extended time from June 3 to June 10 to file proposed findings and to June 21 for replies in proceeding on applications of Garo W. Ray and Connecticut Coast Broadcasting Co. for new AM stations in Seymour and Bridgeport, both Connecticut, respectively. Action May 31.

■ Granted request by Tele-Sonics Inc. and changed certain procedural dates and rescheduled June 24 hearing for July 22 in proceeding on its application and those of Calhio Broadcasters and Salem Broadcasting Co. for new AM stations in Parma, Seven Hills, and Salem, Ohio, respectively. Action May 31.

■ Granted request by Broadcast Bureau and extended time from June 3 to June 5 to file proposed findings and to June 12 for replies in proceeding on AM applications of WNOW Inc. (WNOW), York, Pa., and Radio Associates Inc. (WEER), Warrenton, Va. Action May 31.

■ Pursuant to May 31 hearing conference, closed record in proceeding on application of Geoffrey A. Lapping for new AM in Blythe, Calif. Action May 31.

■ Ordered that any parties desiring to file replies in proceeding on application of Geoffrey A. Lapping for new AM in Blythe, Calif., may do so on or before June 21. Action May 29.

■ Rescheduled June 19 hearing for June 18 in proceeding on application of Jupiter Associates Inc., Somerset County Broadcasting Co. and Radio Elizabeth Inc. for new AM stations in Matawan, Somerville and Elizabeth, respectively, all New Jersey in Docs. 14755-7. Action May 29.

By Hearing Examiner Forest L. McClenning

■ On own motion, scheduled hearing conference for June 11 in proceeding on application of Port Chester Broadcasting Co. for new AM in Port Chester, N. Y. Action May 31.

■ In proceeding on application of Port Chester Broadcasting Co. for new AM in Port Chester, N. Y., denied approval of agreement between Port Chester and respondent Long Island Broadcasting Corp. (WWRL), New York, whereby latter would withdraw its opposition to grant of Port Chester's application, as amended, in consideration of payment of $4,500 as "partial" reimbursement of expenses incurred to date in course of opposition. Action May 27.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Upon request by K-FIV Inc. (KFIV), Modesto, Calif., extended certain procedural dates in proceeding on its AM application and ordered that hearing shall commence as scheduled on July 8. Action June 4.

■ Upon request by Golden Triangle Broadcasting Inc. (WEEP), Mt. Oliver, Pa., scheduled further hearing for June 5 in proceeding on its AM application. Action May 28.

■ Scheduled oral argument for May 31 on notice of taking depositions in Winfield, Ala., on June 4, filed by Kate F. Fite, in proceeding on application of John Self for new AM in Winfield. Action May 28.

By Hearing Examiner Herbert Sharfman

■ Reopened record in proceeding on applications of North Atlanta Broadcasting Co. and J. Lee Friedman for new AM stations in North Atlanta, Ga., received in evidence North Atlanta's exhibit 21, substituted figure D-4 submitted with May 28 covering letter for present figure D-4 of North Atlanta's exhibit 18, and closed record. Action June 3.

■ Granted petition by Genkar Inc. insofar as it requests severance of its application for new AM in Gouverneur, N. Y. from revocation proceeding against Martin R. Karig (WIZR), Johnstown, N. Y., and other Karig and related applications in Docs. 14617, et al. (Separate initial decision will be issued on Genkar's application.) Action June 3.

BROADCAST ACTIONS
by Broadcast Bureau

Action of June 4

K11FZ Circleville, Utah—Granted mod. of CP to change frequency to channel 11, type trans. and make changes in ant. system for VHF TV translator station.

Actions of June 3

KOTV(TV) Tulsa, Okla.—Granted mod. of licenses to change name to Corinthian Television Corp.

WINR-TV Binghamton, N. Y.—Granted CP to reduce aur. ERP to 63.5 kw, DA, and make changes in equipment; condition.

KXAB-TV Aberdeen, S. D.—Granted extension of completion date to Aug. 1.

Action of May 29

WRLB(FM) Long Branch, N. J.—Granted CP to replace expired permit for changes in ERP, ant. height, ant.-system, and type ant.

Actions of May 31

***KOAP-FM Portland, Ore.**—Granted CP to change frequency to 91.5 mc and classification to noncommercial educational; ant. height 960 feet; remote control permitted.

■ Granted renewal of licenses for following, including aux., for normal license term, on which action had been deferred: KACY Port Hueneme, Calif.; WBAC Cleveland, Tenn.; KAGI Grants Pass, Ore.; WBOS Brookline, Mass.; KAPE San Antonio, Tex.; *WESU(FM) Middletown, Conn.; KARM-FM Fresno, Calif.; WGHF(FM) Brookfield, Conn.; KBBO Yakima, Wash.; WHDH-FM Boston; KBBR North Bend, Ore.; WJZZ (FM) Bridgeport, Conn.; KBUZ-FM Mesa, Ariz.; WMOU-FM Berlin, N. H.; KCIB-FM Fresno, Calif.; WPEP Taunton, Mass.; KELP-TV El Paso; *WRTC-FM Hartford, Conn.; KGMB Honolulu; WSME Sanford, Me.; KMPX(FM) San Francisco; WTCX (FM) St. Petersburg, Fla.; KOGT Orange, Tex.; WWCO Waterbury, Conn.; KOOS Coos Bay, Ore.; WWLP(TV) Springfield, Mass.; KPOR Quincy, Wash.; KWAY Forest Grove, Ore.; KXO El Centro, Calif.; WBAP-FM Fort Worth.

■ Granted renewal of licenses for following, including auxiliaries, for normal license term: WAWZ-FM Zarephath, N. J.; WFAS White Plains, N. Y.; WBEN-FM Buffalo; WFPG-FM Atlantic City; WBIC Islip, N. Y.; WFYI Mineola, N. Y.; WBTA Batavia, N. Y.; WGBB Freeport, N. Y.; WBUD-FM Trenton, N. J.; WHDL-AM-FM Olean; WBUZ Fredonia; WHEC Rochester; WCHN-FM Norwich; WINR Binghamton; WCMF(FM) Rochester; WJJL Niagara Falls; WCSS Amsterdam; WKIP Poughkeepsie; WDOS Oneonta; WKOP Binghamton; WEBO Owego; WLEA Hornell; WEBR Buffalo; WMCR Oneida, all New York; WMVB-AM-FM Millville, N. J.; WDLA Walton; WNCN(FM) New York; WEAV Plattsburgh; WNDR Syracuse; WEHH Elmira Heights-Horseheads; WNYC-FM New York; WENE Endicott; WREM Remsen; WENT Gloversville; WRNY Rome; WENY Elmira; WEBR-FM Buffalo; WEOK Poughkeepsie; WRUN-FM Utica, all New York; WERA Plainfield, N. J.; WSYR-AM-FM Syracuse; WFLR Dundee; WVIP Mount Kisco; WEOK-FM Poughkeepsie; WWHG Hornell; WGHQ Kingston; WALK-FM Patchogue; WGLI Babylon; WCBS-FM New York; WGSM Huntington, all New York; WCMC-FM Wildwood, N. J.; WHCU Ithaca, N. Y.; WCTC-FM New Brunswick, N. J.; WHEN Syracuse; WEAV-FM Plattsburgh; WHLD-AM-FM Niagara Falls; WFAS-FM White Plains; WHLI Hempstead; WGLI-FM Babylon; WHN New York; WHFM(FM) Rochester; WHUC Hudson, all New York; WJLK-FM Asbury Park, N. J.; WIBX Utica; WKIP-FM Poughkeepsie; WICY Malone; WKRT-FM Cortland; WIRD Lake Placid; WLNA-FM Peekskill; WIRY Plattsburgh; WNBC-FM New York; WKRT Cortland, all New York; WPAT-FM Paterson, N. J.; WLIB New York; WQXR-FM New York; WLSV Wellsville, N. Y.; WVNJ-FM Newark, N. J.; WMNS Olean, N. Y.; WWHG-FM Hornell, N. Y.; WNBF-AM-FM Binghamton, N. Y.; WBEN-TV Buffalo; WNYC New York; WGR-TV Buffalo; WOND Pleasantville, N. J.; WHEC-TV Rochester; WROC Rochester; WHEN-TV Syracuse; WSLB Ogdensburg; WINR-TV Binghamton, all New York; WSNJ Bridgeton, N. J.; WKTV(TV) Utica, N. Y.; WKNY Kingston, N. Y.; WNYC-TV New York; WNJH Hammonton, N. J.; WNBF-TV Binghamton; WRIV Riverhead; WNED-TV Buffalo; WSNY Schenectady; WROC-TV Rochester; WSOQ North Syracuse; WSYE-TV Elmira; WTRY Troy; WSYR-TV Syracuse; WUFO Amherst; WABY Albany, all New York; WVNJ Newark, N. J.; WACK Newark, N. Y.; WCTC New Brunswick, N. J.; WALK Patchogue; WADV(FM) Buffalo; WALL Middletown; WBBF-FM Rochester; WATN Watertown; WBUF(FM) Buffalo; WAUB Auburn; WHCU-FM Ithaca; WBAZ Kingston; WHLI-FM Hempstead; WBVM Utica; all New York; WKDN-FM Camden; N. J.; WCAM Camden; N. J.; WOSJ-FM Atlantic City; WCBA Corning; WRFM(FM) New York; WCHN Norwich; WROC-FM Rochester; WCLI-AM-FM Corning; WRVR(FM), all New York; WCMC Wildwood, N. J.; WSNJ-FM Bridgeton, N. J.; WTFM(FM) Lake Success; *WAMC(FM) Albany; WUFM(FM) Utica; *WECW(FM) Elmira; *WAER(FM) Syracuse; *WKCR-FM New York; WHAM Rochester; *WNYE(FM) Brooklyn, all New York.

■ Granted renewal of licenses for following TV translator stations for normal license term: K12BK Worland, Wyo.; K05AB, K12AE Powell, Wyo.; K04AB Gillette, Wyo.; K13BW Lucky McCampsite, Wyo.; K09BL Lance Creek, Wyo.; K08AA Wyodak, Wyo.; K13BT Gillette, Wyo.; K71AI, K79AC, K75AG Evanston, Wyo.; K09DI, K11DN, K13DH, Little America, Lyman and Mt. View and Lontree, all Wyoming; K73AF Rawlins, Wyo.; K72AS LaBarge, Wyo.; K06AG Moorcroft, Wyo.; K78AF LaBarge and Big Piney, both Wyoming; K08BI Osage, Wyo.; K81AB LaBarge, Wyo.

KPAT Berkeley, Calif.—Granted CP to install alternate-main trans. at main trans. site.

WKEY Covington, Va.—Granted CP to install old main trans. as aux. trans. at main trans. site; redescribe trans. location.

WEOL Elyria, Ohio—Granted CP to install new alternate-main trans. at main trans. site.

WIBW-TV Topeka, Kan.—Granted mod. of CP to change type trans., type ant., ERP to 204 kw vis. and 102 kw aur., and make changes in ant. structure and other equipment; condition.

WCMR-FM Elkhart, Ind.—Granted mod. of CP to change type trans.

Actions of May 28

WBRN Big Rapids Mich.—Granted change from daytime operation to unl. and install DA nighttime (DA-N), continued operation on 1460 kc, 1 kw; conditions.

KTW Seattle—Granted increased nighttime power on 1250 kc, 5 kw-LS, SH (KWSC, night), from 1 kw to 5 kw; remote control permitted.

WCAU-TV Philadelphia—Granted license covering installation of aux. ant. system near present main trans. and ant. location; conditions.

K13EB Bassett, Neb.—Granted CP to replace expired permit for new VHF TV translator station.

K07EQ Ekalaka, Mont.—Granted CP to replace expired permit for new VHF TV translator station.

Revocation

■ By decision, commission revoked license of KWK Radio Inc. for KWK St. Louis. In order to provide licensee opportunity to wind up its affairs, order of revocation will not become effective until July 29, 1963. Comrs. Hyde and Lee issued dissenting statement; Comrs. Bartley and Cox not participating. Sept. 17, 1962, initial decision

Continued on page 103

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) *(FINAL DEADLINE—Monday preceding publication date.)*

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE, WANTED TO BUY STATIONS* and *EMPLOYMENT AGENCIES advertising requires display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Southern California, immediate opening for solid salesman, capable of management, with top station multiple chain. Good starting salary. Box G-12, BROADCASTING.

Sales manager or salesman with qualifications, large midwest market. Box G-291, BROADCASTING.

Southwest manager for small single market station. Strong on sales, first phone, some investment preferred. Rapidly growing market. Salary, profit sharing opportunity. Good references essential. Box H-18, BROADCASTING.

Manager sales manager upper midwest city of 30,000. Competitive. Agriculture important to market. Compensation geered to profits. Send resume to Box H-69, BROADCASTING.

North Carolina station needs hard working manager for small competitive market. Must be willing to operate with small staff and budget. Must be excellent salesman and public relations man. Excellent opportunity. Write Box H-124, BROADCASTING.

Sales manager for growing metropolitan chain of 6 stations in south. Executive type 36-46, married. Experienced all phases radio sales. Willing to travel. Excellent salary, fringe benefits. Personal interview imperative. All replies confidential. Box H-131, BROADCASTING.

(selling) Managers, Sales Manager & Salesmen. These men must deliver $ales $ales $ales. We just bought one of the 10 largest outdoor advertising companies in the world and we need $ales, local $ales, regional $ales, national $ales. If you can sell radio, tv, newspapers, magazines, direct mail, outdoor or just plain sell, we need you. Send true salary requirements (this is not a give away program) and complete resume to Box 2167, Wilmington, Delaware.

Can you sell radio time? Can you sell in a small market where the potential is there if you make the call? Our station is looking for a man, who can come in and take over the supervision of our sales department. Must be neat in appearance, must make good impression, and most of all must be reliable and honest. A good opportunity for the right man. Salary and commission will be held open. A personal interview will be required at your expense. Apply radio station WKDE, Box 512, Altavista, Virginia.

Opening soon for manager in southern central state. This small market station offers good pay and excellent opportunity for a man with management experience on sales manager that is ready to move up. Send information on background and personal history in first letter. Box H-26, BROADCASTING.

Looking for capable programer interested in managing our new beautiful air conditioned fm station. Programing so that the station and the man behind it become a valuable asset to our community of 75,000 people. Willing to pay well, but tired of lazy individuals who spends the few working hours of the week reading novels between cokes. Contact Bill Lipman, WLIP, Kensoha, Wisconsin. OL 7-6162.

Help Wanted—(Cont'd)

Sales

Columbus, Ohio . . . Immediate opening for good salesman, management experience or ready. Top independent. Growing chain, good salary plus. Please write fully. Box G-13, BROADCASTING.

Michigan regional in medium market. Opening for salesman with year or more small or medium market experience who wants to move to larger market and larger income. Replies confidential. Give full details and photo. Box G-258, BROADCASTING.

Rockford Illinois metropolitan market has lucrative position for experienced radio salesman, full of ideas and energy. Opportunity for real solid income with a solid established operation. Family man preferred. Guarantee, 20% commission, car allowance. All replies confidential. Box G-310, BROADCASTING.

Executive salesmen . . . integrity, maturity, sincerity, and ability, are the qualities we seek in executive salesmen between 38 and 55 years of age. We are a research organization that has developed the most needed and timely ideas in decades. Now we want the seven best idea salesmen in U. S. to call on newspapers, and radio stations to lease them a service that will enable them to secure a volume of new and highly desirable year around billing. Renewals are therefore automatic. Only detailed resumes please. Box H-113, BROADCASTING.

For the radio salesman who knows a good deal, it's Connecticut. Guarantee and commission. Good territory. No house accounts. Travel and entertainment expenses. No cut rates. No trade deals. "No promotions." Good future in expanding corporation. Box H-116, BROADCASTING.

Assistant manager-salesman for growing N. C. small market daytimer. Must be proven salesman and have inside experience. Willingness to participate in civic and community life essential. Salary plus commission. Excellent opportunity for sober, hard worker. Write Box H-125, BROADCASTING.

Sales promotion writer, strong on research, sales presentation and ideas in top five market. Box H-128, BROADCASTING.

Advertising agency permanent sales position open handling radio-television publications St. Louis metropolitan area. Good earnings. Contact Tell, 705 Olive, St. Louis, Missouri.

Opportunity for a salesman in the Rocky Mountain vacational land of cool, colorful Colorado. Salary and commission. Write Ellis Atteberry, KCOL, P. O. Box 574 Fort Collins, Colorado.

WDXN, Clarksville, Tennessee has immediate opening in sales department, for man with experience and clean record. Part of multiple ownership with advancement excellent. Detailed resume. No phone calls.

One application opens 600 station contacts. Dozens of jobs for qualified men. Write: Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis 17, Minnesota.

Announcers

Experienced staff announcer for Maryland independent. Mature voice, good references, necessary. Send air check and resume. Box G-250, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Outstanding midwest market wants you! Benefit loaded station needs most happy fellow to meet and beat tough competition. Maturity is fine, experience essential. Rush tape, background information and salary expected. Box H-4, BROADCASTING.

Newsman with 1st phone for metro east coast indie. No maintenance. Base plus talent. Heavy emphasis on local news. Send tape and background to Box H-6, BROADCASTING.

Experienced announcer for 5000 watt network station in western state. $90 per week to start, with fringe benefits. Give complete details of yourself and tape in your first letter. Box H-56, BROADCASTING.

Good announcer with first phone for network station in Idaho. Starting salary according to ability. Our staff knows of this ad. Box H-57, BROADCASTING.

Needed Immediately: Salesman-announcer willing to produce. Good opportunity, small town North Carolina station. Write Box H-124, BROADCASTING.

First phone engineer-announcer. Chicago fm station maintenance-announcing required. Send tape-resume. Box H-137 BROADCASTING.

Combo deejay newsman. Illinois adult music kilowatt. Fine opportunity for qualified announcer who can gather, write and deliver news in professional manner, present bright music shows. Excellent pay, many fringe benefits. Send tape, complete resume. Box H-138, BROADCASTING.

Man with first phone who knows production—good news presentation helpful. Box H-151, BROADCASTING.

Madison, Wisconsin needs a quick paced, clever first phone personality. Send tape and resume to Chuck Mefford, WISM.

Opportunity married staff announcer. Outline experience. RADIO KFRO, Longview, Texas.

1st phone announcer, $5,200 up depending on experience. Good music, mobile units. Top rated 5 kw. New studios, equipment. Insurance, hospitalization, paid vcations, plenty of room to go up. If you're ready to move up call Jim Jae, KHMO, Hannibal, Missouri.

On air newsman with thorough news background. 40 hours. Opening in August. Send complete information, recent photo and salary requirement in first letter to Michael Dillion, PGM, Dir. KOB Radio, 1430 Coal SW, P. O. Box 1351, Albuquerque, New Mexico.

Immediate opening at station KOH, Reno and KBEE, Modesto. First FCC ticket required. Permanent position, excellent company benefits. Apply in person or send detailed resume to station managers or personnel department, McClatchy Broadcasting Co., 21st and Q, Sacramento, California.

KWTX radio wants two mature, experienced announcers for adult music, locally oriented news and sports operation. Prefer men with southwest background. Some tv also. Send tape, letter and recent photograph to Frank Fallon, P. O. Box 7128, Waco, Texas.

Help Wanted—(Cont'd)

Announcers

First opening in four years. Middle of road, with ambition leading toward management. First phone preferred. Salary open. Send tape, resume, and references to Boyce Hanna WADA, Shelby, North Carolina.

We are a swinging top 40 operation looking for a swinging hard selling jock. Must have audition tape and references. Great opportunity. Need good production ability and let's swing. Dick Oppenheimer, WALT, Tampa, Florida.

Michigan—staff announcer, experienced. Immediate opening. Send resume, tape to Leo A. Jylha, WBCM, Bay City, Michigan.

Suburban Chicago. Combo first class. Permanent. Tape complete information now. WEAW, Evanston, Illinois.

Boston. Network affiliate. Want experienced newsman with distinctive delivery. Send tape together with complete resume and salary requirements to WEZE.

Swinging deejay with 1st phone for #1 top 40 station. Minimum technical schedule. Immediate opening. Call or write C. A. Bengtson, WENE, Endicott-Binghamton, New York. Phone STillwell 5-3351.

Boston. Network affiliate. Programed for adult audience. Wants morning personality, not a deejay. Send appropriate audition tape together with complete resume and salary requirements to WEZE.

Announcer news. 1st ticket. No maintenance. Daytime mutual, good opportunity with growing organization. Salary open. Send tape and resume to WJUD, St. Johns, Michigan.

Announcer, 1st phone, 5,000 watt midwest independent has immediate opening. Emphasis on air work, little maintenance. Run own board. Send tape, photo, references, complete resume, first letter, WMIX, Mt. Vernon, Illinois.

News editor to gather, write, and air local news. Established bureau, stringers, mobile units. WSMI, Litchfield, Illinois.

Modern personality deejays: UP your ratings! Ideas Ink weekly "Why not be funny service still open on an exclusive basis in some markets. Is yours one? Ideas Ink, Box 53332, New Orleans, Louisiana.

One application opens 600 station contacts. Dozens of jobs for qualified men. Write: Broadcast Employment Service, 4825 Tenth Avenue South, Mineapolis 17, Minnesota.

Technical

Wanted: an honest, sober, reliable combo engineer-announcer, a man who isn't afraid to produce. If you are interested in working at a progressive radio station for an employer who is fair to his employees. Write Box H-111, BROADCASTING.

$550 per month for chief engineer capable of maintaining six mobile units, three cartridge machines, four ampexes, three consoles and much other related equipment. Prefer someone originally from Missouri who wants to move back and into a permanent job. Present chief entering government service. J. A. Shepherd, KNCM, Moberly, Missouri.

Chief engineer midwest directional AM. Some announcing ability and production experience preferred. Box H-28, BROADCASTING.

Engineer. Some experience. Salary open. WVOS, Liberty, New York.

Southern California major metro area adult kilowatt must have competent engineer who can handle all maintenance and repairs and who has good air personality with plenty of announcing experience. Do not apply unless able to handle all engineering chores. Bonus pay for best announcer. Climate free. Call Ron Zimmer. Area Code 714. Phone number 686-0260.

Help Wanted—(Cont'd)

Technical

Need transmitter engineers in Wichita Falls Lawton area. Permanent positions. State salary requirements and experience. Box 1053, Wichita Falls, Texas.

Two engineers with first phone, one for chief, salary open. Contact Richard Wright, WTTF, Tiffin, Ohio.

One application opens 600 station contacts. Dozens of jobs for qualified men. Write: Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis 17, Minnesota.

Chief engineer with good voice needed by progressive Texas am-fm. Short air shift minimum maintenance. Box H-101, Broadcasting.

Chief engineer-announcer needed by aggressive small mkt. radio station. New studios good equipment. Announcing experience not necessary. Good opportunity for right person. Salary open. Write or call Breazeal, KTTN, ELmwood 9-2261, Trenton, Missouri.

Production—Programing, Others

Number one midwest independent is looking for an experienced production announcer, creative and capable of writing agency type copy. Send written examples, tape, salary requirements, and complete resume to Box H-32, BROADCASTING.

Program director, needed by progressive Texas am-fm. Must be sharp on production and know format radio. Short air shift. 1st class ticket helpful. Box H-102, BROADCASTING.

Copywriter—Top Michigan station needs strong copywriter. Splendid opportunity for good "head" man. Send background, photo, and sample copy to Box G-276, BROADCASTING.

Creative program director and pro middle road personalities wanted for newly purchased station, major, for eastern market of 400,000. Send tape, resume and salary requirements to Box H-121, BROADCASTING.

Challenging opportunity for an experienced and capable person to conduct research, write continuity and handle production details for top mid western evening radio talk show. We require a person with a college degree, a year of broadcast writing experience, and some knowledge of radio or tv production. Position available immediately. Starting rate $106 per week with periodical increases and excellent company fringe benefits. Mail resume, including present salary, experience and education to Personnel Department WLW, Cincinnati, Ohio.

Powerful, northern Indiana radio station has opening for newsman. Must be thoroughly based on covering, writing, editing and airing local news. Top pay. First phone required. Chance to join one of the most respected news staffs in the nation. Contact Program Director, WJOB, Hammond, Indiana.

RADIO

Situations Wanted—Management

General manager. Major market. Will trade one of broadcasting's best records for stimulating (and realistic) challenge and potential. Box H-2, BROADCASTING.

Broadcast executive, over 15 years experience in medium and metro markets. Well suited both radio and tv. 33, conscientious and reliable. Strong on sales management, programing, and personnel handling. Best references. Interview possible. No screamers please. Box H-88, BROADCASTING.

Wanted management or sales managers position small or medium market. Nine years experience all phases of radio. Married, 34, degree, veteran. Audition, resume and full story first letter. Available immediately. Box H-99, BROADCASTING.

Capable manager—14 years experience. Presently managing top station in six station metro market. Age 39. Happily married, teenage son needs better climate. Want to relocate as soon as school is out. Best references available, including present employer. Box H-118, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Present program director, sales, C. E. desires p. d. or operations manager position small market. First phone, college graduate, married, veteran. Box H-120, BROADCASTING.

Successful manager and top notch salesman looking for challenge. Thoroughly experienced all phases; excellent references. Twelve years experience. College married, four children. Positions offered must have good potential and stability. Prefer southwest. Box H-142, BROADCASTING.

Wanted, 1st station to manager. Experienced: Account executive, news director, production, college, single. Box H-145, BROADCASTING.

Radio station manager—steady, reliable, dependable 49-year-young family man, with many years experience in all phases of station operation, including sales, production engineering (1st class ticket), news, management, desires permanent position with medium or small market station. Many references. Dave Ormiston, Program Director, KFRU, Columbia, Missouri.

Time to move up to manager. Vice president sports director wants to manage station that needs new blood-ideas-hard work. 13 years experience, last ten at one station. Public relations. Remotes, sports copy with limited tv. Board, sales. Don't drink, gamble, smoke. Married, 42. Employee knows about this ad. Ralph Romano, Box 206, Hudson Falls, New York.

Announcer

Disc jockey newscaster, young, experienced, can do play by play baseball. Will locate anywhere for right offer. Box H-10, BROADCASTING.

Fast, smooth, funny pro wants to spend a long time with a solid, responsible organization in medium to major market with major university. My ad lib is my product. Lots of good background, references and love for money. Educated. No problems. Box H-24, BROADCASTING.

Boston. Experienced announcer desires position while attending college. Box H-33, BROADCASTING.

Personality. First phone. Best references. Available immediately. Box H-36, BROADCASTING.

Professional attitude, experienced radio/tv announcer/interviewer/dj. Limitless ambition. College graduate, married. Desire combination radio/tv position medium eastern market. Box H-41, BROADCASTING.

West coast only: Major midwest market dj 1st phone. Nine years experience all phases. Wants tight top tune swinger. Married, family references. Phone 309-342-0609, or write. Box H-46, BROADCASTING.

Ben Casey can't perform your operation as well as I can. Experience, tight board, showmanship. Box H-75, BROADCASTING.

Announcer newscaster. Ambitious young beginner with full knowledge of tight production, fast board 3rd class permit. Will locate anywhere. Tapes and photo on request. Box H-97, BROADCASTING.

Top c/w personality. Thorough background. Twenty years experience. Desire block plus sales. Minor investment possible. Prefer Ohio, all considered. Box H-87, BROADCASTING.

Young man with part time board experience desires full time work. Preferably Illinois or Missouri. Box H-89, BROADCASTING.

First phone. dj/announcer with board experience. Prefer east coast location in or near Pennsylvania. Box H-91, BROADCASTING.

Morning deejay. Gleb, fast paced comedy show. Wake 'em up with a chuckle. Experienced family man looking to relocate permanently. Box H-92, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

DJ-announcer, relaxed style, college. Two years professional experience, now employed but want to relocate in southwest or southeast. Desire C & W or good music format. Have wide C & W background. Box H-95, BROADCASTING.

Dj announcer, tight production, fast board, 3rd class permit will locate anywhere. Tapes, photo on request. Box H-96, BROADCASTING.

First phone, no experience. Willing to learn. Presently airline radio operator. Age 26, married. Box H-103, BROADCASTING.

First phone deejay offers a lot of talent-will work. Box H-104, BROADCASTING.

Eastern swinger yearns to return to wide open spaces. Prefer Utah, Idaho, Box H-106, BROADCASTING.

Announcer with first ticket desires non-chief position with prospering station. 15 years experience. Capable in production and programing, formula and personality. Box H-112, BROADCASTING.

Seven months experience. Major market. Strong news, dj tight board with separate am-fm programing. 27, married, prefer northeast, will go anywhere for right offer. Box H-115, BROADCASTING.

Good morning sound, from a good morning man. Tremendous audience acceptance, always number one. With my tasteful comic approach. It's almost a pleasure to get up . . . almost. Box H-135, BROADCASTING.

Virginia announcer—programer, 27, married. 10 years experience. A. P. news award winner. References excellent. Box H-139, BROADCASTING.

Present chief engineer, morning dj, seeks p. d. combo. Former newsman, top 40 dj. Showmanship stations only. Box H-144, BROADCASTING.

Experienced negro, air personality, dj newscaster, happy sound. Authoritative news, run fast board. Will settle, not a floater. TV production manager. Box H-146, BROADCASTING.

Bright DJ Newsman, p.d. copywriter. 4½ years experience. Want to settle with good operation, good market. Box H-147, BROADCASTING.

Air personality, dj announcer, authoritative newscaster, experienced all phases of broadcasting. Married, mature, will relocate. Box H-148, BROADCASTING.

Am presently a member of one of nation's metropolitan radio/tv news staffs, writing, airing local news, doing beep, SOF, phone shows, specials. Seek better personal situation or change including entertainment/variety, Will visit sincere parties. Box H-49, BROADCASTING.

Sales manager with announcer and program director experience. Top 25 market. Family man. Five figure income, 9 years experience. Proven sales. Excellent references. Box H-154, BROADCASTING.

School graduate, married, seeks California. Good with news, commercials, music, writing, interviewing. Tape photo available. Chet Toutloff, Midwestern Broadcasting School, 228 South Wabash, Chicago, WAbash 2-0712.

Sportscaster—available immediately. Need employer interested in a top notch, authoritative play by play man, listener. Rating increase guaranteed. Vince Scully broadcast level of baseball, basketball, football. 12 years radio & tv experience in major markets. Listen to all offers. Underwrite me expenses only first month—will be your best investment. Box H-156, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Top 40 dj and pd at top 50,000 watter. Southern California. Available immediately. Benefactors are versatile, loyalty, skill. 12 years radio and tv. Box H-158, BROADCASTING.

Sportscaster or newscaster: 15 years experience, past 6 in Washington, D. C. and Houston, Texas markets. Also network sports coverage. All sports play by play. Major market station with security wanted. Age 34. Wire or write Ted Work, 2854 Connecticut Ave., N.W. Washington, D. C. Available immediately.

Announcing student desires full or part time employment with radio station in Los Angeles or surrounding areas. Seeking practical experience in station operations to supplement book work. Extremely versatile and can adapt to any duties. Will take any shift. All inquiries answered. P. O. Box 1001, Sun Valley, California.

Two of us need jobs. One announcer only and likes play by play. One combo man, first phone. Will accept straight engineering or announcing. Both good on board; good voices. Prefer small to medium markets. Curt Gordon, 2743 Welborn, Dallas, Texas.

West's top personality announcer. Eighteen years experience. Ed "Beetlebrow" Black. General Delivery, Jackson, Wyoming.

Announcer: 20 single, strong on commercials and news. Adult dj personality. Free to travel. Recent broadcast graduate. Tape available. Robert Brandel, 5806 West Fullerton Avenue, Chicago 39, Illinois.

Experienced announcer. Mature voice. Fast paced or homey. Excellent references. Jim Ericson, Coleraine, Minnesota until June 27. Phone 86.

Top forty experienced, married, currently-employed available immediately. Rusty Draper, 922-5231, Blythe, California.

Technical

Engineer, first phone, experienced, seeks summer position N.Y.C. area. Box H-7, BROADCASTING.

Transmitter technician first phone, about to retire wants part time job. New Jersey or central Ohio. Box H-9, BROADCASTING.

First phone combo. Competent air work, but wishes to concentrate on engineering. First ticket for 5 years. 3 years announcing experience. East coast only. Available for personal interview. Box H-109, BROADCASTING.

Experienced engineer available July 1st. Prefer Georgia or Florida am-fm, studio and design and construction. Minimum $110. Box H-134, BROADCASTING.

1st phone with much to learn. Production minded, light announcing. Box H-136, BROADCASTING.

Permanent position with progressive station desired, limited experience, first phone. Prefer Missouri. Box H-140, BROADCASTING.

Production—Programing, Others

Photographer available now, still & newsfilm 16 mm, commercials, slides, rearscreen, processing, editing, 5 years with tv station, married, please write. Box H-110, BROADCASTING.

Dependable conscientious 9 year newsman who is civic minded seeking advancement preferably in writing and production or public relations. Married, currently employed. Box H-114, BROADCASTING.

News director. 7 years broadcast experience. Presently employed in small southern Illinois market. Seeking challenge in market of 25 thousand or larger. 27, top references, sober, good credit married, Midwest prefered but all replies considered and answered. Reply to Box H-117, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programing, Others

Presently employed Virginia. Ten years experience announcer to manager. Desire position offering security. Personal interview. Box H-143, BROADCASTING.

Editorial writer with a 10 year background in announcing, news preparation and selling, desires creative, responsible position with radio or tv station in eastern states. Will be in Philadelphia week of June 17th. Contact Donald Dickson, 4th floor, 9 Adelaide Street East, Toronto 1, Canada.

Program director-production man, highly skilled in all phases of modern radio. Currently working in New York market. Ready to put 15 years experience and excellent track record to work for you. Top references. Prefer to stay in major market, however will consider any situation with promising future and good living conditions. Box H-150, BROADCASTING.

TELEVISION

Help Wanted—Sales

Sales manager. Small market tv station has opening for aggressive man who can sell and direct salesmen. Replies must include proven record, past incomes, and recent photo. Replies confidential. Box H-132, BROADCASTING.

Opening for seasoned salesman with midwest tv station in small market. Must have bckground of selling in such markets. Give full details first letter. Box H-133, BROADCASTING.

Announcers

Announcer. Experienced. Southwest leading network. Above average talent opportunities. Excellent benefits. Send resume, pic, tape or VTR. Box H-52, BROADCASTING.

Seeking chief engineer. Immediate opening major midwest market UHF tv. RCA transmitter experienced required. Write resume, salary desired. Box H-85, BROADCASTING.

Position open for 1st class engineer with tv experience. Small UHF station. Salary open. Give full information in first letter. H-86, BROADCASTING.

News Anchorman personality for leading northeastern VHF needed immediately. Must be mature personality with a solid background in news and a proven on-the-air track record. Box H-159, BROADCASTING.

Florida-chief engineer experienced in studio, transmitter, and vtr operation and maintenance. Needed soon for etv station. Channel 7, Box 7, Jacksonville, Florida. Phone 389-3674.

Qualified studio engineer with Ampex vtr experience. Also one transmitter engineer, some experience, large new studios, RCA transmitter. More new equipment arriving. Full power channel 2 contact KOOK-TV, Billings Montana's largest metropolitan area.

Announcer, some tv, experienced, good voice. Tape, resume, photo, references. KFBC TV, Cheyenne, Wyoming.

Production—Programing, Others

Television artist wanted by station located in N.E. Should be experienced in all phases of art work utilized in tv slides, set design, and construction requirements newspaper ads sales, promotion presentations etc. This is a fine opportunity for a person who is creative and looking for a challenge. Send resume to Box H-5, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programing, Others

Continuity director. Must know station operations. Capable of taking over in highly competitive s.w. market. Salaried. 400 month. Box H-53, BROADCASTING.

Number one (1) station in large midwestern market needs a real pro, well versed in all phases of traffic. Reply stating background and experience. Box H-90, BROADCASTING.

TELEVISION

Situations Wanted—Management

Excellent record in local, regional and national sales. Interested in sales management or situation leading to it. Box H-107, BROADCASTING.

Responsible 2 man management team for medium major market tv. Thoroughly experienced in all related phases of station operations. Programing, production, engineering. Presently employed. Desire change for valid reasons. For resume write Box H-152, BROADCASTING.

Announcers

Professional tv announcer — experience sales, traffic, design, production, presently have nine top rated live shows per week with Canadian network station. Commercials scripted and ad lib. Wish to relocate with view to responsible management position. Married. Three children. Brochure. film on request. Box G-338, BROADCASTING

Personality, program idea man, children's shows and sports versatile-hard-hitting. Pleasant looking, happy Dan type. 12 years radio-tv, major markets. Need city approximately ½ million or over. Under write me expenses only first month trail, best investment ever. Box H-157, BROADCASTING.

Technical

Chief engineer 16 years vhf-uhf experience. Can supply letters of recommendation. Available immediately. Box H-108, BROADCASTING.

Transmitter engineer. 6 years tv experience. 5 as transmitter supervisor maximum power vhf. South prefered. Other locations considered. Box H-141, BROADCASTING.

For Sale: Ability and experience gained through 20 years broadcast, 10 years television chief engineer. Experienced, construction, operation, maintenance. Non drinker, age 42, conscientious, dependable, efficient. Willing to branch out into new fields. 2512 Yellowstone, Billings, Montana, 252-3062.

Production—Programing, Others

Hard working experienced news, sports director (employed). Excellent commercial work. Wish to relocate in more challenging market. Box H-122, BROADCASTING.

Newscaster-announcer: Seven years' experience. College. Capable on camera performer (news, weather, sports, commercials, interviewer, writer, and reporter.) Box H-126, BROADCASTING.

Director producer-writer, 7 years experience looking for progressive station. Available July 1st. Box H-129, BROADCASTING.

Production director, presently employed desires to relocate in west. Veteran, college graduate. Polished producer director. Box H-94, BROADCASTING.

WANTED TO BUY

Equipment

Wanted: 150 foot tower console, microphones and other related equipment. Building new station, Box H-149, BROADCASTING.

Wanted: 7KMC field microwave with audio and dishes. Contact: Engineer, KATC-TV Lafayette, Louisiana.

Tower wanted, self supporting. Contact Bill Chapman, Box 3297, Birmingham Alabama. 251-5117.

Need 5 or 6 layer super turnstile antenna and 25 kw vestigial sideband filter for television channel 2. Write stating make, model, condition, and prices. Box G-321, BROADCASTING.

Audio limiter. Send description and price to J. Deneufville, WGLM, Richmond, Indiana.

For Sale

Equipment

Broadcast transmitter, 250 watts, excellent for standby, conelrad, etc. Price $950. Telecom, P. O. Box 82, Keyport, N. J.

1 used Western Electric 451-A 250 watt transmitter complete with 1340 kc crystal unit and spare tubes. 1 used Western electric 23-C speech input console complete with tubes, power supply and extra preamplifier. 1 Presto 6-N table and cutting lathe with spare cutting head and inside out-cutting screw. 1 Presto 88-A amplifier for above rack mounted with tubes. 1 Western Electric 124-F amplifier. 1 Sorensen Model 200 2 voltage regulator. All items with instruction books, diagrams, tubes. Will be sold to first reasonable offer. Box H-100, BROADCASTING.

Gates 250 C-L used working when removed from service. Gates Model 2700 limiter (modified as is, used). Gates model 25A automatic frequency control unit. Two each 1400 kc Biley crystals (in ovens). Total price for all $450. Box H-58, BROADCASTING.

Surplus 3M video tape available. One or two splices in an hour reel. Unable to use due to client requiring unspliced tape. Box H-60, BROADCASTING.

Used UHF 1 kw RCA Transmitter excellent condition, immediate delivery, a bargain. WCET, 2222 Chickasaw Street, Cincinnati 19, Ohio.

1000 watt Western Electric transmitter model 443-A-1. Now tuned to 1050 kc. Good working condition. Best offer. WPAG, Ann Arbor, Michigan.

Xmission Line; Teflon insulated, 1⅝" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for $40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

Television/radio transmitters, monitors cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

One G.E. color film scanner, new '58. Includes two Eastman-Kodak model 300 continuous motion projectors in excellent condition. Also includes a dual 8 slide disc slide system. Also includes preview facilities for film and slides. Is currently in regular use and well maintained. Ideal way to get into color film and slides inexpensively. $27,500. Box H-8, BROADCAST-

Eighty five 20 ft. sections of Prodelin UHF 3⅛ inch transmission line. Good condition. Make offer. R. V. Goyette, KARD-TV, 833 North Main, Wichita, Kansas.

For Sale—(Cont'd)

Equipment

Complete Gates RCM20 remote control system, including meters, shunts, motors, $500. Windcharger 350 foot guyed tower, lighted, best offer, you dismantle. WAAA, Winston-Salem, North Carolina.

Factory reconditioned tape cartridge equipment with full 90 day guarantee. Cartridge playbacks priced at $225 and recording amplifiers at $165. (24) P-150 and P-190 series, (9) A-150 and A-190 series. The following equipment is available in like-new condition: (1) MaCarTa Carousel @ $875; (1) RCA Cartridge Recording Amplifier @ $300; (1) RCA Tape Cartridge Playback @ $450. Also, recently traded, the following RCA Magnetic Disc equipment. Make an offer. (2) BQ104 Disc Changers; (2) BQ51A Disc Recorders; (3) Disc Changer Remote Selectors; (2) Disc Erasers. Automatic Tape Control, Inc., Bloomington, Illinois, Phone 309-825-2078.

Collins 20 V2. 1000 watt transmitter—used only 18 months. Best offer. Box H-153, BROADCASTING.

Used 1000 watt transmitters. Collins, RCA, Gates, Raytheon. Trade-ins, same only two years old. Excellent buys. Write for list. Bauer Electronics Corporation, San Carlos, California.

BUSINESS OPPORTUNITY

Unlimited funds available for radio and television properties. We specialize in financing for the broadcasting industry. Write full details to Box 205A, BROADCASTING.

Miscellaneous

Bingo cards personalized advertising, your message front and back. Many colors, sizes, prices. Controls and calculations for promotions. Television, radio, newspaper, etc. Buy direct—save. Forsyth Manufacturing Company 1930, West 41st Ave., Phone 433-7044, Denver 11, Colorado.

400 "Mike Bits" by top comedy writer. Great fill-in's, gats, quickies. Satisfaction guaranteed. $3.00 Vinny Healy, 825-B, West End, New York City, 25.

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

"Quick Quips" Jokes, one-liners, comedy, ad-libs for deejays. Also "Disc Hits," record info. $5.50. Del Mar Radio Features, P.O. Box 61, Corona Del Mar, California.

Helicopters for lease yearly, for traffic time newsphoto, promo. Very reasonable. Tax deductible. Box E-33, BROADCASTING.

Tell the importance of television to prime accounts, potentials and opinion makers in your community with monthly newsletter under your own imprint. A great local promotion. Personalized. Low as $49.95 monthly. Write "TV Reports Newsletter," 1186 Arlington Lane, San Jose 29, California ALpine 2-9191.

Tell the importance of radio to prime accounts, potentials and opinion makers in your community with monthly newsletter under your own imprint. A great local promotion. Personalized. Low as $39.95 monthly. Write "Radio Reports Newsletter," 1186 Arlington Lane, San Jose 29, California. ALpine 2-9191.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 1505 N. Western Ave., Hollywood 27, California.

INSTRUCTIONS—(Cont'd)

Announcing programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Altanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago— Six weeks quality instruction in laboratory methods and theory leading to the F.C.C First Class License. 14 East Jackson St., Chicago 4, Illinois.

Pittsburgh, Pa. FCC First Phone accelerated "success-proven" course now in Pittsburgh. Day or evening classes. Free placement. American Broadcast & Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

San Francisco's Chris Borden School teaches you what you want: 1st phone and "modern" sound. Jobs a plenty. Free placement Illustrated brochure. 259 Geary Street.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1653 North Cherokee, Hollywood, California.

"Do you need a first phone? Train for and get your FCC first class license in just five (5) weeks with R.E.I. in beautiful Sarasota! Affiliated with modern commercial station. Free placement. Write: Radio Engineering Institute of Florida, Commercial Court Building, P. O. Box 1058, Sarasota, Florida."

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

FCC license in six weeks. Total cost $285. Our graduates get their licenses and they know electronics. Houston Institute of Electronics. 652 M and M Building, Houston, Texas. CA 7-0529.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting July 10, October 9. For information, references and reservations, write William B. Ogden Radio Operational Engineering School. 1150 West Olive Ave., Burbank, California.

INSTRUCTIONS—(Cont'd)

Special accelerated schedule. The Los Angeles Division of Grantham Schools is now offering the proven Grantham first class license course in a special accelerated schedule. Taught by a top notch instructor, this class is "success tested" for the man who must get his first phone in a hurry. The next starting dates for this accelerated class are July 8, and September 9th. For free brochure, write: Dept. 3-B, Grantham School of Electronics, 1505 N. Western Ave., Los Angeles 27, California.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5 kw station. One price includes everything, even room and board. Can be financed. American Academy of Electronics, WLIQ, Sheraton Battle House, Mobile, Alabama.

RADIO

Help Wanted—Announcers

Morning Man!!

Colorado metro market of 185,000. Top rated station for over 5 years. Thorough knowledge production and format op necessary. Bright sound. No screamers. $110 start, opportunity for advancement. Tape and resume to:

KYSN
30 S. Tejon
Colorado Springs, Colorado

RADIO

Situations Wanted—Announcers

AVAILABLE 23 GRADUATES OF RADIO-TV SCHOOL

WE THE GRADUATING SENIORS from one of the nations leading broadcast schools are eager for the opportunity to get started in this great industry. If your operation can use energetic, talented, easy to work with broadcasters send us your name and call letters soon, so we may send you our resumes and audition tapes.

Our year's training program has covered announcing, copywriting, traffic, production, sales, TV floor direction and over all station operation. Mostly radio, some tv.

We are available June 15, 1963. The class is composed of 21 men and 2 women. May we hear from you.

Signed, "We Twenty Three."
Box G-375, BROADCASTING

MORNING MAN

Top 10 "Air personality" wishes to meet manager of medium or major market station who is looking for a "Personality" . . . not just another screamer!! I'm responsible, hard working, money loving, draft exempt, entertainer looking for a real challenge in programing. Would prefer format modern music stations. Let's get together and raise a bunch of ratings!

Box H-155, BROADCASTING

TELEVISION

Help Wanted—Management

PROMOTION AND MERCHANDISING MANAGER

needed immediately. Strong on sales promotion. Opportunity for current assistant to head up own department. Good gross potential. Send complete story first letter including salary requirements.

WRDW-TV
AUGUSTA, GEORGIA

Help Wanted—(Cont'd)

Sales

SALES MANAGER

For Midwest UHF station in VHF market. No conversion problem for fast growing station. Need hard worker and sales leader.

Box G-218, BROADCASTING

Production—Programing, Others

FILM DIRECTOR

needed immediately. Knowledge booking and feature packages preferred. Current assistants—here's opportunity to move up. Send resume and past experience plus salary requirements.

Box H-130, BROADCASTING

PRODUCER-DIRECTOR

Capable of handling a variety of studio and/or remote assignments. Ability to handle switcher and capacity to prepare documentaries also vital. Write complete information to:

PROGRAM DIRECTOR, WHAS-TV
LOUISVILLE 2, KENTUCKY

For Sale

Equipment

RCA Type OR 1 Portable Disc Recorder and Playback with 72-DX Recording attachment . . . (78 & 33 RPM)	$400
Ampex Model 400 7½/15 IPS tape recorder with portable case	250
Berlant concertone BRX-30 Rackmont recorder, 7½/15 IPS	200
General radio type 733-A, 400 cycle Oscillator	25
General radio type 731 -A AM Modulation monitor	25
RCA Type SK-50 Varacoustic microphone (30-150-250)	40
National SW—54 receiver, used with home built Conelrad Alarm unit. (AVC operated.	25
Rack Mounted ON-AIR monitor (home built)	15
2 GeeCo ON-AIR Lights . . . @ $10.00	20
Police Alarm FM monitor	5

Gordon "BUD" Pentz, KWBE, Beatrice, Nebraska. Phone CO 3-2388.

For Sale

Stations

FLORIDA RADIO STATION

Daytona Beach Area. Total price under $15,000 down balance six years. In path of Cape Canaveral growth.

Box H-98, BROADCASTING

New England Daytimer

Profitable Small Market 250w $100,000 includes valuable land and physical assets all owned by station. 29% down and favorable terms on balance. Ideal for husband-wife owner combination.

Box H-105, BROADCASTING

For Sale—(Cont'd)

Sales

GUNZENDORFER

SOUTH—CALIFORNIA Daytimer asking $180,000 with 29% down. A GUNZENDORFER EXCLUSIVE.

PACIFIC NORTH One station Mkt. daytimer asking $122,000 low down. Exclusive

CALIFORNIA BIG MKT. Station. Asking $350,000. A GUNZENDORFER EXCLUSIVE.

OREGON FULLTIMER $14,500 down.

WILT GUNZENDORFER AND ASSOCIATES
Licensed Brokers Phone OL 2-8800
864 So. Robertson, Los Angeles 35, Calif.

NORMAN & NORMAN Inc.

(A) Minnesota . . . ideal owner-manager situation, $55,000 gross, $23,000 down, balance up to seven years, isolated mkt. serves 3 counties.

(B) Southwest . . . excellent facility below 1000 kc, $190,-000 gross, city of 150,000, unlimited time, $240,000 cash, $300,000, with terms.

(C) VHF . . . Southwest . . . 150,000 tv sets, max power, major network, $1,400,000, $400,000 cash to handle.

DES MOINES
1800 WATROUS AVE.
34-B — 288-1186
DES MOINES 15, IOWA

STATIONS FOR SALE

WESTERN GROWTH MARKET. Fulltime. Gross $200,000 annually. Priced at $265,000. ROCKY MOUNTAIN. Exclusive market. Daytime. Three year average annual gross between $65,000 and $70,000. Priced at $87,000. 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

Pa.	single	daytimer	120M	terms
Ga.	single	fulltime	85M	cash
Fla.	single	daytimer	35M	cash
M. W.	medium	power	225M	35M
Fla.	medium	power	150M	30%
N. E.	metro	daytimer	200M	50M
S. W.	large	FM	75M	cash

And others

CHAPMAN COMPANY
2045 Peachtree Rd. N.E., Atlanta 9, Ga.

Miscellaneous

PERSONAL

MR. H. TOM MORRIS
GENERAL MANAGER, WTIK
DURHAM, NORTH CAROLINA

RE: Sales Motivation Guide
(Copyright 1963)

"QUOTE"

Dear Tom:

"First Month Sales up 9%—Second Month up 5%—Third month sales up 11%. We *LIKE* the SMG." . . . Bryan Davidson, G. M., WJBD, Salem, Ill.

"Tom, we are *VERY* well pleased." . . . Raymond Motley, G. M., WMOH, Hamilton, Ohio.

"Tom, we've had an *INCREASE* for the first quarter." . . . Frank Koeler, V. P. & G. M., WDBJ, Roanoke, Va.

And from Jack Craig, WLBC, Muncie, Ind., "We are *HAPPY* to have it."

Everyone's BRAGGING about sales in Canada, the U. S. A., Australia, and South America. There's extra Local Sales, and Good Salesmen at your station . . . HELP them to sell more and more every day. If you knew what it could do for you, you'd pay $100 for it. Look at the give-a-way price below. For 6 months coverage of up to 3 SALESMEN.

Tested and Proven at WTIK and WSAT for 3 Years
Offered to Broadcasters for the 1st Time in Jan. '63

H. Tom Morris, General Manager
WTIK Radio Station, P.O. Box 1571, Durham ,North Carolina

Ship at once—One 6 Month SALES MOTIVATION GUIDE

Bill me $18.00 ..... CHECK ENCLOSED $15.00 .....

Call Letters ..... P.O. Box ..... Street .....

City ..... State .....

By .....

Title .....

For Sale—(Cont'd)

Stations

To buy or sell Radio and/or TV properties contact.
PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 17, TEXAS

Business Opportunity

PARTICIPANTS WANTED:
$250,000 to FINANCE

One-half of 3-station deal. $200,000 in real estate included total profit $60,000 per year now. Predict $80,000.
Box H-119, BROADCASTING

SOMETHING TO BUY

OR SELL?

For Best Results

You Can't Top A

CLASSIFIED AD

in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

RADIO for PROMOTIONAL PURPOSES

Tuned only to YOUR frequency. AM and FM. Production models available 30 days After Receipt of Order.

DESCRIPTION for AM set:

Size: Pack of King Size cigarettes-Plastic Case (other shapes quoted)
2" Loud Speaker
Equipped with 9 volt (Battery-006P-9)
Sensitivity warranted at .5MV/M
Flat ferrite antenna
Volume control, OFF/ON
Transformers-Transistors

PRICE: $3.00 each. Minimum order 500

Terms 30 days, FOB Forest Hills, New York
Delivery 60 days after receipt of order
Demonstration model $10.00

DESCRIPTION FM set:

Size: Pack of King Size cigarettes-Plastic Case (other shapes quoted)
2" Loud Speaker
4 Transistors, 1 diode
Class B, Push-Pull
Sensitivity warranted at .5MV/M
Output power 5MV maximum
Battery with 9 volt (006P-type) included
Volume control, OFF/ON

PRICE: $7.00. Minimum order 100

Terms etc. same as above.
Demonstration Model $20.00

WARRANTY for both AM & FM, two years against defective workmanship and materials. The warranty cards from the owners can, if you so desire, be sent by "Business Reply" card to us in care of your station for extracting the following information and then forwarding the cards to us.

1. Name (Miss. Mrs. Mr.)
2. Address
3. Occupation
4. Merchant from whom received
5. Date acquired by owner.

Reciprocal Trade Inquiries Invited

IT WILL BE EXCLUSIVE IN YOUR AREA AND BE INSCRIBED WITH YOUR STATION CALL LETTERS AND FREQUENCY.
ORDER YOUR DEMONSTRATION MODELS ON COUPON BELOW.

6/10

ARCOLA RADIO CO.
P. O. Box 203, Aldie Virginia,
Phone Area Code 703-549-3100 Alexandria, Va.

Demonstration models AM _____ @ $10.00 total: _____
FM _____ @ $20.00 total: _____

We are (are not) interested in reciprocal trades: _____

Enter our order for the above set(s) _____

Check enclosed $_____
Please bill $_____

NAME *TITLE/POSITION*

ADDRESS

CITY *ZONE:* *STATE:*

CALL LETTERS/FREQUENCY

Continued from page 96

looked toward rescinding revocation order. Action May 27.

Rulemakings

AMENDED

■ By second report and order in Doc. 14769, commission amended all-channel TV broadcast receiver rules to exempt sets manufactured on or before April 30, 1966, shipped to educational institutions for use in in-school instruction, provided that shipping cartons are marked "For In-School Use Only." (Effective date of all-channel set requirement is April 30, 1964.) Comrs. Bartley, Lee and Ford dissented. Action May 29.

DENIED

■ By memorandum opinion and order, commission denied petitions for rulemaking by South Carolina officials and Palmetto Radio Corp., and Broadcasting Co. of South, licensees of WNOK-TV (ch. 19) and WIS-TV (ch. 10), in Columbia, to assign channel 5 to that city at less than minimum mileage separations to co-channel assignments at Greensboro-High Point-Winston-Salem, N. C., and Athens, Ga., and by First Carolina Corp. (WCCA-TV, ch. 25), Columbia, to additionally assign channel 5 to that city at short-spacing. Comrs. Hyde, Ford and Cox concurred in result. Action May 29.

PROPOSED

■ Commission invites comments to notice of proposed rulemaking looking toward assigning channel 44 to Dayton, Ohio, and substituting channel 57 for present channel 44 in Piqua, Ohio. This was petitioned for by Taft Broadcasting Co., licensee of WKRC-TV (ch. 12) Cincinnati. Comr. Cox dissented. Action May 29.

ADOPTED

■ Pursuant to its March 6 announcement of intention commission adopted report and order which shifts TV channel 5 from Enid to Oklahoma City and denies short-spaced VHF channels for seven other markets—Johnstown, Pa.; Baton Rouge, La.; Dayton, Ohio; Jacksonville, Fla.; Birmingham, Ala.; Knoxville, Tenn., and Charlotte, N. C.—and terminates proceedings in Docs. 14231-14238. Also, as previously proposed, commission modified license of KOCO-TV, now on channel 5 in Enid, to specify operation on that channel in Oklahoma City. But station will be required to observe standard mileage separations specified in commission's rules and to maintain auxiliary studio in Enid. Chrm. Minow issued concurring statement; Comrs. Hyde, Ford and Cox dissented, latter with statement. Action May 29.

■ By second report and order, commission decided that time optioning in television is not essential to networking, is both artificial restraint on access to TV station time and abdication of TV licensee responsibility, is contrary to public interest and, accordingly, is adopting rule prohibiting this practice for TV as of Sept. 10, 1963. Rule as adopted also prohibits any arrangement between stations and networks having same restraining effect. Decision does not consider legality of practice under anti-trust laws. It does not affect present rules permitting option time in radio broadcast. Comr. Lee dissented and issued statement. Action May 28.

■ By memorandum opinion and order, commission held that amended TV "incentive compensation plan" of CBS violates Sec. 3.658(e) of commission's rules concerning right of stations to reject network programs. Commission also held that restraints imposed by sliding-scale provisions of compensation plan were violative of Sec. 3.658 (d) which prohibits any contract or arrangement providing for optioning of station's time to network or which has same efiect as time optioning. Comr. Ford abstained from voting. Action May 28.

PETITIONS FOR RULEMAKING FILED

■ KWHN Fort Smith, Ark.—Requests institution of rulemaking proceeding so as to delete channel 9 from Hot Springs, Ark., and add channel 9 to Fort Smith, substituting channel 64 for channel 9 in Hot Springs; also requests that appropriate order be issued to American Television Inc., permittee of KFOY-TV (ch. 9) Hot Springs (now off air) looking toward mod. of its CP to specify channel 64 in lieu of channel 9. Received May 27.



Teddy left more of America to you

He spoke front-page headlines . . . hunted buffalo . . . led his Roughriders in battle . . . sometimes shook a big stick, and sometimes spoke softly. But perhaps Teddy Roosevelt's best gift to you was his efficient leadership in the conservation and development of America's natural resources. His policies paved the way for the electrification of vast and lonely reaches of countryside.

In return, America's Rural Electrification Systems have helped pay for many of Teddy's pet projects. Electric power bought at wholesale from Government dams helps finance irrigation, navigation, flood control, and recreational facilities.

Americans like to get away from it all occasionally to relax and have fun. Rural electrics, far off the beaten path, now serve hunting lodges, fishing camps, ski slopes, dude ranches, camping sites, and dozens of other recreational facilities.

Much of this vast playground for millions could not have existed except for Teddy's foresighted policies. Even ardent new disciples of his vigorous life, however, are glad to find rural power lines that let them decide how much to "rough it."



AMERICA'S RURAL ELECTRIC SYSTEMS*

*These are the nearly 1,000 consumer-owned, non-profit electric systems, financed by the Rural Electrification Administration loans, which serve 20 million rural Americans in 46 states. For more information, write Rural Electrics, 2000 Florida Avenue, N. W., Washington 9, D. C.

OUR RESPECTS to John Joseph Coyle

He likes to start new things and keep them going

An interested onlooker at this year's convention of the National Association of Broadcasters in Chicago inevitably found his attention drawn to a man who, though seated, was head-and-shoulders above the rest of the crowd.

This quiet, absorbed delegate with a crew cut resembled an off-season fugitive from the Green Bay Packers rather than a broadcaster. His name, as a thousand or more broadcasters discovered during the convention, is John J. Coyle, president of KVIL-AM-FM Dallas and Commercial Recording Corp.

At the Chicago meeting he performed a dual role—faithful listener starting with the National Association of FM Broadcasters meetings March 30 and the NAB sessions, and then a speaker at one of NAFMB's meetings. And he made his debut as an NAB director.

John Coyle is an interesting combination of quiet power and dynamic hustle. His powerful 6 foot 4 inch, 225 pound frame houses a gentle, sympathetic devotion to youngsters, as reflected in charity leadership, and a professional understanding of music and the arts where he takes an active role.

Editorial Voice ▪ One of his most satisfying roles, however, is service as the editorial voice of KVIL-AM-FM. A glance at some of the copy (he does his own writing and voicing) reveals a highly controversial spokesman who comes directly to a point and hits it hard.

John once was against editorializing, especially by a young station. But he changed his mind after talking to Ben Strouse, WWDC-AM-FM Washington, and other broadcasters. Now he's one of the most enthusiastic editorializers in the industry. With research help from the staff he does two editorials a week. Mostly he likes to focus on important civic issues in Dallas.

Early this year John campaigned for the NAB board of directors by stating he was "100% opposed to the policies of Mr. Minow and his inexperienced cohorts" and pledging to fight for the maintenance of free enterprise. Now he's a board member with a two-year term to work for free broadcasting.

John is a native of Scranton, Pa., where he was born Dec. 5, 1917. At Fordham he played football (fullback) when the university's teams were front-runners. He gained a masters degree in English while working at *McCalls* magazine. From *McCalls* he moved to RCA in 1940, serving in California, Chicago and Dallas as salesman for home entertainment products. During World War II he was assigned to run RCA's aeronautics plant at Camden, N. J. In 1945 RCA sent him to Dallas as district manager.

The enterprise of Dallas businessmen appealed to him. So in 1948 he left RCA to join Dallas Rupe & Son, investment firm, as vice president.

The investment business brought him into close contact with businessmen and finance, leading inevitably to a major decision—to set up his own business. He became interested in oil, a popular commercial activity in the Texas metropolis, and there were two major outgrowths—he made $100,000 in his second year on his own and became a follower of the doctrine, "You've got to get the breaks and take advantage of them."

Judging by developments of the 50's, John had the breaks and knew what to do about them. He ventured into independent oil production, with interests in Texas, Oklahoma, Wyoming and Western Canada, and now hold the presidency of Peruvian Oils & Minerals. In addition he has mining enterprises in Canada, breeds horses in Kentucky and invests in Broadway shows.

He dotes on starting things and then keeping them going. Five years ago he became interested in Commercial Recording Corp. This investment led him naturally into radio since CRC supplies jingles and program features to aural broadcasters. Besides he always had been a listener and had spent many hours figuring what he would do with a station of his own.

The chance to become a broadcaster soon developed. A Dallas group had put through a construction permit for an AM station on 1150 kc but lacked money to go on the air and stay there. So John bought control of the corporation in early 1960.



Mr. Coyle
Likes editorial role

Cosmopolite ▪ A lover of music (he played a clarinet in school days), he found an opportunity to display his cosmopolitan tastes ranging from jazz to longhair. Often he recalls the old RCA Victor theme—"The music you want when you want it." Incidentally he has a personal collection of old jazz records that could keep a senior broadcaster immersed in swing for weeks.

KVIL and its FM companion, which John started in 1961, feature "good music," a term he interprets broadly in line with his personal inclinations. The two stations simulcast.

With the stations and CRC operating in a suburban theater, John is the second largest employer of musical talent in Dallas. CRC, billing probably a half-million a year, spends $100,000 for musicians.

Believing people who listen to music on radio don't want too many interruptions, he bunches the spots. At CRC he has techniques by which custom jingles can be prepared at minimum cost. Last Labor Day he developed a safe-driving jingle that was used by stations all over the nation.

Civic Interests ▪ His civic interests include co-chairmanship of the Dallas Citizens Volunteer Committee for Slum Clearance. To point up the need for slum clearance prior to a local vote on a project, he chartered a bus and hauled Mayor Earl Cabell and reporters on a tour of some of Dallas's seamier sections. During the tour he spotted a lad with a serious facial infection and quietly ordered a doctor out to treat the victim.

John was active in starting the now-famous Dallas Symphony. He is a director of the Dallas Chamber Music Society and president of Dallas Civic Playhouse. He was married in 1947. The Coyles have three children, two boys and a girl. They help keep John in trim by running him ragged in touch football. A Catholic, he is a member of St. Monica parish in Dallas.

Back in his high school days John had thought of taking up the clarinet seriously, an ambition that did not synchronize with his love of football and the banged-up digits that came from the gridiron.

His churning mind is now harboring a project of industry interest—a full syndicated program service for radio stations.

There's a limit to options

ADVERTISERS and agencies will be watching the effects of the FCC's deletion of television network option time no less jealously than the networks themselves. In evening hours, especially, they think it vital that they reach the markets they want at the times they want, and a significant increase in non-clearance by affiliates will bring demands for rebates or guarantees and could precipitate the threat and even the actuality of budget reallocations.

If we read their reaction correctly, the agencies have little doubt that the clearance problem could become serious —but not much expectation that it will, at least for the immediate future. The networks certainly, and the agencies probably, will need to intensify their station-relations activities, but the consensus among buyers is that so long as the networks remain the prime sources of prime programing, serious inroads on clearances will come slowly, if at all.

We venture that if the networks find trouble, it will emerge first in the area where they have always had the most clearance trouble—the clearance of informational and other so-called public-affairs programs. Among many affiliates these shows have been vulnerable because they command smaller audiences than the big entertainment shows, and when they have been unsponsored, they have been doubly vulnerable.

The temptation to substitute local or syndicated programing will be even greater when there is no option time. Local pressures against certain types of programing—particularly that which involves controversial issues—will be harder to resist when the decision is purely local.

It would be ironic if the FCC, so anxious to see more public-affairs programing, should discover that by deleting option time it has in fact reduced the amount that is seen. But the loss to the public and to television's stature would be greater than the embarrassment to the FCC.

Broadcasters must be on guard against the temptation to make short-term gains in money and audience by substituting audience-builders helter-skelter for the public-affairs programs that an important segment of their audiences want and that they, as responsible operators, are obligated to provide. The deletion of option time must not be used to delete—or curtail—the program form that best typifies television's role as an information medium.

Loevinger: anchor man?

WHETHER the lot of the broadcaster will be better or worse at the reorganized FCC it is too early to foretell. But one thing appears certain: Life will be more exciting for the regulators and the regulated when erstwhile trustbuster Lee Loevinger takes office.

Since Judge Loevinger's appointment to succeed Newton N. Minow last month there's been speculation about his attitudes toward broadcasting. Because he had headed the antitrust division of the Department of Justice there was the notion that he would out-Minow Minow and perhaps go beyond the expressed views of the new chairman, E. William Henry.

He bared his views in unusually forthright testimony last week before the Senate Commerce Committee considering his nomination. It was evident that he made a hit with most of the eight Senators present, both Republican and Democrat, because he won the unanimous endorsement of the committee and of the Senate.

It is in the area of programing that Judge Loevinger made a deep impression. To quote: "I would not wish to try to impose my tastes on the country any more than I would want anyone else to impose his tastes on me." He added that his version of the Golden Rule is: "Do not seek for yourself power you would deny to another."

These views are diametrically opposite those practiced by Mr. Minow and espoused by the new chairman. They impart an understanding of the law and a regard for the interplay of competitive enterprise. Judge Loevinger said his own private solution to programing is not to view the shows he doesn't like.

Judge Loevinger said he would try to establish and encourage diversity of control in the broadcasting business. This will tend to alarm the multiple owners. It shouldn't necessarily because Judge Loevinger will learn that multiple station ownership is not analagous to chain store operation. He will find that, with rare exceptions, local management is autonomous except for broad policy considerations.

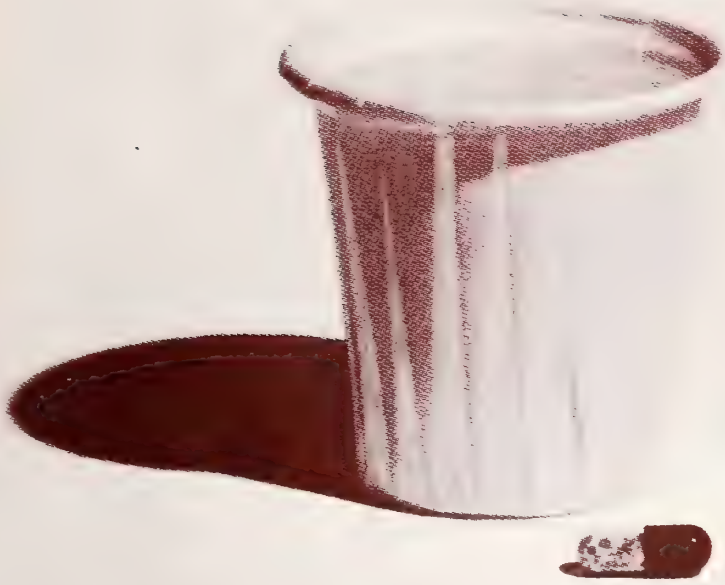
What will the new lineup on the FCC be? Based on the track records of the six incumbents and on the expressed views of Judge Loevinger, we venture that the new member will not find himself aligned solidly with a single FCC faction. The fact that so many policy decisions recently have been decided by a 4-3 vote would indicate that Judge Loevinger's will become the decisive vote in several critical matters. These include the FCC's rulemaking proposal to adopt and enforce the commercial time limitations of the National Association of Broadcasters' codes; the "birth control" imposition of freezes on AM and FM allocations for economic purposes; the short-separation drop-ins of VHF stations in seven markets, due to come up on a petition for reconsideration, and those long-pending license renewal forms going beyond "promise versus performance" in programing.

Events should shape up in the next few weeks. If Judge Loevinger proceeds in the manner indicated in his confirmation testimony, it should not be a one-way street toward tougher regulation. Mr. Loevinger is a former judge and an able lawyer. If he follows the law and the congressional intent there could well be a change for the better.



Drawn for BROADCASTING by Sid Hix

"Thought I'd better monitor the ball game, boss, to be sure they run our beer spots as scheduled!"



How to relieve television congestion all day long

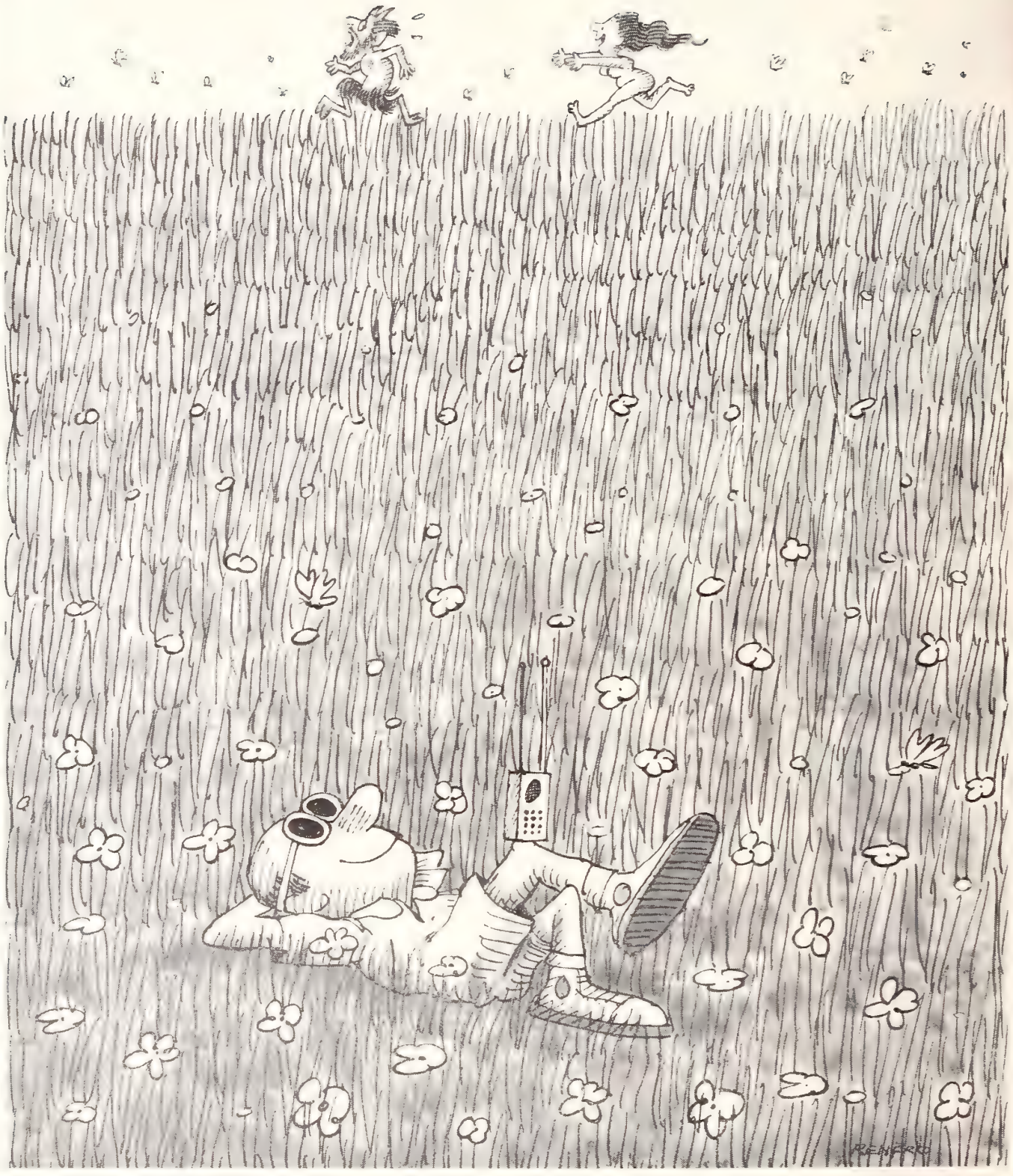
Just watch Kprc-tv, channel two in Houston. That's all. Then you can forget about peeves, gripes and television congestion all day long. Or most of the night, as the case may be. Because the tiny "sales pills" (around 250) in each Kprc-tv day don't forget. They work fast--and they work continuously, to provide sales relief. Get Kprc-tv at your agency.

EDWARD PETRY & CO.
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COURTESY OF MENLEY & JAMES LABORATORIES, MAKERS OF CONTAC



WEEKENDS ARE DIFFERENT... SO IS MONITOR

People are different, weekends They boat, fish, eat outdoors, go places, loaf, do-it-themselves, don't-do-it-themselves... they want to be amused... they're easily bored... what's going on?... here?... there?... everywhere?... let's have a laugh!... five alarm fire!... golf... Mike Nichols... Chet Huntley... Elaine May... Mel Allen... Al Kelly... David Wayne... Jonathan Winters... Celebrity Sports?... like Jackie Gleason!... or Ginger Rogers!... Perry Como! Something for everyone... specially sponsors. Say, is *this* radio?... no, it's **WEEKEND MONITOR... NBC RADIO.**

35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JUNE 17, 1963

FCC and FTC serve notice to broadcasters: play it straight with ratings 27

The Mid-South is a bustling, industrial complex—SPECIAL MARKET STUDY 67

NAB formulates its plans to stop the FCC from taking over the codes 34

H-R will move into data processing in '64; forms new division 44

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RADIO NEW YORK WORLDWIDE

WRUL

the only commercial world-wide short wave station in the United States, reaching more than 200 million people in Latin America, Europe and Africa, is now represented by

RADIO DIVISION

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

WWDC radio salutes Washington's finest

In a city where landmarks require a dramatic rendezvous with history to rate recognition, the block-long edifice of Perpetual Building Association is a magnificent exception. Or is it? In its own way it also stands as a solid testimony to the American way of life. Since 1881 Perpetual has been operated *by* the people and *for* the people. Today, *over 170,000* people are customers of this outstanding thrift institution—the largest insured, state chartered mutual savings and loan association in the United States. We thank Perpetual and its agency, Kal, Ehrlich & Merrick, for having placed the major portion of its radio advertising budget with us for the past six years. Maybe one of the reasons is that we're "the station that keeps *people* in mind"—perpetually.

BLAIR GROUP PLAN MEMBER

Represented nationally by John Blair & Company





WCBM LEGMEN
deliver the radio news-in-depth adults prefer!

WCBM listeners hear it first! WCBM's staff of legmen are first on the scene . . . in Baltimore . . . surrounding counties . . . and at the state capital in Annapolis. They have scored many notable newsbeats!

This kind of intensive local and regional coverage . . . international news-services . . . CBS news and commentators . . . give WCBM listeners a total of 32 hours of news every week! No wonder the adults in this area—men and women interested in what is happening in the world today—prefer WCBM news.

This, plus quality music, personalities, and interesting features *consistently* delivers the adults . . . the people with the money to spend for *your* products and services!

WCBM

National Sales Representative

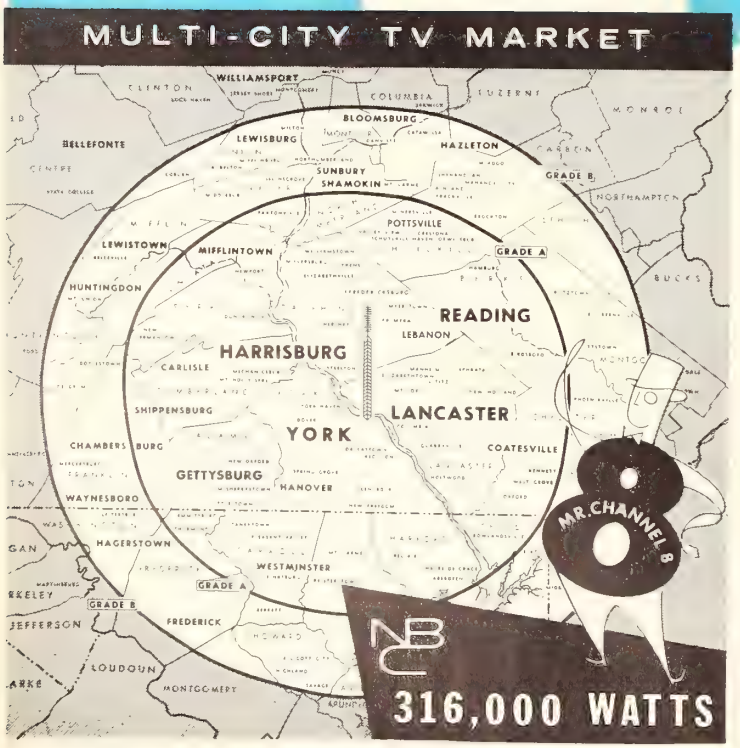
Metro Radio Sales

A SERVICE OF METROPOLITAN BROADCASTING

A CBS RADIO AFFILIATE • 10,000 Watts on 68 KC & 106.5 FM • Baltimore 13, Maryland



WGAL-TV
provides the power that makes the sale



In this multi-city market, an advertising schedule without WGAL-TV is like a **JET AIRPLANE WITHOUT ENGINES.** Put the full sales power of Channel 8 back of your product. WGAL-TV is the only single medium that reaches the entire market and delivers viewers in far greater numbers than all other stations combined.

WGAL-TV
Channel 8
Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc.• New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT

Writer at work

Ashbrook P. Bryant, chief of FCC's network study staff, hasn't been idle since last winter when he submitted Part I of report on TV network programing (BROADCASTING, Dec. 3, 1962). Besides working on Part II—detailed documentation of statements in earlier report—he has been drafting proposed legislation to implement one of staff's most controversial recommendations—that all broadcasters be required to belong to government-approved and government-supervised trade association. Already completed is draft bill to give FCC authority to regulate networks. It's doubtful whether commission will act on these or other staff recommendations before August hiatus—although some may start appearing as items on FCC meeting agenda in weeks ahead.

Syndication stirring

As sequal to abolition by FCC of television network option time, one important syndicator is pitching first-run program series to regional advertisers. It's Four Star Distribution Corp., subsidiary of Four Star TV. Two series are in planning stages—neither is action-adventure, backbone of first-run product in past—but Four Star reportedly will not move with either show until at least one substantial regional sale is made.

Collins still sniffs Senate

NAB President LeRoy Collins is still talking about returning to Florida politics. Newspapers in his home state reported last week that former governor strongly indicated he would run for Senate, if opportunity arises, but that he wasn't interested in return to governorship.

Mr. Collins, who served as governor from 1955-1961 and assumed NAB presidency in January 1961, had stated he wouldn't run for Senate against incumbent, Spessard L. Holland if latter decides to run for new six-year term in 1964. Aides expect Senator Holland to run. Junior senatorship is held by George A. Smathers, who was re-elected for six-year term last year. Report last week that Senator Smathers would be appointed to next vacancy on Supreme Court and thus create Senate vacancy was denied by senator.

Cigarette action deferred

NAB TV code board got status report last week on code staff discussions with ad agencies about rescheduling cigarette commercials in hours when few youngsters are viewing TV, but no action was taken. At NAB main board meetings next week subject will come up again, in accord with promise made to Representative Morris K. Udall (D-Ariz.) by Robert D. Swezey, NAB code authority director, few months ago. Mr. Udall agreed to postpone introduction of restrictive legislation. Best guess is that NAB board will decide to await release of United States Surgeon General's report on smoking and health—which isn't expected until end of year—before doing anything about cigarette advertising.

Radio wants in

Georgia Association of Broadcasters' letter urging National Association of Broadcasters to get behind Radio Advertising Bureau's plan for separate radio audience research project (see page 128) may be just beginning of pressures NAB will feel. Number of NAB members, including some board members, are grumbling semi-openly about NAB's non-committal attitude and may try to force showdown at NAB radio board meeting next week. RAB meanwhile has been trying to get permission to present its plan to NAB at or before board meeting, but still had received no reply late last week.

New, formal request for hearing before full NAB radio board was sent Friday by RAB President Edmund C. Bunker to NAB President LeRoy Collins. Telegram expressed belief that "vast majority" of radio broadcasters agree with RAB that there's urgent need for study of how to measure complete radio audience—and that RAB feels it can convince NAB board, too, if given chance. At this point, Mr. Bunker said, important thing is agreement on need. Details of methodology, he said, can be worked out in partnership between NAB and RAB if NAB will hear—and heed—RAB's presentation on need to get some such study rolling without delay. Mr. Bunker offered to meet with NAB board morning, noon or night.

Reps want in

Some station representatives are beginning to bridle over what they regard as second-class citizenship in broadcasting affairs. They feel they are part of business management of stations they represent and for that reason deserve better status than associate membership in National Association of Broadcasters on premise that since they're on sales firing line, they could provide important counsel and guidance, particularly in these troubled times. Reps are represented on both Radio Advertising Bureau and Television Bureau of Advertising boards, and some of them feel they should serve on NAB board along with appointed network representatives and elected broadcasters.

Loevinger's first speech

FCC's newest member, Lee Loevinger, will make his first public appearance since his assumption of office June 11 before banquet of convention of National Association for Education in Journalism at University of Nebraska, Lincoln, on Aug. 26. While he hasn't selected topic, it is expected to relate to broadcasting as journalistic medium. Judge Loevinger, former assistant attorney general in charge of antitrust division, has writing background and avid interest in journalism.

Line begins to form

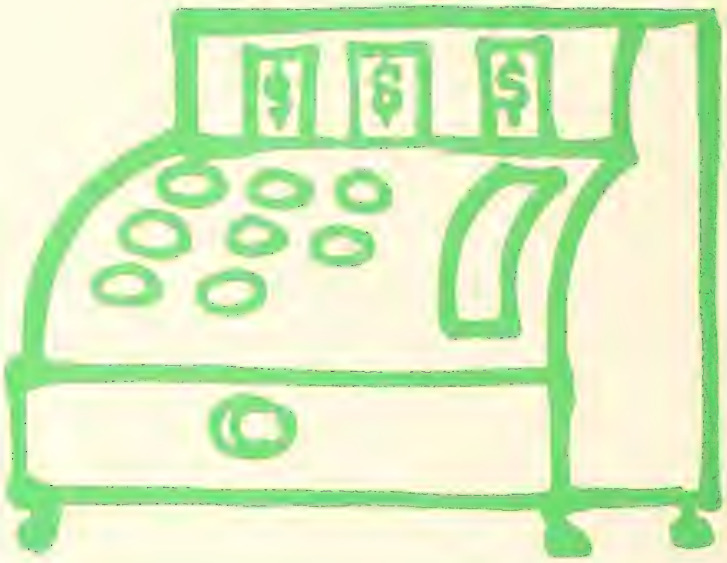
First symptoms of nationwide demand for federal funds to use in starting new educational TV stations are appearing at Health, Education and Welfare department. HEW has $1.5 million of 1963 fiscal year funds and hopes for $5 million in 1964 budget. Starting off what may be flood of fund requests for UHF stations are Penn State University, a community group in Glen Ridge, N. J., and WTTW(TV) Chicago which is already on channel 11 and wants to start second station on channel 20.

Some think it's prying

Some broadcasters are protesting inclusion by FCC in its annual financial report of new questions on "nepotism" i.e., amounts paid to members of ownership families. One senator, who had raised question in behalf of constituent, was formally advised that new questions were included because almost two-thirds of radio stations reported losses or profit of less than $15,000 in 1961. With additional information from stations operating close to break-even point, FCC said it could better analyze "overall health" of industry.

Senator also was informed that after there had been objection to disclosure of "sensitive" information, FCC revised item to exclude individual amounts, names and positions of person to whom payments were made and believed that this "adds to the confidentiality of the data." In spite of response, some broadcasters are still protesting on ground it's none of government's business.

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ACQUISITIVES* . . . spend more in Cleveland

7th TV market . . . 2nd with incomes over $10,000. That's why WJW-TV is programmed for acquisitives with money to spend.

*Ac-quis'-i-tive—given to desire, to buy and own.

LOS ANGELES *KGBS*	PHILADELPHIA *WIGB*	CLEVELAND *WJW*	MIAMI *WGBS*	TOLEDO *WSPD*	DETROIT *WJBK*	*STORER* BROADCASTING COMPANY
NEW YORK *WHN*	MILWAUKEE *WITI-TV*	CLEVELAND *WJW-TV*	ATLANTA *WAGA-TV*	TOLEDO *WSPD-TV*	DETROIT *WJBK-TV*	

ACQUISITIVES WATCH

WJW-TV

WEEK IN BRIEF

Trade commission announces start of investigation into use of ratings by stations, agencies and advertisers, with unfair or deceptive complaints possible. FCC warns licensees they are responsible for claims. See . . .

CONTROL OF RATINGS USE . . . 27

Two advertising agencies urge use of ARF as basic element in auditing of rating services. Compton and FC&B ask NAB to consider advertisers' research group as key in overseeing unit one way or another. See . . .

WANT ARF IN RATINGS ACT . . . 28

Politz moves into ratings field; announces establishment of two services—a media survey to be published annually, and a TV service to be issued seven times a year on audience demography. See . . .

POLITZ MOVES IN ON RATERS . . . 29

Broadcasters find themselves in thick of politics as Capitol Hill warms up for 1964 elections. Senate committee to look over Sec. 315. House group to consider endorsement of candidates by broadcasters. See . . .

TRYING TO CLEAR THE AIR . . . 58

NBC sets up arrangement with MCA to run feature films first on television; subsequently as second-run in theaters. Move may upset historical pattern of movie exhibition. See . . .

FIRST-RUNS FOR TV PLANNED . . . 48

NAB reacts to threat of government imposition of commercial time limits. Tactical moves include TV Code Review Board's recommendation that numerical limitations be changed to percentages. See . . .

WAY OUT OF TRAP? . . . 34

CATV operators gloomy at outlook for independence from government regulation; hear lawyers tell them Carter Mountain court decision means FCC can and probably will protect local TV station. See . . .

CATV IN SECOND PLACE . . . 124

First quarter spot TV billings surge upward by 20%; national and regional grosses reach almost $220 million. Bristol-Myers doubles spending in period—from $3.3 million last year to $6.6 million this year. See . . .

SPOT TV BILLINGS UP 20% . . . 36

SPECIAL REPORT: THE MID-SOUTH

Life on the Mississippi today is far cry from Mark Twain. Farewell to yesterday's magnolia-scented cotillions, singing on the levees and King Cotton. Now it's petro-chemicals, manufacturing, textiles. See . . .

SUDDENLY SOUTH IS BUSTLING . . . 67

Negro market in South is viable and thriving. Share of discretionary income often exceeds that of whites, and in many instances spending for higher value products surpasses that of white neighbors. See . . .

IMPACT OF NEGRO MARKET . . . 96

DEPARTMENTS

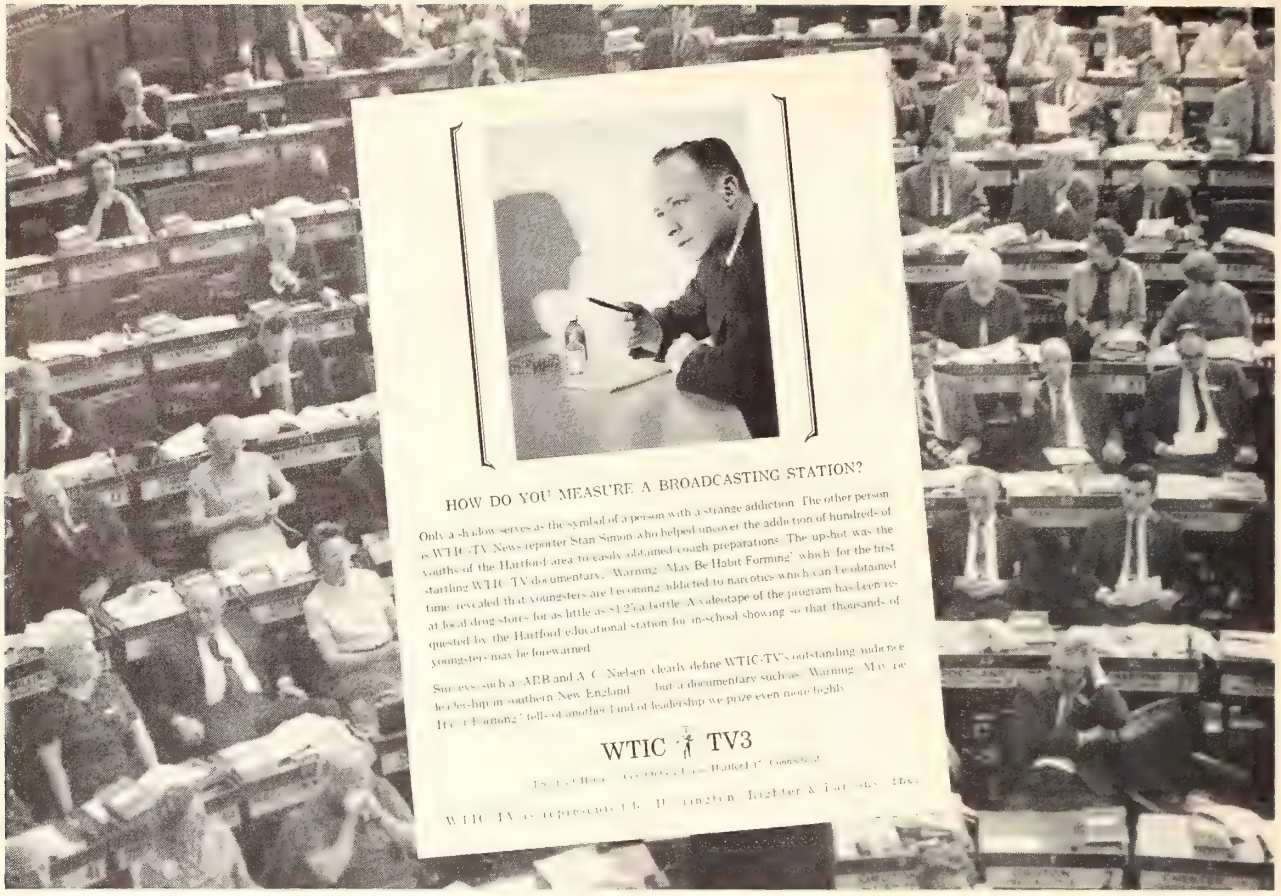
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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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WE ANSWERED OUR OWN QUESTION!

This ad posed a question of its readers last February. We'd like to tell you the result of the WTIC-TV documentary which alerted viewers to the fact that youngsters were becoming drug addicts through easy-to-obtain cough medicines, available without prescription. Before the 1963 Connecticut General Assembly adjourned, it enacted legislation which now makes it virtually impossible for persons to purchase such preparations without a physician's prescription. In fact, Governor John N. Dempsey stated that the program, "in no small measure was responsible for this law." So we'd like to answer our own question. It seems to us that one measure of a broadcasting station is the positive action its programs inspire.

WTIC TV3

Broadcast House, 3 Constitution Plaza, Hartford 15, Connecticut

WTIC-TV is represented by Harrington, Righter & Parsons, Inc.

Politz charges RAB with rigged bidding

CLAIMS VARIED FIGURES QUOTED ON RATINGS STUDY

Alfred Politz Research Inc., New York, took issue with Radio Advertising Bureau in statement and letter released today (June 17) by charging RAB with "misleading" implication in saying RAB had "selected" Audits & Surveys Co. to start RAB's $200,000 radio ratings methodology study in September.

Politz's affiliate, Universal Marketing Research, initially was contacted for its research plan but on basis of $75,000 budget rather than $200,000, Politz charged.

Letter, signed by Alfred Politz, president of parent research firm, points out study proposal was limited because of smaller budget figure, but alleged in effect that other firms (A&S) made presentations on $200,000 estimate. When Universal revised its plan on larger-budget basis, full consideration was too late, Politz said, and Universal withdrew, therefore leaving only one firm and thus no "selection" had been made. Said Politz in letter June 6 to RAB President Edmund C. Bunker: "We must conclude that we cannot expect objective judgment on the merits of a proposal to RAB."

RAB Replies ▪ RAB expressed surprise at Politz's stand, saying under American business system, "the buyer is usually entitled to a choice without public comment from a disappointed supplier."

Said spokesman for the bureau: RAB had said it couldn't choose company that had identity with any radio measurement so identified. RAB noted that Politz has just announced new measurement service (see story, page 29) and that bureau doesn't feel firm so engaged could "objectively assess methodology for a new radio measurement."

NAPD formed in Chicago

Program directors from 60 TV stations were to meet in Chicago Saturday (June 15) for formal organization of National Association of Program Directors. Group, which seeks to improve TV programing by idea exchange, stems from earlier meeting during NAB convention.

Organizing committee: Stan Cohen, WDSU-TV New Orleans; Roy Smith, WLAC-TV Nashville, and Tom Jones, WFIL-TV Philadelphia.

NOT A 'MEGAWATTER'

New Costa Rica station won't be as big as rumored

"Mystery" of 2 million watt standard band radio station in Costa Rica (BROADCASTING, June 10) was dispelled last week when Wilbur C. (Bill) Windsor Jr. KJIM Fort Worth, acknowledged he was principal interested in TIRICA, Voz de la Victor in San Jose, Costa Rica, operating on 625 kc and that station had ordered 50 kw transmitter to replace present 10 kw equipment.

If directional array is used, Mr. Windsor stated—and there's no certainty yet that it will—maximum power will reach about 80,000 w. With non directional, radiated power will remain 50 kw.

Reports of purported multimillion watt outlet began circulating month ago (CLOSED CIRCUIT, May 20), impelling appeals to Costa Rican international and U. S. government officials by Herbert Evans, Peoples Broadcasting Co. president, and NAB delegate to Inter-American Association of Broadcasters, to help prevent "ruinous" interference to Latin American and U. S. standard broadcasters.

Mr. Windsor's Trinity Broadcasting Co., licensee of KJIM, bought 40% interest in Costa Rica station. Remaining 60% owner is Daniel Comacho, who was full owner previously. Price for 40% reported about $60,000.

TIRICA also operates 3 kw shortwave outlet on 9615 kc (31 meters). With 50 kw transmitter, it could radiate 250 kw. Both transmitters have been ordered from Continental Electronics, Dallas.

Voz de la Victor (named after RCA trademark) has been operating for 30 years on commercial basis, Mr. Windsor stressed.

KJIM is 250 w daytimer on 870 kc. Mr. Windsor bought station, and companion FM outlet, last year, paying $300,000. KJIM is applicant for UHF channel 20 in that city.

Much same information was contained in letter by FCC Commissioner Frederick W. Ford to Mr. Evans, released Friday. Mr. Evans had asked Mr. Ford to investigate.

FCC fills new post; appoints 5

FCC made five staff appointments in special meeting Friday afternoon. Appointments, effective July 1, include:

Hyman H. Goldin, chief of research and education division, to newly created post of assistant chief of Broadcast Bureau for policy and planning.

Wallace E. Johnson, chief of broadcast facilities division, to assistant chief of Broadcast Bureau for engineering. He succeeds James Barr, now chief of Safety and Special Services Bureau.

Thomas Fitzpatrick, acting chief of Hearing division, to chief. He had been assistant chief under Robert Rawson, now chief of renewal and transfer.

Louis Stephens, former assistant chief of rules and standards who has been in private practice since 1961, returns to commission as assistant chief of renewal and transfer.

John Bass, attorney in rules and standards, to assistant chief of that division. He succeeds Sol Shieldhause, who has been appointed hearing examiner.

Creation of new position of assistant chief of Broadcast Bureau for policy and planning was recommended by Booz, Allen & Hamilton after survey of FCC organization.

In job, Mr. Goldin will advise bureau chief and commission on policy for rules and standards and research and education divisions, and office of network study.

Community makes bid for Miami channel 7

Community Broadcast Corp. of Miami filed application last week to compete with Sunbeam TV Corp. for Miami channel 7.

Sunbeam (WCKT[TV]) has been operating on channel on four-month license which expires July 1.

Community's application was only one submitted other than Sunbeam's before deadline for filing.

Community's 12 principals each own 8⅓% of corporation, and all are Florida residents. They are: Tally Embry, Harold E. Kendall, Robert Uricho Jr., John McGeary, Guy B. Bailey, Fred H. Billups, Dr. James J. Griffitts, Herbert H. Johnson, William F. Koch Jr., W. Allen Markham, James F. McKillips Jr. and Clifford Russell.

None of principals have broadcast connections.

more AT DEADLINE page 10

WEEK'S HEADLINERS



Mr. Windsor



Mr. Dugan

Walter M. Windsor, for past nine years general manager of KTAL-AM-FM-TV Shreveport, La., elected executive VP and general manager of West Texas Network group (KLBK-AM-TV Lubbock; KWAB[TV] Big Spring; KPAR-TV Sweetwater-Abilene; and KICA-TV Clovis), with headquarters in Lubbock. **James S. Dugan,** KTAL sales director, succeeds Mr. Windsor as general manager. Mr. Windsor is veteran of 28 years in broadcasting including management posts at WKNB Hartford, WDVA Danville, Va., and WGBA Columbus, Ga., before joining KTAL in early 1954. Mr. Dugan was formerly in sales posts with KETV(TV) Omaha, KWWL-TV Waterloo, KVOO-TV Tulsa, and KOOL-TV Phoenix.



Mr. DeLaney

C. Glover DeLaney, resident manager of KOVR (TV) Stockton-Sacramento, Calif., appointed general manager of WHEC Inc. (WHEC - AM - TV Rochester, N.Y.), effective July 1, replacing **John L. McClay,** who has resigned. In Mr. McClay's absence, his duties have been handled by **Richard K. Blackburn,** technical director of Gannett broadcast properties. Mr. DeLaney began his broadcast career in 1933 as announcer at WESG Elmira, N. Y. After service with WFBL Syracuse, and in Williamsport, Pa., he joined WTHT Hartford, Conn. (now Hazelton, Pa.), in 1938 as commercial manager. Mr. DeLaney was appointed WTHT manager in 1941 and remained in that post until joining Gannett Co. in 1953 as WHEC manager. He became manager of KOVR several months after its purchase by Gannett in 1957. When company sold station to Metromedia in 1960, Mr. DeLaney remained as manager.



Mr. McGredy

Robert M. McGredy, executive VP of Television Advertising Representatives, named managing director of TVAR, station representative firm owned by Group W, Westinghouse Broadcasting Co. Mr. McGredy succeeds **Larry H. Israel,** who recently was appointed executive VP for station operations of Group W (WEEK'S HEADLINERS, June 3). Mr. McGredy joined TVAR in 1961 and earlier had been national TV sales manager for Westinghouse Broadcasting from 1958 until 1961. He had been sales executive with various stations since 1946, including WTOP Washington; WPAT Paterson, N. J. and WCAU-TV Philadelphia.



Mr. Scherick

Edgar J. Scherick, VP in charge of sales for ABC-TV, appointed VP in charge of programing. Mr. Scherick became network's sales VP in February 1961, under then president of network, Oliver Treyz. Prior to joining ABC-TV, Mr. Scherick worked closely with network as head of own company, Sports Programs Inc., negotiating for and producing live sports shows. Mr. Scherick's appointment follows resignation of Dan Melnick as ABC-TV's VP in charge of nighttime programing to become executive vice president at Talent Associates-Paramount Ltd. (WEEK'S HEADLINERS, June 10).

For other personnel changes of the week see FATES & FORTUNES

NAB birth control group wants FCC deadline delay

Series of engineering studies dealing with FCC's birth control plan for aural broadcasting will require postponement of July 17 deadline for filing of comments, NAB Radio Development Committee indicated after Friday (June 14) meeting in Washington.

Committee, headed by George C. Hatch, KALL Salt Lake City, objected to inclusion of FM in FCC's proposed rules governing station assignments (BROADCASTING, May 20). It opposes numerical limitation of number of stations in particular markets.

Attending committee meeting besides Mr. Hatch were Carl Lee, Fetzer Stations; Merrill Lindsay, WSOY Decatur, Ill.; John F. Patt, WJR Detroit; Cecil Woodland, WEJL Scranton, Pa.; H. Randolph Holder, WGAU Athens, Ga., and Ray Johnson, KMED Medford, Ore. Absent were John F. Box Jr., WIL St. Louis, and Loyd Sigmon, KMPC Hollywood.

Ben Strouse, WWDC Washington and NAB radio board chairman, sat with committee, whose report will be submitted next week to NAB directors.

House gives USIA $163.5 million for '64

U. S. Information Agency was voted $44.8 million less than it asked from House Appropriations Committee, but still got $6.7 million more for 1964 operations than it has for current fiscal year. Altogether, agency was okayed for $163.5 million. Committee report released Friday (June 14) shows major cuts from request were in two radio facilities construction projects, but agency had told Congress it could get along without most of money it asked and still get projects started this year.

Only Voice of America was allowed additional personnel and got all it asked. Voice is continuing to expand its service to Latin America and Africa.

Capital Cities offer sold out first day

White, Weld & Co., New York, reported Friday (June 14) sale of 250,000 shares of common stock of Capital Cities Broadcasting Corp. was oversubscribed on first day of offering on Thursday (June 13). Stock was offered at $22.75 and, spokesman for White, Weld said, has been selling for prices between $22.75 and $23. Sale was secondary offering by stockholders including Lowell Thomas and Chase Fund of Boston (BROADCASTING, May 20).

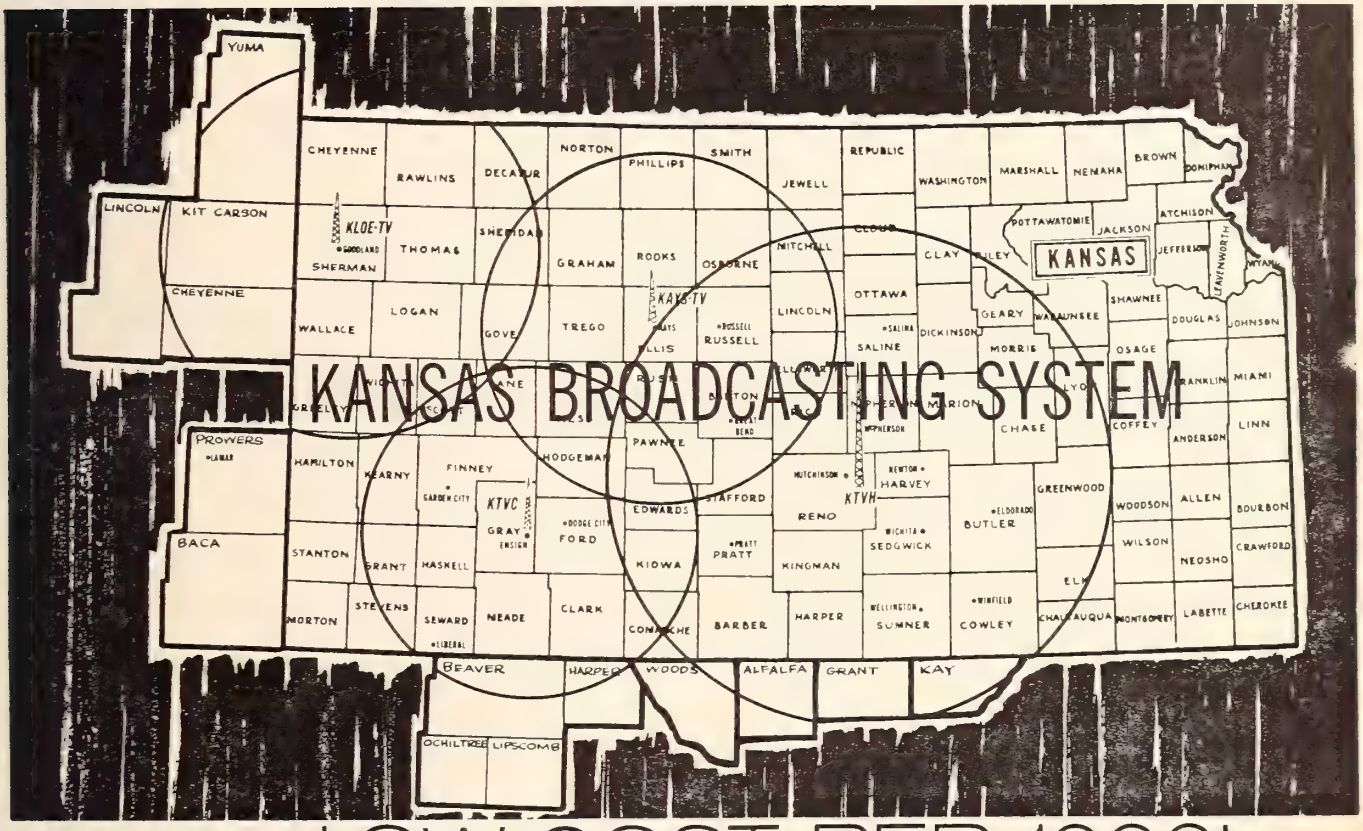
Eastman Kodak radio drive

Eastman Kodak, it's understood, is breaking with new radio campaign this summer on multi-market basis. Eastman Kodak was first blue-chip advertiser to sign with Radio Advertising Bureau under RAB's Radio Test Plan (RTP), which started year ago and is continuing. J. Walter Thompson is Eastman Kodak's agency.

SDIG to strike Tuesday

Strike against Wilding Inc., Chicago TV-film producer, ordered beginning Tuesday (June 18) by Screen Directors International Guild (midwest) on grounds studio has "repeatedly canceled scheduled meetings" and delayed contract negotiations. Wilding Friday had "no comment."

91 COUNTY MAJOR MARKET



LOW COST PER 1000!

Local, regional, and CBS programs of the Kansas Broadcasting System penetrate an atmosphere of prosperity in 91 key counties of Kansas, Oklahoma, Colorado, and Texas. Simultaneous concentration by four interconnected progressive Kansas television stations provides thorough exposure of your product to viewers of this 86,000-square-mile expanding new major market in the heart of America. Diversified income of more than two and a half billion dollars from agriculture and manufacturing accentuates potent buying potential of the area, including three of Kansas' five largest cities. You'll note increased vitality of your advertising dollar — intensified impact of your sales message by focusing on this impressive new mid-America market area — where most of Kansas' money is made and spent.

Population	1,407,000
% of U. S.	.6723
Households	436,950
Consumer Spendable Income	$2,709,761,000.00
Per Family	$ 5,308.01
Total Retail Sales	$1,916,702,000.00
Food	$ 407,135,000.00
Drug	$ 65,876,000.00
General Mdse.	$ 163,458,000.00
Apparel	$ 81,949,000.00
Home Furnishings	$ 76,540,000.00
Automobiles	$ 467,318,000.00
Filling Stations	$ 201,362,000.00

KBS

ONE BUY COVERS KANSAS!

KANSAS BROADCASTING SYSTEM

KTVH — WICHITA-HUTCHINSON
KTVC — ENSIGN
KAYS-TV — HAYS
KLOE-TV — GOODLAND

BLAIR TELEVISION
National Representatives

We think we are entitled to be proud!

CHAMPIONSHIP BOWLING



26 brand-new one-hour shows (for a Fall start) have been completed with the world's greatest bowlers . . . the finest shows in our history. Fred Wolf, tops in bowling sportscasting, will be at the mike as usual. Stations and sponsors—we still have availabilities.

P.S. **Firestone** will be one of our important sponsors in 150 markets for 26 weeks.

. *is going into its 10th straight year—a record for filmed shows. We are not only the No. 1 Bowling Show in America, we have proved that we are the No. 1 program series in the history of TV syndication.*



WALTER SCHWIMMER, INC.

75 East Wacker Drive, Chicago 1, Illinois • FRanklin 2-4392

527 Madison Ave., New York 27, N.Y. • EL 5-4616

CHAMPIONSHIP BOWLING
Produced in cooperation with
AMF PINSPOTTERS INC.

EVERY ACCOUNT

We know of every account on every station in the markets we rep... and we call on them all through the year... not just when a buy is coming up.

Our salesmen visit our stations.

Station Reps

BOB DORE

ASSOCIATES

11 WEST 42nd STREET, NEW YORK 36, N. Y.
CHICAGO LOS ANGELES SAN FRANCISCO

WMT-TV

is first in homes reached in all measured time periods from sign-on to sign-off Sunday thru Saturday.

—March, '63, NSI.

WMT-TV

CBS Television for Eastern Iowa

The Vaward Station

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing

JUNE

June 15-19—Annual convention of **Advertising Federation of America,** Atlanta Biltmore hotel, Atlanta, Ga. Speakers include: Emerson Foote, McCann-Erickson, New York; Ralph McGill, *Atlanta Constitution;* Arthur E. Tatham, Tatham-Laird, Chicago; Dr. Lyndon Brown, Dancer-Fitzgerald-Sample, New York; Edward R. Murrow, director of U. S. Information Agency; Fletcher Knebel, Washington correspondent for Cowles Publications; Sir Douglas Fairbanks Jr., former motion picture star and currently director of Scripto Inc.; and Paul Austin, president of The Coca-Cola Co.

June 16-18—Annual spring meeting of the **North Carolina Association of Broadcasters,** Holiday Inn, Durham. Speakers include North Carolina Governor Terry Sanford; C. Alden Baker, president of WGAI Elizabeth City, and Pasquotank county representative in the General Assembly; and Voit Gilmore, director of the U. S. Travel Service.

June 15-Aug. 6—Summer workshop in **closed circuit television teaching** by the Department of Radio & Television, Indiana University, Bloomington. James D. Perry, instructor in radio-TV and supervisor of the I.U. closed circuit teaching program, will be director of the workshop.

June 17—Effective date for new **FCC** rule allowing automatic logging and requiring daily, five-times-a-week inspection of transmitting facilities of AM-FM stations.

June 17—**Hollywood Ad Club** luncheon at the Hollywood Roosevelt. AAW day, ushering in the convention of the Advertising Association of the West, to be held June 22-27 with Hollywood as host club.

June 17-19—Forty-sixth national conference of **American Marketing Association,** Statler hotel, Washington, D. C. Conference theme is "Innovation: Key to Marketing Progress." "Innovations In the Measurement of the Advertising Media Audience: A Roundtable Discussion" at 9:15 a.m., June 17. Speakers include Roger N. Humphries, Procter & Gamble Co.; Donald Graham McGlathery, A. C. Nielsen Co.; Paul H. Chook, Alfred Politz Research Inc.; and William M. Weilbacher, C. J. LaRoche & Co. "Innovations In Measuring Advertising Effectiveness" at 9:15 a.m., June 18. Speakers include Robert J. Fisher, Ford Motor Co.; Seymour Banks, Leo Burnett Co.; Steuart Henderson Britt, Northwestern University; Russell H. Colley, management consultant; and Leroy E. Purvis, Gallup & Robinson Inc.

*June 18—**TvB Sales Clinic;** Chicago, Los Angeles.

*June 18—Representative Oren Harris (D-Ark.), chairman of House Commerce Committee, speaks on ratings to **Sales Executives Club** in New York.

June 18-20—Annual convention of **Electronic Industries Association,** Pick-Congress hotel, Chicago.

June 19-21—Annual meeting of **Virginia Association of Broadcasters,** Williamsburg Inn, Williamsburg, Va. Miles David, vice president of Radio Advertising Bureau, will head a team that will provide successful and interesting ideas for local selling, programing and sales-audience promotion. Speakers include FCC Commissioner Frederick W. Ford.

*June 20—**TvB Sales Clinic,** Fresno, Calif.

June 20—**Association of National Advertisers'** workshop on "How to Gear Cooperative Advertising into an Effective Marketing Program," Savoy Hilton hotel, New York.

June 20—**Southern California Broadcasters Association** luncheon meeting at Michael's Restaurant, Hollywood. Russ Hare and Alan Berger, account executives at Tilds & Cantz, Los Angeles, will discuss the newspaper and radio aspects of media buying in the Los Angeles market.

June 20-22—**Florida Association of Broadcasters** convention, Robert Meyer hotel, Jacksonville, Fla. Speakers will include LeRoy Collins, president of National Association of Broadcasters; Florida Governor Farris Bryant; Jack Thayer, vice president-general manager of WHK-AM-FM Cleveland; Harold Krelstein, Plough Broadcasting Inc.; Edmund Bunker, president of Radio Advertising Bureau; Arthur G. Gilbert, FCC field engineer in charge of district 7; FCC Commissioner Robert T. Bartley; Michael J. Minahan, vice president and general manager of Radio Press International; Robert Heald, Spearman and Roberson; and Tom Wall, Dow, Lohnes and Albertson.

*June 21—**TvB Sales Clinic;** San Francisco, Monroe, La.

June 21—**Colorado AP Broadcasters Association meeting,** Durango, Colo.

June 21-22—**Colorado Broadcasters Association convention,** Strater hotel, Durango. Speakers will include Donald McGannon, president of the Westinghouse Broadcasting Co., and FCC General Counsel Max Paglin. Don Dailey and Tom Bostic, presidents of the Missouri and Washington State broadcasters associations, respectively, will also address the CBA meeting.

June 21-Aug. 17—**Twenty-First Stanford Radio-Television Film Institute,** sponsored jointly by Department of Communication of Stanford University and San Francisco stations: KPIX (TV), Westinghouse Broadcasting Co.; KQED (TV), Bay Area Educational Television Association; and KNBR-AM-FM, NBC. Courses meet alternately on the campus of Stanford University and in the San Francisco studios of the cooperating stations.

June 22-27—**Advertising Association of the West** annual convention at Ambassador hotel, Los Angeles. Junior conclave, June 22; business sessions, June 24-26; president's dinner, June 26; golf tournament, June 27.

*June 24—**TvB Sales Clinic,** New Orleans.

June 24-28—Meeting of **National Association of Broadcasters** radio, TV and combined boards, Statler-Hilton, Washington.

June 24-29—Ninth annual **Writers' Conference,** McKendree College, Lebanon, Ill.

June 24-29—**International Telefilm Show,** within framework of 13th International Film Festival Berlin (Germany) 1963.

*June 25—**TvB Sales Clinic;** Baton Rouge, La.; Winston-Salem, N. C.

June 25—Stockholders meeting, **The Jerrold Corp.,** Jerrold Building, Philadelphia.

*June 26—FCC Chairman E. William Henry is first witness as **Senate Commerce Committee** opens hearing on proposals to suspend equal time requirements during 1964 political campaigns. Broadcaster comments are invited.

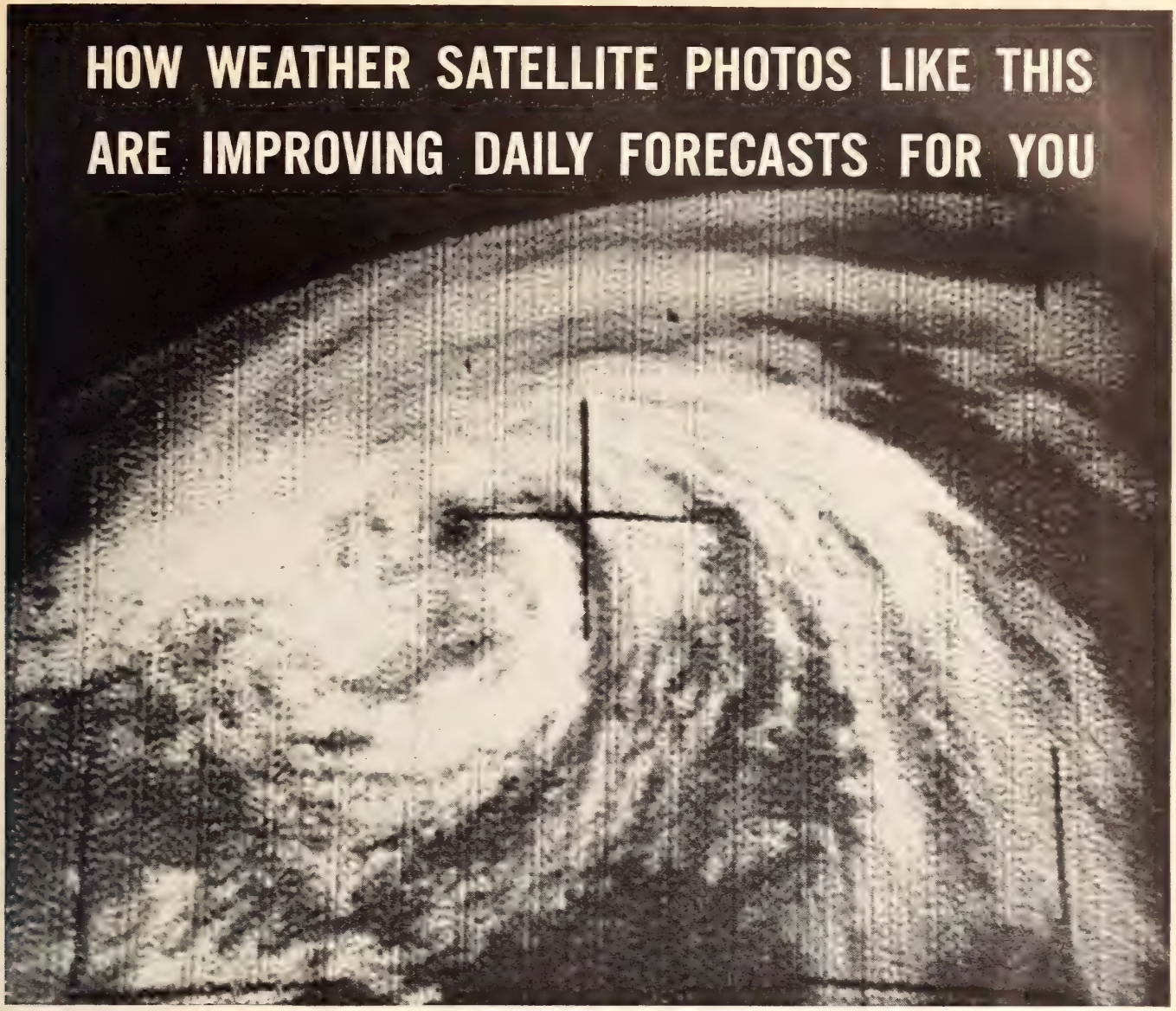
June 26-29—Second annual executive conference of **New York State Broadcasters Association,** Gideon hotel, Saratoga Springs, N.Y. Panelists include Joseph Morris, editor of *Advertising News of New York;* Arthur Perles, editor of *Radio-TV Daily;* Ed Bunker, Radio Advertising Bureau; Ward Dorrell, John Blair Cos.; Kenneth Cox, FCC commissioner; and Robert M. Booth Jr., Booth, Tierney, Hennessey, Washington communications law firm.

*June 27—**TvB Sales Clinic,** Hattiesburg, Miss.

June 27—Annual loudspeaker conference, **Electronic Industries Association,** Pick Congress hotel, Chicago.

June 27-29—**Wisconsin Broadcasters Associated** meeting, The Northernaire, Three Lakes, Wis. June 28 speakers include FCC Commissioner Frederick W. Ford, Radio Advertising Bureau President Edmund C. Bunker, and John Hurlbut, owner-manager of WVMC Mt. Carmel, Ill.

HOW WEATHER SATELLITE PHOTOS LIKE THIS ARE IMPROVING DAILY FORECASTS FOR YOU



TIROS SATELLITE PHOTOGRAPH of a typhoon in the Pacific Ocean shows huge pinwheeling system of white clouds. Photo was taken from a height of 450 miles; cross in center and angles at corners are reference points.

Swift Bell System communications help the Weather Bureau collect and distribute weather information from outer space and around the world

The latest weather information is important to everyone.

It affects farmers and their crops, airlines and their passengers, businesses of all kinds. It affects people planning trips and vacations—in fact, everyone.

Knowledge about the weather begins with raw data collected around the world by observers, ships at sea, planes and most recently, satellites which can photograph large areas of the earth below.

To be useful, this data must be collected rapidly for analysis. Fast Bell System communications speed torrents of it into the National Meteorological Center near Washington, D. C., every hour around the clock.

At the Center, the data is fed into a computer which analyzes it electronically. The computer's output is plotted automatically into maps of the weather conditions in the Northern Hemisphere—doing in a few minutes what previously took hours by hand.

The maps, as well as other reports and forecasts, are then flashed to field stations, where they form a basis for local and regional forecasts. The Bell System plays a major part in rushing these forecasts to such users as newspapers and radio and television stations.

With the help of fast, dependable Bell System communications, you get the benefit of the nation's progress in the techniques of collecting, studying and distributing weather information.

1. Weather information from the world over flows to Washington's National Meteorological Center and is printed out by banks of Bell System teletypewriters.

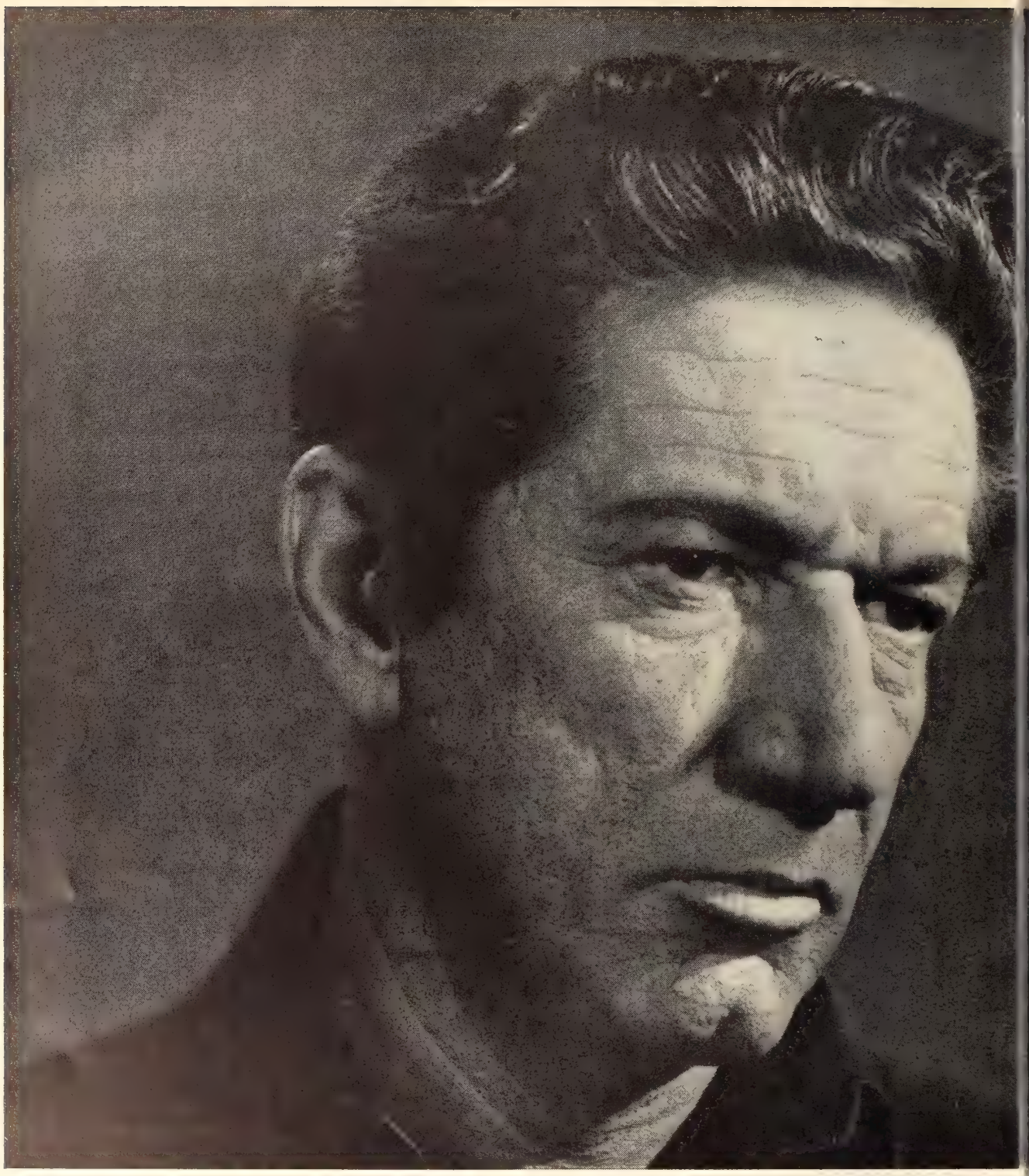
2. After a computer has processed the information, it guides this electronic plotter which automatically draws the all-important weather maps on which forecasts are based.





BELL TELEPHONE SYSTEM

Owned by more than two million Americans



Boone Companions

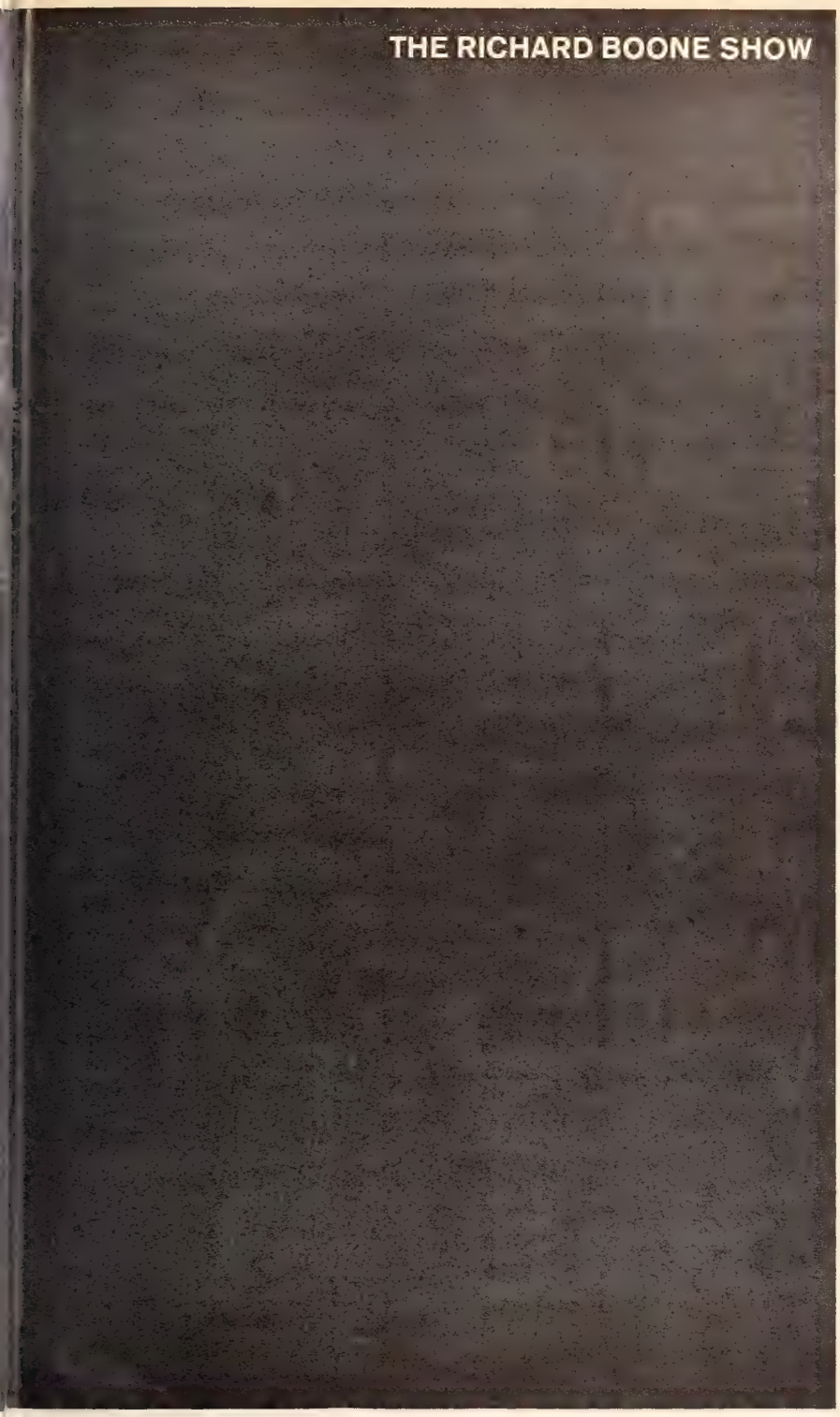
The phrase "repertory company" is enough to frighten a mediocre actor right out of his buskins.

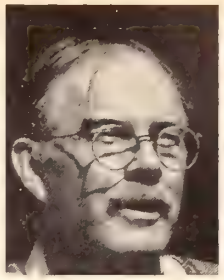
Repertory requirements (an actor may star as an international playboy one week and be seen briefly as an introverted librarian the next) call for exceptional versatility.

It's significant, therefore, that there have been no signs of fright among the players now preparing for next season's "Richard Boone Show."

But that figures, considering the kind of group that star-host Richard Boone has assembled as network television's very first full-season repertory company.

Like Boone, most of his new colleagues have had leading roles in successful television series. On this program, their dramatic materials will be super-




HARRY MORGAN


GUY STOCKWELL


ROBERT BLAKE

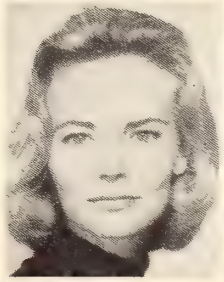

LAURA DEVON


JUNE HARDING


FORD RAINEY


WARREN STEVENS


JEANETTE NOLAN


BETHEL LESLIE


LLOYD BOCHNER

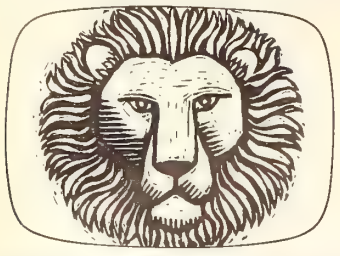
intended by Clifford Odets, one of America's most respected playwright-scenarists.

Besides guiding the efforts of such hand-picked dramatists as Robert Dozier, Don Mankiewicz and James Poe, Odets will write at least six of the series' 30 original plays.

What sort of story-lines is the show planning for its Tuesday-night viewers? Well, there's a drama about a Hollywood triangle's effect on a teen-age son. There's a gentle comedy about a status-hungry father who becomes a victim of indiscriminate installment-buying. There's a touching tale about a poor fisherman's discovery of a pearl—and the event's influence on himself, his family and his fellow villagers. To put things in an oyster-shell, the new NBC-TV series will be as diversified as the '63-'64 lineup to which it belongs.

Look to NBC for the best combination of news, information and entertainment.

METRO-GOLDWYN-MAYER TELEVISION PRESENTS



View from the Lion's Den

Egg In The Audience's Beer

■ Some people don't wait until the flag is all the way up the pole before they salute. These people ought to be given more note and credit. Call them "the perceptibles." They look an idea in the eye and see that it can lead to new opportunities. Like the idea that full sponsorship of a brand-new-to-TV feature film market-by-market can make a spectacular special. Be a treat for the audience, sales force and sales curve.

■ This idea had a precedence of sorts. But in particular, could it be done for a specific advertiser, and most important, what product (pictures) was available? Things began moving when the new 30/63 MGM-TV feature listings came on the market. Our Chicago office noodled with MacFarland, Aveyard, and their client, *Drewrys Beer*. They picked the pictures and the "event days." They presented the pictures and the plan to the sales force. Promotion was set. The idea became a reality. Is already working in the market place. Audiences in 15 markets are being treated to top features on summer weekends—courtesy of a single sponsor. Big time entertainment presented with maximum care and minimum interruption for the viewer (5 commercials). That's egg in their beer and a competitive edge in Drewrys.

■ *Details.* Drewrys picked these first-run post '48 features: "Angels in the Outfield," "Green Fire" and "Tender Trap." They picked the weekends prior to Memorial Day, July 4th and Labor Day. They picked 15 stations in: Chicago, Detroit, Toledo, Lansing, Flint, Grand Rapids, Cadillac, Marquette, Fort Wayne, South Bend, Indianapolis, Terre Haute, Rock Island-Davenport, Cedar Rapids and Des Moines. Drewrys bought the features directly from MGM-TV for ten markets. In the others, deals were made directly with the stations which had previously licensed the features from MGM.

■ *A tangent observation here.* A good movie has a long life in bringing the public entertainment. This was pointed out in a recent look at Nielsen figures on a great MGM movie, "The Wizard of Oz." It has now been televised five times on CBS. Each was a smash. The rating has never been below 32.5, nor the share below 52. No other repeated special comes close to this performance. "The perceptibles" will continue to see new ideas in the yet unreleased features for television.

OPEN MIKE ®

More than antitrust

EDITOR: I appreciated the interesting story on option time (BROADCASTING, May 27). An otherwise excellent article left the impression that the "Report on Network Broadcasting" limited the basis of its recommendation that option time be prohibited to a conclusion that the option time practice violates the antitrust laws. Actually, the report . . . based its recommendations on findings that the option time practice limits the freedom of the broadcaster to exercise his non-delegable duty to select programing; limits local, regional and national advertisers to compete with national advertisers using network television; limits the opportunity of independent program producers and suppliers and independent station representatives to compete with the networks in their respective fields, and option time is not necessary to healthy network operations. The antitrust basis was in addition to the foregoing public interest objectives.—*Roscoe L. Barrow, dean, Law School, University of Cincinnati, Cincinnati.*

Just what is the BBC?

EDITOR: It is both disappointing and sad to read in a professional publication . . . regarding the forthcoming visit of Governor LeRoy Collins to England [that he] "will study both privately owned and government TV systems in Britain." (CLOSED CIRCUIT, May 27). I assume that by the former you mean the British commercial operation, and the BBC by the latter. If I am right—then you are wrong. . . . In fact the BBC is no more of a government system than the broadcasters here [in the U. S.]—indeed perhaps less so.—*Dennis Scuse, BBC representative in the U. S., New York.*

[The BBC is a public corporation established by Royal Charter and supported by a license fee on sets collected by the Post Office. Lord Allen of Hurtwood, in an article in the *1933 BBC Handbook* described the BBC as "an instance of a nationally owned and controlled activity."]

A sobering question

EDITOR: I read with interest Mr. Mason's letter and prayer for broadcasters (OPEN MIKE, May 27).

I am heartily in accord with this prayer and I think it is one which should be read and digested by every broadcaster—most particularly the networks whose reporting at times seems to be a little out of balance.

I have only one sobering question to make to Mr. Mason. Has he checked with the Supreme Court on this?—*Harlan G. Oakes, Harlan G. Oakes & Associates, Hollywood 28.*

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U. S. Patent Office
Copyright 1963: Broadcasting Publications Inc.



Tempting Totals

You don't have to rob a bank to strike it rich. Just take a peek at North Carolina's Golden Triangle Market: Total retail sales, over $1 Billion. Total consumer income, over $1½ Billion. Total population, over 1,360,000. And it's all yours when you buy WSJS-Television.

North Carolina's Golden Triangle

NO. 1 MARKET IN THE NO. 12 STATE

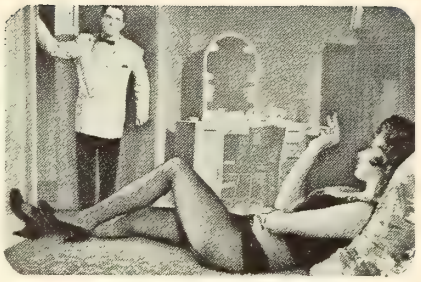
WSJS TELEVISION

WINSTON-SALEM / GREENSBORO / HIGH POINT

Represented by Peters, Griffin, Woodward.



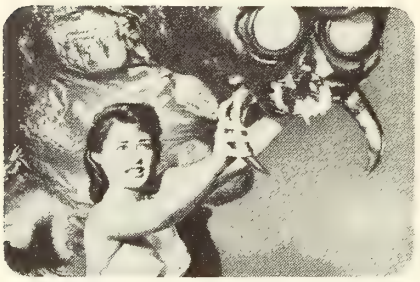
U.F.O. (1956)
Tom Powers



LADY OF VENGEANCE (1957)
Dennis O'Keefe, Ann Sears, Anton Diffring

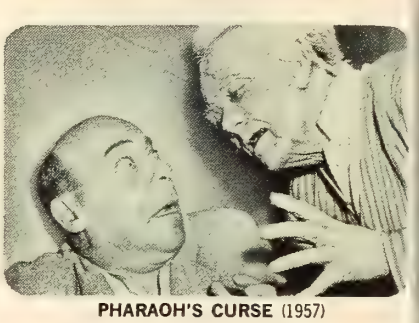


MACUMBA LOVE Eastman color (1960)
Walter Reed, Ziva Rodann, William Wellman, Jr.



MONSTER THAT CHALLENGED THE WORLD
(1957) Tim Holt, Audrey Dalton, Hans Conreid

Here are the great science-fiction, horror, and monster hits . . . all from ***United Artists Associated!*** Whatever your time spot, whatever your market, count on these chillers to hold your viewers on the edge of their seats . . . and send your ratings up! ***United Artists Associated*** scores again with the unusual . . . and the profitable . . . in television entertainment!



PHARAOH'S CURSE (1957)
Mark Dana, Ziva Rodann, Dianne Brewster



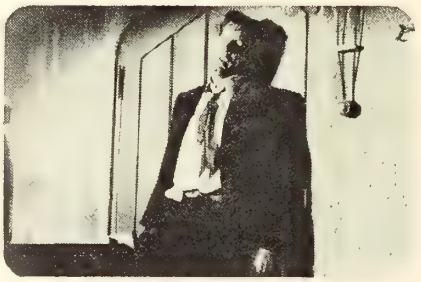
CURSE OF DRACULA (1958)
Francis Lederer, Norma Eberhardt, Ray Stricklyn



DESTINATION MOON (1950)
John Archer, Warner Anderson



MARK OF THE VAMPIRE (1957)
John Beal, Coleen Gray, Kenneth Tobey



I, BURY THE LIVING (1958)
Richard Boone, Theodore Bikel, Peggy Maurer



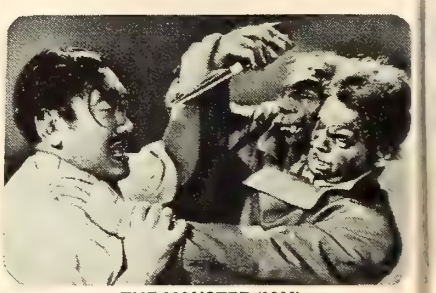
FLAME BARRIER (1958)
Arthur Franz, Kathleen Crowley, Robert Brown



THE LOST MISSILE (1958)
Robert Loggia, Ellen Parker, Larry Kerr



TERROR IS A MAN (1959)
Francis Lederer, Greta Thyssen



THE MANSTER (1962)
Peter Dyneley, Terri Zimmern, Jane Hylton

BULLETIN!

31 MARKETS SOLD THE FIRST MONTH!

HERE'S THE KIND OF SHOCK MOTION PICTURE ENTERTAINMENT THAT ALWAYS GETS AND GRIPS AN AUDIENCE!



u.a.a. UNITED ARTISTS ASSOCIATED INC.

NEW YORK 555 Madison Ave., MU 8-4700
CHICAGO 520 N. Michigan Ave., 467-7050
DALLAS 2015 Young Street, RI 7-8553
HOLLYWOOD 1041 N. Formosa Ave., He 6-3420

MONDAY MEMO

from RICHARD IRWIN, Rosenbloom/Elias & Associates, Chicago

Yes, TV still has room for the small sponsor

There has been a lot of discussion in advertising recently that television is pricing itself out of the market and that the manufacturer with the small budget no longer can afford television. We do not agree.

Neither does one of our well-known clients, the Phonola Phonograph Division of the Waters Conley Co., Rochester, Minn., and its national sales and advertising manager, Howard Kovin. Historically a low budget print media advertiser until it got its feet wet in broadcasting recently with radio, Phonola this year is putting its entire consumer media budget into participations on NBC-TV's *Today* program starting in the fall.

It is not always entirely a question of how much TV exposure you buy. True, the more the better if you can afford it. But for some companies, whose advertising allotment might be called rather small potatoes in many circles, even a modest amount of TV exposure can do a great deal in helping increase sales volume.

The Whole View ▪ Many smaller companies, considering their present volume or their current position in their long-range growth pattern, have become aware that TV can provide important factors for them which possibly are more important than exposure volume alone. These factors may include how effectively you use that amount of TV which you do buy, how thoroughly you merchandise this campaign and how well you communicate the meaning of the TV buy within the trade—the significance of the media impact for the dealers you do business with.

Waters Conley Co. is America's oldest phonograph manufacturer. The company was founded in 1899 and it has been manufacturing the Phonola phonograph line since 1916. Victor Talking Machine Co. pre-dated Phonola but subsequently was acquired by RCA.

Phonola is a relatively small member of the giant electronics industry, but Waters Conley long has been recognized as a respected "manufacturer's manufacturer" because of its prestige line of private label merchandise. If the top-name firms which presently are private customers could be disclosed, their brand labels would be recognized immediately by the average consumer.

Big, Tough Market ▪ Waters Conley's own Phonola line and its private label lines together are said to place the firm in a leading position in the portable phonograph market. They rank it as but one of many in the highly competitive total phonograph field, however. Compared to last year's sales total for the industry of some 4.75 million phonographs, sales in 1963 should hit the 5 million mark according to the present estimates by Phonola officials.

Through the years, apart from its important private label output, Waters Conley has endeavored to maintain the prestige identity of its own Phonola line in the market too, even though the Phonola business has been the smaller portion of its total volume. Through these years the traditional media for Phonola were small space campaigns in magazines and local newspaper co-op.

When Rosenbloom/Elias & Associates acquired the Phonola account about five years ago, the total advertising budget was $32,500. Out of this had to come all consumer media advertising, dealer brochures, trade advertising and other merchandising plus a little for point-of-purchase. Local newspaper co-op always has been separate. The advertising budget is usually based on about 5% of sales.

Broadcast Impact ▪ As the years passed after we started on the Phonola account, it grew and worked up to full pages and spreads (all black-and-white) in top consumer publications. The dollar volume of sales worked upward too. As it turned out, 1961 was to be the last year for Phonola's basic buy in print media. The total budget that year: $75,000. Traditionally Phonola's ad campaign starts in the fall and runs through December.

Late in the season in 1961 after the print schedules were running, it was decided to quietly make a test of local radio spot in about eight midwestern-Southern markets. An extra push seemed to be advisable there to help some of the major accounts move unusually heavy inventories.

The agency's creative ingenuity had a unique challenge because of the low budget situation. We also needed something to dramatize the full fidelity features of Phonola, a key sales point. The spot that evolved cost but $900, complete with pressings, and featured a marching chorus of nine plus drum and fife. They marched into and out of the 50-second spot singing Phonola lyrics written by our creative director, Joseph Del Papa. The music was original by Marty Rubenstein of Shield Productions. The other 10 seconds enabled local tie-in.

Radio's Test Success ▪ We ran this spot for four to six weeks in Chicago, Minneapolis, New Orleans and five other markets for as much as our $8,000 radio time budget would allow. Everyone considered the radio test an "unqualified success."

Phonola's dollar sales total in 1961 jumped 35% over the previous year.

Naturally we and Phonola became very broadcast-minded deciding what to do with our advertising budget in 1962. The budget was upped to $100,000. So we put a reasonable amount into the nonconsumer necessities like brochures etc., took $9,750 for a black-and-white spread in the October issue of *Esquire* and plunged all the rest into four participations a week for 13 weeks on NBC Radio's *Emphasis* series.

Phonola's sales volume for 1962 went up a spectacular 60%.

TV's Turn Now ▪ It is logical Phonola should move on into television in 1963. The budget has increased to $200,000, of which two-thirds will go for the purchase of a minute live spot weekly for 13 weeks on *Today*.

Yes, that's small for TV. But for Phonola it will go a long way considering all the other factors besides volume. This is why we feel there's still room in TV for the small budget advertiser.



Richard X. G. Irwin, since 1961 senior vice president of Rosenbloom/Elias & Associates, Chicago, has been with that agency since 1957. For a dozen years before that he was account executive with Ruthrauff & Ryan there. Besides Phonola, Mr. Irwin's account responsibilities include Krim-Ko Corp.'s broadcast-active Bireley's soft drinks, Beep for Breakfast and P.D.Q. Chocolate Flavoring. He's pioneered spot radio advertising for Mercury Records and an FM spot drive for Cusenier Cognac.



It Takes RPM To Move The Goods!

Ratings . . .
Programming . . .
Merchandising . . .

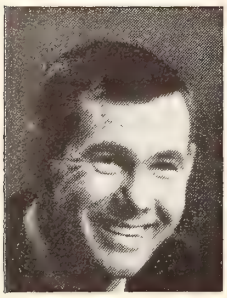
RATINGS · PROGRAMMING · MERCHANDISING · RpM!

. . . the three-way push that moves the goods over WELI's RPM Radio! Depend on BIG-Buy WELI to deliver the rich, New Haven-centered market!

National Sales: H-R Representatives, Inc.; Boston: Eckels & Co.

WELI 5000 WATTS / THE SOUND OF NEW HAVEN / 960 K.C.





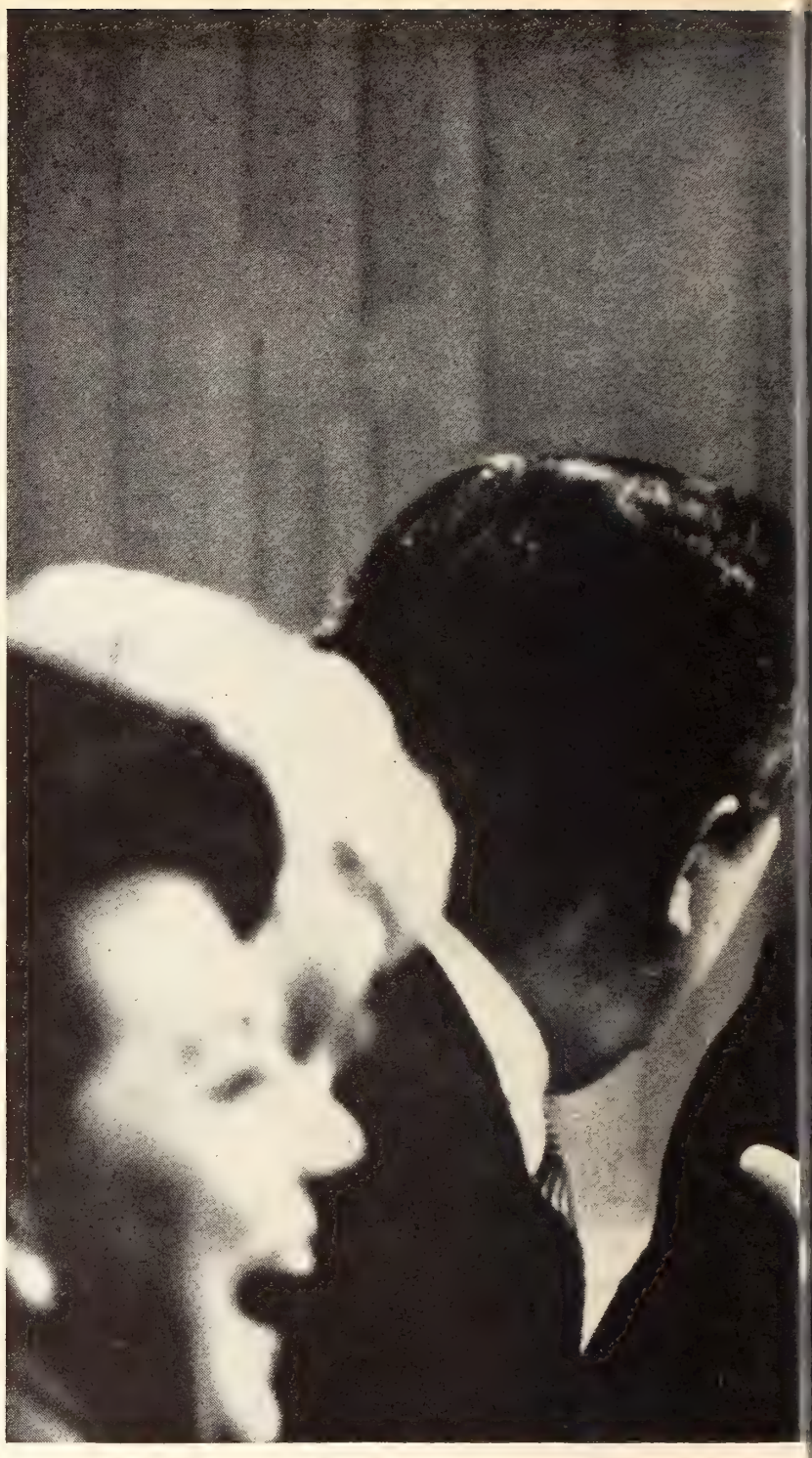












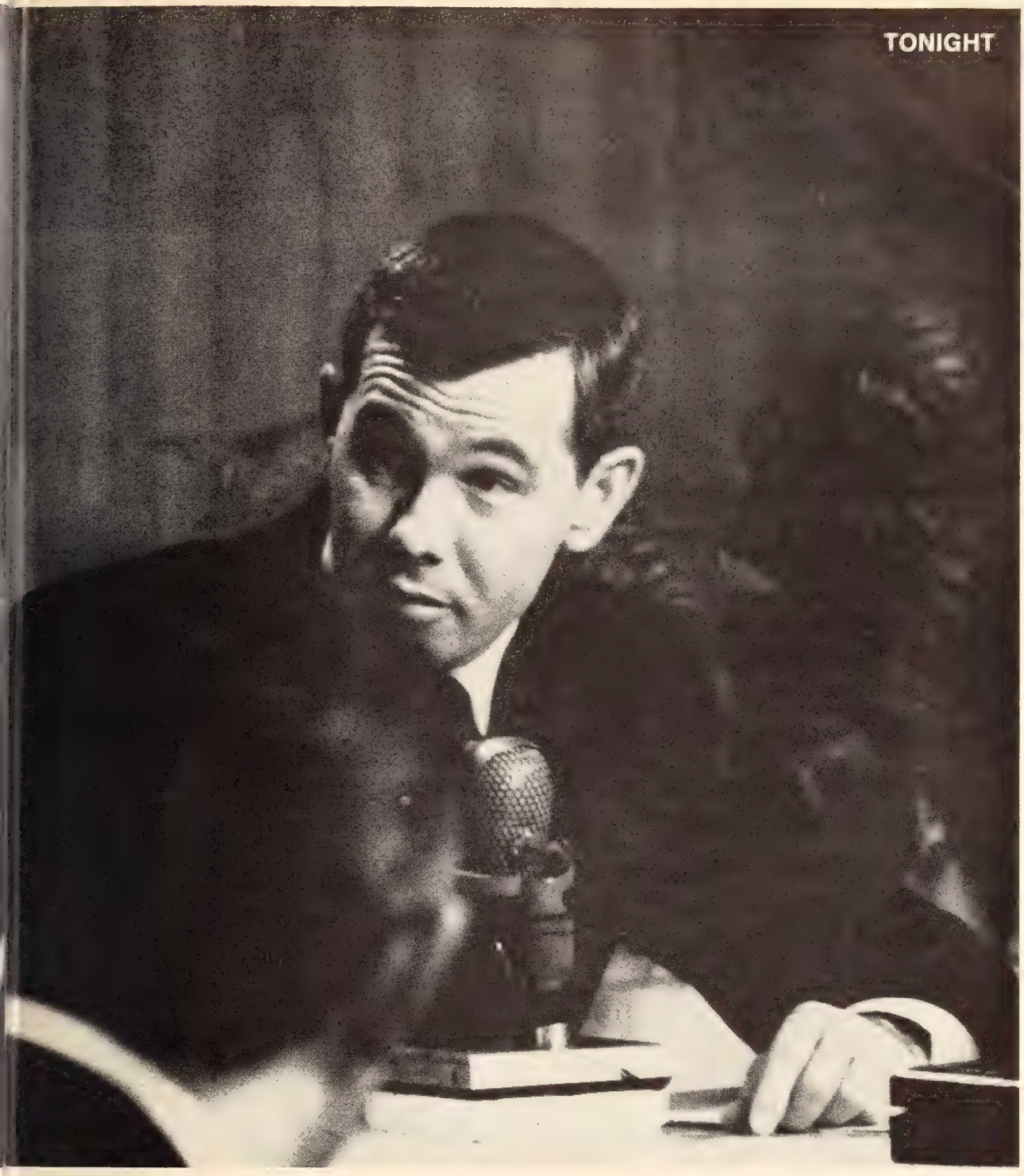
No More Pigeons

When the city of Omaha began an anti-pigeon crusade some years ago, Nebraska radio reporters were content simply to relate the facts. Except for young Johnny Carson. He not only broadcast the story, but conducted an exclusive interview with one of the intended victims.

To get his pigeon coup, Johnny had to play both parts, of course. One measure of his progress is that he now plays just one part: star of NBC's five-nights-a-week, colorcast "Tonight" show.

What's more, his conversational partners now include such formidable personalities as Bob Hope, Bette Davis, Peter Ustinov and Tallulah Bankhead. No pigeon English spoken here.

How well Johnny has been playing his part is evidenced by the fact that each week-night some nine million viewers turn on "Tonight" well before turning in for sleep. (And the nice thing is that Johnny—brand-new contract in his pocket—and his show will continue as the nightcap on a '63-'64



schedule that ranges from newcomers like "The Robert Taylor Show" and "The Lieutenant" to such returnees as "Bonanza" and "Hazel.")

Glittering as "Tonight's" conversation may be, it is far from the program's only lure. Such sights as these—typical of the show's free-wheeling informality—have kept viewers joyously attentive:

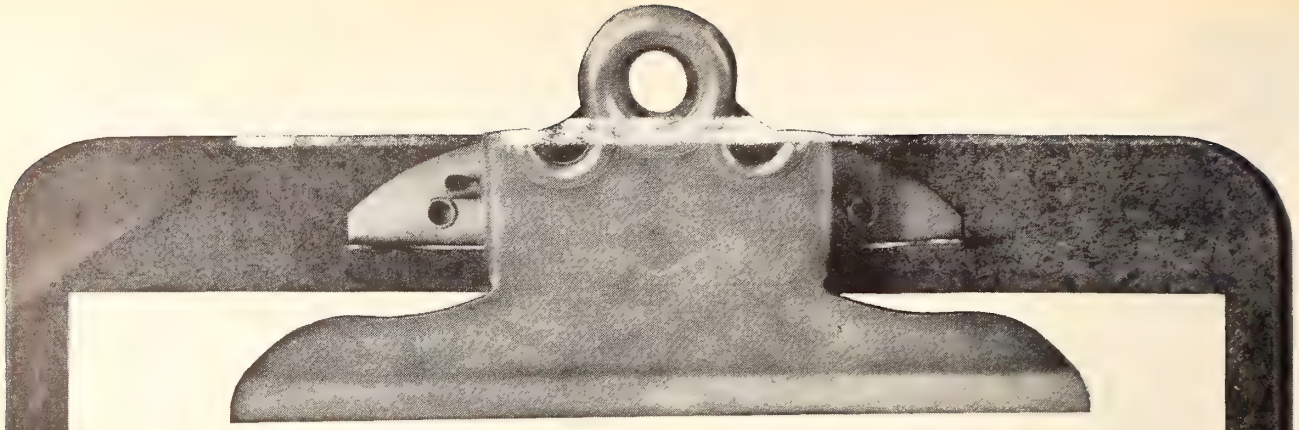
"Chicken" Carson boxing with heavyweight contender Cassius Clay.

Carson, announcer Ed McMahon and orchestra leader Skitch Henderson offering a wild (if not expert) demonstration of limbo dancing.

And Johnny managing to be casual as ever as a formally-gowned Greer Garson whips a harmonica from her purse to play a swinging chorus of "Old MacDonald Had A Farm."

"I always carry it with me," explained the gracious Miss Garson a few moments afterward. Which was another surprise, for explanations are hardly necessary on this program. Even if you're not a pigeon, around Johnny Carson you just wing it.

Look to NBC for the best combination of news, information and entertainment.



From 111th to 85th to 68th!

Sales Management says the South Bend metropolitan market has just jumped from 111th to 85th in population with 336,800 people.*

Add 113,000 next-door neighbors in Elkhart County and you get a total of 449,800. That's more people than the 68th metro market!*

*SOURCE: SALES MANAGEMENT'S "SURVEY OF BUYING POWER, 1963."

WSJV-TV, South Bend-Elkhart, *belongs* on your schedules! Call Advertising Time Sales today!

THE COMMUNICANA GROUP

WSJV-TV

SOUTH BEND–ELKHART 28 ABC

A MEMBER STATION OF THE COMMUNICANA GROUP ■ JOHN F. DILLE, JR., PRESIDENT

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
June 17, 1963, Vol. 64, No. 24

NEW TUMULT IN THE RATINGS GAME

Several big sticks started stirring up the ratings mess last week, just as it began to look as though things were quieting down.

The biggest sticks of all were wielded by two agencies of government. The Federal Trade Commission and Federal Communications Commission announced a combined operation to make the users of ratings abide by the facts the raters provide. And if those facts are questioned, the user himself will have to prove they're right. The FTC-FCC campaign threatens to change broadcasting's basic selling practices.

Two big advertising agencies took a poke at the National Association of Broadcasters' plan to clean up the ratings problems. Obviously piqued at being left out of what they think is a broadcaster-only project, the agencies want the Advertising Research Foundation to get in the act. If this view spreads to other agencies, the NAB plan could be in for hard times. See page 28.

As if present rating services weren't in enough trouble, they got a new—and tough—competitor last week. The Alfred Politz service, which has done custom research for blue-chip clients, announced a regular audience measurement service that will do everything the present operators do—"and then some." See page 29.

Now government control of ratings use

NEW RULE: STICK TO THE FIGURES; BE READY TO BACK THEM UP

Broadcasters who use ratings to sell their stations to advertisers are now on notice that they're going to have to prove their claims. And if they claim that all they're doing is quoting a rating service, this will be no defense—they're going to have to prove that the data can be substantiated.

The new purity in sales promotion stems from the announcement last week that the Federal Trade Commission has ordered an investigation of the use of audience ratings by broadcasters, advertising agencies and advertisers.

At the same time the FTC issued its announcement, the FCC issued a special warning to broadcasters to watch their step in the use of ratings in their advertising or promotion, particularly those claims which stretch survey results out of context.

Although neither agency spelled out any particulars, knowledgeable sources at both cited disclosures by the House investigations committee that stations engage in hypoing programing and promotion during survey weeks. They also cited the wide margin of error inherent in some of the rating services data.

What It Means ▪ A significant element in weighing the reliability of the ratings used in support of a claim by a station, it was pointed out, would be a determination whether during the survey week stations larded their schedule with especially attractive programs and intensified their program promotion. This would, it was noted, invalidate the ratings and also any selling efforts based on the ratings.

Similarly, it was emphasized, a claim of first position in a market, based on a survey showing a station has a share of, say, 20% of the audience (whereas the second station has an 18% share and a third station 17%), would be meaningless because the range of error in most rating services is larger than the spread among the three stations.

The action of the two agencies follows the completion of the first phase of the public investigation of the ratings services by Representative Oren Harris (D-Ark.) and his Special Investigations Subcommittee of the House Commerce Committee (BROADCASTING, Feb. 18 et seq.).

Both the FTC and the FCC, in fact, referred to disclosures during the ratings hearing as one of the main reasons for their interest in the subject now. Although the FCC statement referred specifically to complaints it claims it has received and the FTC announcement does not, it's understood the trade agency also has received several allegations of the misuse of surveys by broadcasters.

FTC Enforcement ▪ The investigation will be conducted by the Bureau of Deceptive Practices of the FTC. Charles A. Sweeny, chief of the bureau's division handling radio and TV matters, will be in charge of the investigative task force.

A finding that a broadcaster has stretched the truth may be determined to be an unfair competitive practice, or at the least, it's presumed, unfair and deceptive advertising.

Although the FTC announcement stated it was going to investigate the use of audience ratings by broadcasters, agencies and advertisers, it will primarily concern itself with broadcasters, it's learned.

This is on the assumption that although agencies and advertisers use ratings, they don't use them to sell time or space, but to buy.

Broadcasters, however, use ratings to sell time and it is this usage that lends itself to FTC jurisdiction. Presumably this is true also of station representatives who use rating information to sell their client's station to agencies and advertisers.

Dixon Warns ▪ Paul Rand Dixon, chairman of the FTC, explained: "If a broadcaster claims that a survey proves that he has a certain percentage of the listening audience in his territory, and investigation discloses that the claim is false and deceptive, the commission will take vigorous action to prohibit the claim."

The FTC recalled that last December three of the largest ratings services

Agencies want ARF in ratings act

TWO OF THEM FEEL LEFT OUT IN NAB'S GO-IT-ALONE PROJECT

Moves apparently aimed at countering the three-part ratings research plan of the National Association of Broadcasters were offered last week by two major advertising agencies in New York.

Separate recommendations from Compton Advertising and from Foote, Cone & Belding brought the Advertising Research Foundation into the picture as an instrument of auditing and evaluating the ratings services.



Mr. Cummings

Compton, in a letter from its president, Barton Cummings, to NAB President LeRoy Collins, asked that ARF be included among those organizations to be consulted concerning plans for the NAB ratings research plan.

Foote, Cone & Belding went a step farther in a letter from its vice president and media director, Frank J. Gromer Jr., to A. C. Nielsen Co. and American Research Bureau, recommending to the two ratings services that ARF be used in place of the proposed rating auditing service of the NAB BROADCASTING, May 27).

"The NAB proposal is not a bad one," said Mr. Gromer in an interview last week, "but it has one serious limitation. It does not represent the interest of anybody but the broadcasters."

NAB Plan ▪ The NAB-proposed ratings council would consist of representatives from NAB, and the presidents (or designees) of the Radio Advertising Bureau and Television Bureau of Advertising, with "advisory liaison representation" from the American Association of Advertising Agencies and the Association of National Advertisers.

Mr. Gromer called advertiisng representation on the council "oblique," and "only so much window-dressing."

"I believe in ARF and feel that it is a highly competent and well-regarded organization. All it needs in this respect is some push, and I feel that there is considerable agency sentiment in favor of such a push."

The Compton proposal, a copy of which was sent to representative Oren Harris (D-Ark.), chairman of the House subcommittee that has been investigating ratings, suggested that "among those whom you intend to consult concerning your plans, you would include the Advertising Research Foundation."

He called the ARF "an existing experienced technical facility that can immediately consult with you on proposed plans." Mr. Gromer also pointed out the convenience element, saying, "It would be difficult setting up a whole new organization, and that's a hard way to run a railroad."

Role For ARF ▪ Under Mr. Gromer's plan, ARF activity would not be drastically different from the plans laid out by the NAB for its ratings auditing service. "We are quite sure that ARF can expand considerably so that it can encompass all of the serv-

signed consent orders promising to cease and desist from misrepresenting the accuracy or reliability of their measurements, data or reports. Those signing the orders were A. C. Nielsen Co., The Pulse Inc. and American Research Bureau (BROADCASTING, Jan. 7).

How broadcasters and others use these measurements was not included in those orders, the FTC noted.

It continued:

"Hearings by the Special Subcommittee on Investigations of the House Committee on Interstate and Foreign Commerce have developed substantial information concerning the ratings and the manner in which they are used. The commission intends to base its investigation on that information and correct any misrepresentation or other practice violating the Federal Trade Act."

It added that it would conduct the investigation in coordination with the FCC "and that agency will be advised of any findings of law violations by broadcasters."

Yellow Light ▪ By far the stronger statement was made by the FCC which virtually told broadcasters they were putting their licenses on the line if they used ratings measurements without being able to prove their correctness.

The FCC statement said:

"The commission recognizes, of course, that audience research is an important selling tool in efforts to obtain advertiser support. It is not the intention of the commission to discourage valid audience research or its proper use by broadcast licensees in their selling campaigns.

"In using audience research, however, the licensee must act responsibly. He therefore has an obligation to take reasonable precautions to insure that a survey which he uses in an advertising campaign is valid (e.g., that is properly conceived, reasonably free from bias, has an adequate sample). He also has an obligation to act responsibly in the use he makes of the survey."

Referring to the FTC notice, the FCC concluded its statement with this warning:

"In determining whether a licensee is operating in the public interest, the commission will take into account any findings or order to cease and desist of the Federal Trade Commission concerning the use of broadcast ratings by a licensee."

The House Special Subcommittee on Investigations, the group which set off the ratings row, has set Wednesday (June 20) to hear the FCC's position from Chairman E. William Henry.

ices now provided by the NAB suggestion," Mr. Gromer said. His plan for ARF would encompass these services

- The establishment of minimum criteria and standards for ratings services.
- Operation as an accrediting agency.
- Supervision of auditing.
- Exploration of the development of new methods and improvements of others.

But if the agencies were not so much concerned over *what* would be done in ratings auditing and evaluation, as they were concerned over *who* would be doing it, the apprehension was reversed among three leading ratings services. Their concern was more with what and how the service would be done, and not by whom.

Raters' Reaction ▪ A. C. Nielsen Jr. said that he "welcomes the advice of both groups [NAB and ARF] but I suggest that neither, when taken alone, offers broad enough representation." Mr. Nielsen called it a problem of representing all interests, "and since we are syndicating a service to varied clients [agencies and media], we are trying to satisfy a number of different requirements. Some bigger advertisers might want a more expensive and thorough research job, which smaller ones obviously can't afford."

As for an auditing service, Mr. Nielsen felt such a job would be better handled by a "well-established firm of certified public accountants."

Lawrence Roslow, of The Pulse Inc., felt that ARF could handle the auditing job: "As far as that's concerned, we wouldn't object to AAAA, ANA, ARF, or any of them auditing us."

But, he said, "I'm not really certain I'd be willing to go along with an evaluation service by ARF. They would be inclined perhaps to set up one technique as best, where there might be three best techniques, for instance. It would be too theoretical."

He then referred to ARF's "Recommended Standards for Radio and Television Program Audience Size Measurements" in 1954, which Mr. Roslow said was "not practicable and never got off the ground."

Mr. Gromer, commenting on the 1954 ARF report, said, "ARF, like all of us, has learned a lot since then."

The reaction of James W. Seiler, president of ARB, who along with Mr. Nielsen received Mr. Gromer's letters, favored ARF over the NAB group, saying, "ARF would be a logical group to do this, with advertisers, agencies and broadcasters in the group."

He added, however, that he favored this procedure only if all ratings services submitted to such examination. If it is done on an industry-wide basis, he said, ARB "would be happy to cooperate."

ARF's Available ▪ ARF announced as long ago as 1960 the availability of a new facility to evaluate the word of any research organization willing to pay the costs and furnish the necessary information (BROADCASTING, April 22). Not until last week, however, when W. R. Simmons and Associates engaged ARF to analyze its market and media study on 1963 magazines was the service used.

Another proposal for an auditing and evaluation service came from Dr. Sydney Roslow, director of The Pulse, who recommended April 17 an industry-wide "standards and auditing committee." The Pulse is currently employing an interim committee on standards and techniques composed of research directors of station representative firms and advertising agencies.



Mr. Gromer

Politz moves in on broadcast raters

HE'LL MAKE REGULAR MEASUREMENTS FOR TV, RADIO, OTHER MEDIA

Two major new audience-measurement services were announced last week by Alfred Politz Media Studies, widely known independent organization which in the past has concentrated on custom-designed research.

Alfred Politz, head of the firm, said the new services will provide detailed information on not only the sizes and composition but also the buying habits of the audiences of television, radio, magazines, newspapers and newspaper supplements.

The services were described as follows:

- Politz Media Audit (PMA) will cover the five media in annual reports showing the audience of each medium in terms of more than a dozen demographic characteristics and also in terms of the purchase and use of more than 100 consumer goods and services.
- Politz Television Audit (PTA) will supplement the PMA service's TV data by providing seven reports a year, each describing in terms of sex and age the audiences of all national network TV programs during a specific two-week period. For non-subscribers to the five-media PMA, the television-only service will also offer an annual report covering TV demographic and buying data similar to that in PMA.

First reports of the Politz Television Audit are expected late this year. The first PMA report is expected early next spring.

A Big Bundle ▪ Mr. Politz stressed that unlike most existing services, PMA and PTA will report audiences in terms of individuals rather than homes. He also emphasized that the services will provide a foundation for obtaining "regular and dependable" local audience measurement through supplemental studies available at additional cost.

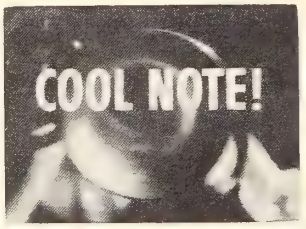
He said his new services will provide as much information as all existing au-

COMMERCIAL PREVIEW: Seven-Up with a bossa nova beat





Seven-Up's new 60-second and 30-second spots use a bossa nova beat with a combination of squeeze action, animation and live photography.





The "Cool Note! Seven-Up 'Float'!" campaign starting this month, was produced by Keitz & Herndon Inc., Dallas. Seven-Up agency is J. Walter Thompson, Chicago.

dience research services combined—"and then some."

His entry into the syndicated research field was influenced by the Washington ratings hearings but was also based on "many months of discussion" with advertisers, agencies and media.

"These discussions," he said, "have convinced us of the need for regular, comprehensive and dependable information about viewing, reading, listening and purchasing behavior of consumers. Advertisers and agencies want and need to know the ability of different media vehicles to reach the individuals who are the prime prospects for the advertisers' goods and services."

10,000 Sample ▪ In the PMA service, based on a survey of 10,000 individuals in 245 U. S. counties, the television measurement will cover all national network programs. Daily programs will be reported in terms of average telecast and one-week and four-week cumulative audiences. Weekly programs will be reported in terms of average telecast audience and four-week cume. Projections of cumulative audiences up to 13 weeks or more may also be obtained.

Radio stations will be measured from sign-on to sign-off, with reports showing weekday, Saturday and Sunday audiences; weekly cumulative audiences; separate AM and FM audience reports, and audiences within day periods as follows: 6-9 a.m.; 9 a.m. to noon; noon to 3 p.m.; 3-6 p.m.; 6-8 p.m.; 8-11 p.m. and 11 p.m.-6 a.m.

Audiences within day-parts are to be reported by place of listening: at home, in car, and in "other" places. Special tabulations may be obtained for specific radio schedules involving combinations of stations and time periods.

The PMA service will also cover 36 magazines and supplements a year; 18 every year and 18 others on an alternate-year basis. Each publication's audience will be reported on an average-issue basis, with four week cumes also shown for selected ones.

Newspaper audiences will be reported on a daily, Sunday and weekend basis; morning vs. evening; five-day cumes, and daily audiences according to number of newspapers read per day.

A Deep Look ▪ The audiences of all media will be described in terms of 16 demographic characteristics including sex, age group, income, education, occupation, geographic region, farm or nonfarm, household size and position in the household.

Audiences also will be reported in terms of their usage (heavy, medium or light) and purchase of brands in more than 100 different product and service categories including foods, beverages, etc.

Brand data will not be included in the PMA report but may be obtained from special tabulations at extra cost.

The Politz Television Audit's seven reports a year will show average audiences per program, plus one-week and two-week cumes for day programs and two-week cumes for night programs.

The information for PMA will be based on a probability sample of 10,000 persons in 9,500 households in 245 counties throughout the U. S. Of the total, 9,500 respondents will be over 18 years of age; 500 will be in the 13-17 age group. A fresh sample will be drawn each year, "assuring that population shifts will be reflected properly in each study" and as "protection against the possibility of so-called 'tampering.'"

Television, radio and newspaper audience data will be gathered by a combination of interviewing and record-keeping; magazine and supplements data, by interviewing. The field work will be done from mid-October through mid-January without Christmas week.

TV Reports ▪ The more frequent TV reports of the PTA will be based on a sample of 2,000 individuals 13 years of age and older. For three of the seven reports, sub-samples of the PMA's total 10,000-individual sample will be used; for the four other reports, entirely new samples will be drawn. The two-week survey periods will fall during the months from October through April, plus July.

Subscriptions to each service are offered on a two-year minimum basis. PMA subscribers can buy the demographic data without buying the marketing information, but the marketing data is not available without the demographic. In each service the subscriber's annual billings (or advertising investments in the case of the advertisers) form the base for computing subscription cost.

Politz officials estimated the cost of both services to a company spending $10 million a year in advertising would range between $15,000 and $25,000 a year. The cost to media and agencies, they said, would be higher. "Substantial" discounts were reported available now to charter subscribers.

Nielsen wants federal court to sit on suit

The A. C. Nielsen Co. of Chicago, world's largest broadcast research firm, goes into federal court today (Monday) for the first skirmish in a legal battle with WAME Miami, which is suing the research company over its ratings service for $250,000. Nielsen is trying to move the suit from a state court into federal jurisdiction.

The WAME action is one of a pair of suits brought by WAME Broadcasting Co., the station licensee, following an investigation of audience research companies by the House Special Subcommittee on Investigations this spring (BROADCASTING, June 3, May 6). In what is believed the first litigation to grow out of the investigation, WAME is seeking $250,000 damages from Nielsen and The Pulse Inc. of New York. Both suits were filed in the Circuit Court of Dade county, but the Nielsen firm prefers to defend itself in a federal court. WAME, since it has two similar cases to prosecute, would prefer to fight both in the same jurisdiction.

A Pulse motion to dismiss the WAME action will be heard in the state court on Aug. 1.

WAME says the ratings companies misrepresented their reports for metropolitan Miami between 1959 and 1962.

IH® REAPS TWO MARKETS WITH WSB



*NSI Nov.-Dec. '62; NCS 1961
**Census of Agriculture, 1959

YIELD: International Harvester reaps sales from WSB's domination (37.3% tune-in share*) of Metro Atlanta, where $9,800,000** is spent annually on feed and farm petrol products alone.

YIELD: 132 counties* where annual sales of feed and farm petrol products amount to over $172,800,000**.

Buy the one that gives you two . . .

WSB RADIO



Georgia's 50,000 watt clear channel station

Represented by Edward Petry & Co., Inc.

NBC affiliate. Associated with WSOC-AM-FM-TV, Charlotte; WHIO-AM-FM-TV, Dayton; WIOD-AM-FM, Miami.

Stations should do more audience research

THAT'S THE VIEW OF LEO BURNETT AGENCY RESEARCHER

Local stations should get busy and do a lot more research and analysis of their audiences, Dr. Seymour Banks. vice president in charge of media, creative copy and research at Leo Burnett Co., Chicago, said in talks last week to two broadcaster groups meeting there. One group concerned TV, the other Negro radio.

His reasons in summary:

- The advertiser and his agency need greater and more precise information about product consumers and prospects in the station audiences. With the advent of computers, this data becomes increasingly vital to media buying decisions. His primary target—adults.
- Stations need to research their audiences more to determine more accurately what programs are best. Actually knowing instead of guessing what audiences want enables the station to program better and become a more attractive advertising vehicle.

Dr. Banks told the second annual programing conference of the Television Affiliates Corp. on Thursday that stations should greatly increase the "value" they place upon local research as compared to station promotion. It is far more important to spend a few hundred dollars to research audience reaction, he said, than to "send out ballpoint pens at the year's end in order to develop a promotional feeling for the station as a whole."

Urging local stations to develop their own means to inexpensively study audience responsiveness, Dr. Banks said that the job can be done effectively with simple printed questionnaires. It doesn't always require costly electronic computers, he indicated, although there are many occasions where qualified research and psychological experts may be needed.

In spite of the inaccuracies which might be encountered, it would be better for the local station to make an effort to research every program to determine what each audience wants, Dr. Banks said, than to rely exclusively on the judgment of perhaps one or two who decide what programs will be aired. Nearly three dozen TAC station program directors attended the Thursday-Friday meeting.

Speaking earlier in the week before a Negro radio programing conference sponsored by Bernard Howard & Co., station representative, Dr. Banks said that "by and large broadcasting is one generation behind in supplying data to agencies." Radio in particular is guilty, he said. Yet radio cannot afford to neglect this need, he indicated, since television today is the "power" medium and radio, based on the amount of time people spend with media, has become only a "peripheral" medium.

Two Questions ▪ "Your audience represents a marketplace tied together by your communication vehicle"—programing—as far as the agency or advertiser is concerned, Dr. Banks explained. The sponsor is interested in your station only if you can answer two basic audience questions affirmatively, he said. The questions: "Is economic potential there?" and "will they respond to your communication vehicle?"

The agency executive pointed out that there is a great void in research about the composition of the local radio audiences, their programing loyalties and interests. "Yet you are selling the respect and affection of your audiences," Dr. Banks said. When stations contact the agencies they will comment on these factors, he said, but they will supply "not a stitch of evidence."

Dr. Banks said "the basic unit for us is people. Here radio has shortchanged itself. The emphasis on measuring sets is wrong." Adults represent the "major purchasers," he continued, "Yet you can't even tell if a listener is male or female." Even when you know the listener is female, he observed, it makes a lot of difference whether you are reaching the busy housewife of 35 or "merely the aunt who is living there."

If stations want more business from the big spenders, Dr. Banks concluded, they must come armed with data that will tell the agency this is an important market not being reached otherwise or if reached the listeners are "still yours exclusively." If not exclusive, "they respond in a way not possible with the majority medium."

Bernard Howard informed the two dozen station managers attending his two-day session that an in-depth study of the $20 billion Negro market will be made available to them about September. He indicated that many of the points raised by Dr. Banks would be answered in the study.

Principal conclusions of the Negro programing conference included the view that Negro radio is on the threshhold of great and expanding opportunity for both service and business. They agreed they must increase news as well as editorials in areas where this is economically and otherwise possible. The empathy inherent in Negro radio is growing every day, they observed, since the Negro wants the Negro point of view and not the white man's.

Create demand through advertising

Economists and business prognosticators today are lost in a confusion of economic theories of saturated markets, lack of real needs, lack of purchasing power and reliance on government expenditures.

Arno Johnson, vice president and senior economist, J. Walter Thompson, chided businessmen for acceptance of these pessimistic theories in an address to the Sales Executives Club of New York last week.

Mr. Johnson proposed that the answer to the country's surplus labor problem is in "creation of demand" through an increased advertising effort. He estimated that in the next decade some 20 million additional nonagricultural jobs will be in demand by the labor force and that consumption capacity will increase by $200 billion over the same period.

He said this "vast latent ability to expand consumption to match production goes unrecognized. . . ."

Mr. Johnson suggested that the average business consider a step-up of 15% in its selling and advertising efforts.



JWT's Johnson

Xerox buys news shows

Xerox Corp., New York, has bought six NBC News TV specials and one 90-minute *Project 20* program on the network.

Xerox, which made the buys through Papert, Koenig, Lois, is expected to spend approximately $4 million in television in the coming year (AT DEADLINE, June 3).



Have you ever heard of our "Party Line"?

WE don't want to spoil it by trying to compress the whole story of our "Party Line" program into this brief space.

Suffice it to say here that "Party Line" is a participating program on the most popular TV station anywhere *near* the great Red River Valley. It is producing big results for some big advertisers. For example, we recently offered a Party Line Pattern Book, at $1 a throw. Result: 14,928 copies!

Ask PGW, will you? They have the whole story of this spectacular program.

WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

Is this the way out of the trap?

HOW THE NAB HOPES TO KEEP THE FCC FROM TAKING OVER CODES

A serious strategy problem faces the National Association of Broadcasters' board of directors next week—what to do about the FCC's proposal to adopt as government rules the commercial time standards of the NAB's radio and television codes.

Last week the outlines of the strategy were beginning to take shape, in advance of the board meeting that begins June 24. The NAB is building a defense on these grounds: (1) Government restrictions on commercial time would be inflexible and unresponsive to changing conditions. (2) The length and number of commercials may be of less importance in shaping audience reaction than the placement and content of commercials are. (3) Through the NAB code apparatus radio and television are capable of regulating themselves.

To bolster the last argument, the NAB may be obliged to recruit more subscribers for both codes, to which only 38% of all radio stations and 70% of television stations belong. Last week the NAB television code review board took action that was plainly intended to induce recruitment.

Easing Up ▪ At a meeting in New York the TV code board voted to loosen the television commercial time standards. Under the new proposals, which must be approved by the NAB's television board of directors, a station could devote as much as 30% of any hour outside prime time to commercial presentations, although total time devoted to advertising could not exceed 20% of any broadcast day. The commercial limit in three prime hours would be 17.2% per hour—the same as it is now.

The effect of the code board's proposal would be to give stations a chance to load commercials into some non-prime periods that advertisers think desirable and to compensate by carrying less advertising in periods that fewer advertisers want.

Under present standards, specific time limits for commercials apply through the day. Some stations are known to have stayed out of the code because they cannot command high enough rates to make a living from the number of commercials now permitted per program period. The TV code board said the net effect of the change to a percentage ceiling would be a reduction of permissible commercial time over a full broadcast day.

At a meeting in Washington May 29 the NAB radio code board deferred action on a proposal to loosen the commercial limitations in the radio code, but it appointed a committee to consider the matter.

ANA Appeal ▪ The NAB television code board took action on commercials after hearing an appeal from members of the Association of National Advertisers that commercial volume ought to be reduced.

There was some feeling after the closed NAB-ANA meeting in New York last week that advertisers haven't been staying awake nights worrying about the broadcasters' private conflict with the FCC, despite the impact federal control over commercial standards would have on sponsors themselves. There was some advertiser feeling, too that broadcasters, by lax enforcement and inadequate standards, had left the door open for the government to do the job.

On several occasions the advertiser representatives suggested the TV time standards weren't strict enough, especially in non-prime time when programs are short and there are a lot of commercials. Code enforcement should be strengthened, according to several advertisers.

Afterward an ANA member recalled FCC reports of public resentment against clutter and over-commercialization, adding that TV stations should be concerned about such criticism. But it appeared advertisers aren't anxious to have the government mixing in the routine conduct of advertiser buying of media and they wanted the industry to regulate itself.

Advertisers and NAB representatives found they couldn't agree at times on interpretation of specific code provisions.

It's Media Problem ▪ One advertiser said afterward that sponsors don't have to worry too much about the problems that plague TV or any other medium. He said advertisers will look around and buy media as opportunities are available. But he emphasized the benefits of mutual discussion of advertiser-television problems.

Representing ANA at the meeting, according to an unofficial guest list, were John W. Burgard, Brown & Williamson Tobacco Corp., who acted as chairman; Peter Allport, ANA president; Joseph Beech Jr., Procter & Gamble Co.; H. Allan Dingwall Jr., General Foods Corp.; E. P. Genock, Eastman Kodak Co.; Howard Gray, R. J. Reynolds Tobacco Co.; William Kistler, ANA; Gregory T. Lincoln, Colgate-Palmolive Co.; John Morris, Campbell Soup Co.; Alfred Plant, Block Drug Co.; Samuel Thurm, Lever Bros. Co.

Members of the NAB TV code board and NAB staff officers represented broadcasters.

Clutter Discussed ▪ Mr. Burgard, whose tobacco firm is one of the nation's top TV buyers, had sharply attacked clutter, triple-spotting and inadequate product protection at the ANA's spring meeting (BROADCASTING, May 27). He also had called again for "guaranteed circulation" in television—a direct relation between the cost and the size of audience for shows of the same type. It's understood he brought

Headaches, yes; hemorrhoids, no

The Ted Bates agency tried again last week to get official acceptance of television commercials for Preparation H, but was rebuffed.

David C. Loomis, vice president of the agency, appealed to the National Association of Broadcasters' television code review board to lift its ban against advertising for the hemorrhoid remedy. Several years ago the board's ruling against Preparation H precipitated a crisis. Sixteen stations resigned from the code, and 19 had their memberships cancelled. The board voted last week to retain the ban.

The Bates agency made headway with the code board on another matter. After an appeal by William H. Kearns, vice chairman of the agency, the board gave reluctant approval to the use of the phrase, "like a doctor's prescription; that is, a combination of ingredients," in Anacin commercials.

The code board explained: "The phrase has, we are informed by the advertiser's agency, been recently reviewed by the Federal Trade Commission and found acceptable. The code board reaffirms the question of this commercial copy acceptability raised by its New York code office but feels that in view of the specific government approval, it is not appriate to disagree with official government action in this particular instance."

up the clutter problem at the ANA-NAB meeting last week.

At the ANA spring session he had submitted studies showing that effectiveness of a commercial is enhanced 32% to 40% when presented by itself rather than as one of a series of credits, promos, commercials and billboards. He had cited data showing a commercial may be 24% to 64% more effective alone than within 15 minutes of a competitor's message in the same program.

All members of the NAB TV code board took part in last week's two-day meeting in New York. They were: William D. Pabst, KTVU(TV) Oakland, Calif., chairman; Roger W. Clipp, Triangle Stations; Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; Ernest Lee Jahncke, NBC-TV New York; Douglas L. Manship, WBRZ(TV) Baton Rouge, La.; Joseph H. Ream, CBS; Lawrence H. Rogers II, Taft Broadcasting Co.; Alfred R. Schneider, ABC-TV, and George B. Storer, Storer Broadcasting Co.

NAB staff members attending were Robert D. Swezey, code authority director; Edward H. Bronson, TV code manager; Harry H. Ward, TV code assistant manager; Stockton Helffrich, New York manager; Frank Morris, Hollywood manager; John Couric, public relations director, and Jerry Lanser, New York office.

Evaluation ▪ In acting on tv code time standards, the TV code board instructed the code staff to study ways of improving the content, production, technique and placement of commercials. The board specified that "evaluation of placement of commercials include those in island positions (single commercials inside programs) interrupting program content and commercial messages in piggyback positions (usually 60-second commercials advertising more than one product) or adjacent to billboards, credits, public service announcements, promotion announcements, other commercial messages, station break announcements, and other material of like nature."

The TV board wound up its two-day meeting in New York by commenting on the FCC's plan to incorporate NAB code time standards. It said, "The interest of the public will be poorly served if time standards are sought to be imposed by any governmental agency, in that such action, even if legally sustainable, would be fraught with rigidity and unresponsive to changing needs and improved knowledge in the field, would not (and of necessity could not) deal realistically or adequately with the most important criteria of content and placement of commercials, would delay and hence deny timely attention to the problems of stations in small markets, and finally would substantially reduce, if not totally destroy, the incentive of most broadcasters for continued improvement, and experiment in improvement, in the entire area of commercial and related messages."



Focal point of the industry's self-regulation crisis last week was NAB's TV code review board, which proposed revision of commercial time standards. Code board held a joint meeting with an advertisers' group.

Radio Position ▪ The NAB Radio Code Board stated at its May 29 meeting that inclusion of the code's commercial time standards into FCC rules would be a disservice to the public, freeze into government fiat commercial standards that should be revised to reflect changing industry conditions and place total emphasis on the quantity of commercials rather than recognize that quality and other factors are important (BROADCASTING, June 3).

No changes in radio time standards were proposed at the radio code board meeting but a committee was appointed to conduct a study of the time provisions.

In a talk to the American Council for Better Broadcasts in Chicago June 12, Mr. Swezey as code authority director said the most effective way broadcasters can use to know they are programing objectively is audience response to favorably received programs as well as to those that fall short.

"Broadcasters must operate for the good of the community," Mr. Swezey said. "They must dispense with mediocrity, constantly improve their services and have the daring to experiment. Otherwise they are inviting further government control, which is undesirable."

PLAN FOR TAPE TRANSFER PROBLEM

Radio commercials may be made with cartridges

Advertising agencies seemed near a solution to their problem of quality control over radio spot announcements last week with the report from two tape cartridge manufacturers that a cartridge can be made on a mass basis to fit most tape equipment used by individual stations.

The companies were not identified, but an agency spokesman said: "It seems we have hurdled the problem of tape transfers. Of course, it will still be some months before it can become practicable, but I believe it is now possible to go from the original tape to the tape cartridge, without using a tape-to-transcription-to-tape method."

Agencies had expressed concern over loss of quality control in advertising messages when local stations transferred the message from the agency-supplied transcription to tape. A D. P. Brother & Co. survey of 476 radio stations revealed that 406 of them did make transfers from the transcription to tape (BROADCASTING, June 3).

At that time it was felt that, at best, agencies would only be able to make recommendations to the individual stations advising them on the proper methods of making the transfer.

Since then, however, agency repre-

sentatives have met with sound studios, tape cartridge producers, and tape equipment manufacturers, and have discovered that cartridges that fit all currently produced tape machines, and some older equipment, are now in production. The disclosure that the tapes can be reproduced on a mass basis for distribution to the individual stations means that the agencies themselves, instead of the stations, can produce the tapes and thus supervise sound quality.

Useful Meeting ▪ A number of agency men met last week in New York with representatives from studios and tape cartridge and equipment manufacturers. Mel Furney, who directed the station survey for D. P. Brother, described the session as encouraging. "We feel we are close to some real solution now, and we were especially pleased at the cooperation from all parties," Mr. Furney said.

It was the first time that the different elements have gotten together since the study was begun several weeks ago. Mr. Furney said that "it was mostly an exploratory-type meeting—one in which everyone asked a lot of questions, and found out what the other parties needed to know."

One result of the meeting was the formation of a committee of various New York recording studios "to assist the agencies in the establishment of standards of quality for this type [tape cartridge] broadcasting." Participating companies are A&R Recording Inc., Bell Sound Studios, Film Recording Inc., Gotham Recording Corp., National Recording Corp., Olmsted Sound Studios and RKO Sound Studios.

Mr. Furney said the agency group expected soon to call in the American Association of Advertising Agencies to inform all agencies of the tape cartridge study. Sound studios would also be advised, he added.

The group hopes that a study that has been in progress by the National Association of Broadcasters into setting technical standards for tape cartridges will be completed within a month to afford technical data for the cartridge manufacturers.

"We must tread softly right now," Mr. Furney said. "We should have some answers within two weeks, and perhaps can begin using the cartridges within six months."

Spot TV billing up 20% in first quarter

BRISTOL-MYERS LEADS GAINERS WITH $3.3 MILLION BOOST

Spot television gross billing in the first quarter of this year scored a substantial increase over the like period in 1962.

The Television Bureau of Advertising is reporting today (June 17) that gross time billings of national and regional spot increased 20%, from $182,098,000 in the January-March period last year, to $219,771,000 for the same three-month span in 1963.

Bristol-Myers Co. had the greatest boost, moving that advertiser from fifth to third place in the top 100 spot TV list. The advertiser billed more than $6.6 million in spot compared to $3.3 million for the like quarter of a year ago.

The TvB report, based on N. C. Rorabaugh's compilations, covered an analysis of the same 331 stations reporting billings in both years.

Other advertisers showing increases in first-quarter spot placement: Colgate-Palmolive from $5.2 million to $7.3 million; Campbell Soup from $1.9 million to $3.4 million; Menley & James Labs from $954,200 to $2.6 million; Simoniz Co. from $755,800 to $1.7 million; Alberto-Culver from $1.9 million to $4.1 million; Hudson Pulp & Paper from $479,800 to $1,079,800 and Eastern Air Lines from $70,300 to $647,200.

In the breakdown of dayparts, $62,175,000 was placed in prime time; $56,484,000 in early evening; $55,363,000 in day periods and $45,749,000 in late night.

TOP 100 SPOT TV ADVERTISERS
FIRST QUARTER 1963
(Source: TvB-Rorabaugh)

1.	Procter & Gamble	$16,954,900
2.	Colgate Palmolive	7,391,900
3.	Bristol-Myers	6,691,500
4.	General Foods	5,067,400
5.	Lever Brothers	4,935,200
6.	William Wrigley Jr.	4,685,800
7.	Alberto-Culver	4,194,400
8.	American Home Products	3,789,200
9.	Warner-Lambert Pharma.	3,760,300
10.	Campbell Soup	3,402,800
11.	P. Lorillard	3,402,700
12.	General Mills	3,278,300
13.	Miles Laboratories	2,978,400
14.	International Latex	2,759,300
15.	Coca-Cola Co./Bottlers	2,722,900
16.	Menley & James Labs	2,612,600
17.	Standard Brands	2,612,500
18.	Kellogg	2,345,700
19.	Continental Baking	2,220,600
20.	Corn Products	2,102,500
21.	Avon Products	1,867,200
22.	J. A. Folger	1,791,600
23.	Simoniz	1,708,900
24.	Food Mfrs. Inc.	1,706,100
25.	Anheuser-Busch	1,705,200
26.	Philip Morris	1,512,000
27.	General Motors Dealers	1,493,300
28.	Ford Motor Dealers	1,442,800
29.	Pepsi Cola Bottlers	1,438,100
30.	Ralston Purina	1,374,700
31.	Jos. Schlitz Brewing	1,277,100
32.	Pabst Brewing	1,254,400
33.	Chesebrough-Pond's	1,183,800
34.	Gillette	$1,155,400
35.	Richardson-Merrell	1,100,000
36.	Helene Curtis	1,089,400
37.	Hudson Pulp & Paper	1,079,800
38.	Peter Paul	1,079,100
39.	Chrysler Dealers	1,067,900
40.	Liggett & Myers	1,062,600
41.	Canadian Breweries	1,008,500
42.	Chrysler	992,200
43.	Armour	990,700
44.	Sears, Roebuck	965,100
45.	United Vintners	939,900
46.	Van Camp Sea Food	932,100
47.	Hills Bros. Coffee	869,400
48.	R. J. Reynolds	861,400
49.	Merck & Co.	847,000
50.	Andrew Jergens	843,700
51.	E. & J. Gallo Winery	839,900
52.	General Electric	815,500
53.	Scott Paper	804,600
54.	National Biscuit	795,300
55.	U. S. Borax & Chemical	788,300
56.	American Bakeries	785,300
57.	American Motors Dealers	770,100
58.	Carter Products	748,900
59.	Frito-Lay	725,700
60.	Green Giant	721,300
61.	Royal Crown Cola Co./Bottlers	708,500
62.	Kimberly-Clark	688,900
63.	Fels & Co.	684,800
64.	American Tobacco	678,400
65.	Plough	671,300
66.	Falstaff Brewing	667,400
67.	Brown & Williamson	656,400
68.	Brillo Manufacturing	656,300
69.	Pillsbury Co.	651,400
70.	Eastern Air Lines	$647,200
71.	Pharmacraft Labs	637,700
72.	Phillips Petroleum Co.	636,700
73.	Humble Oil & Refining	634,700
74.	Sterling Drug	622,000
75.	National Fed. of Coffee Growers of Colombia	618,700
76.	The R. T. French Co.	609,400
77.	Kayser-Roth Hosiery	608,600
78.	Theo. Hamm Brewing	608,300
79.	National Dairy Prods.	608,000
80.	Maybelline	602,800
81.	S. B. Thomas Inc.	601,000
82.	Quaker Oats	596,400
83.	Gerber Products	587,600
84.	Helena Rubinstein	564,800
85.	American Oil	557,700
86.	Socony Mobil Oil	549,100
87.	J. H. Filbert	535,700
88.	Noxzema Chemical	518,000
89.	Pacific Tel. & Tel.	513,300
90.	Ward Baking	506,800
91.	Beech-Nut Life Savers	496,400
92.	Hanes Hosiery	495,800
93.	Foremost Dairies	493,800
94.	Miller Brewing	492,400
95.	Welch Grape Juice	487,400
96.	Johnson & Johnson	486,300
97.	F. & M. Schaefer Brewing	480,800
98.	Stroh Brewery	473,700
99.	M. J. B. Co.	448,400
100.	Kroger	435,400

Spot TV spending by product classification on page 38.

THE RIVER'S EDGE



ANTHONY QUINN, RAY MILLAND
DEBRA PAGET

VOL. 7–"FILMS OF THE 50's"–NOW FOR TV
FIFTY OF THE FINEST FEATURE
MOTION PICTURES FROM SEVEN ARTS

Seven Arts "Films of the 50's"–Money makers of the 60's

SEVEN ARTS VOLUME SEVEN

SEVEN ARTS ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 200 Park Avenue
CHICAGO: 4630 Estes, Lincolnwood, Ill. ORchard 4-5105
DALLAS: 5641 Charleston Drive ADams 9-2855
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. STate 3-8276
TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193

For list of TV stations programming Seven Arts "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

First quarter spot TV by product classes

ESTIMATED EXPENDITURES OF NATIONAL AND REGIONAL SPOT TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION
1ST QUARTER 1963

AGRICULTURE	$ 418,000
Feeds, meals	149,000
Miscellaneous	269,000
ALE, BEER & WINE	16,270,000
Beer and ale	13,902,000
Wine	2,368,000
AMUSEMENTS, ENTERTAINMENT	330,000
AUTOMOTIVE	7,456,000
Anti-freeze	12,000
Batteries	....
Cars	6,679,000
Tires and tubes	332,000
Trucks and trailers	122,000
Misc. accessories and supplies	311,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINTS	548,000
Fixtures, plumbing, supplies	8,000
Materials	178,000
Paints	173,000
Power tools	96,000
Miscellaneous	93,000
CLOTHING, FURNISHINGS, ACCESSORIES	4,240,000
Clothing	2,549,000
Footwear	450,000
Hosiery	1,238,000
Miscellaneous	3,000
CONFECTIONS AND SOFT DRINKS	16,309,000
Confections	10,272,000
Soft drinks	6,037,000
CONSUMER SERVICES	6,257,000
Dry cleaners and laundries	....
Financial	879,000
Insurance	1,613,000
Medical and dental	61,000
Moving, hauling, storage	291,000
Public utilities	2,787,000
Religious, political, unions	251,000
Schools and colleges	82,000
Miscellaneous services	293,000
COSMETICS AND TOILETRIES	21,283,000
Cosmetics	3,638,000
Deodorants	1,773,000
Depilatories	52,000
Hair tonics and shampoos	7,202,000
Hand and face creams, lotions	1,700,000
Home permanents and coloring	1,472,000
Perfumes, toilet waters, etc.	94,000
Razors, blades	565,000
Shaving creams, lotions, etc.	764,000
Toilet soaps	2,330,000
Miscellaneous	1,693,000
DENTAL PRODUCTS	4,477,000
Dentifrices	3,008,000
Mouthwashes	1,317,000
Miscellaneous	152,000
DRUG PRODUCTS	22,898,000
Cold remedies	7,467,000
Headache remedies	9,098,000
Indigestion remedies	1,403,000
Laxatives	1,313,000
Vitamins	1,713,000
Weight aids	270,000
Miscellaneous drug products	1,459,000
Drug stores	175,000
FOOD AND GROCERY PRODUCTS	$60,570,000
Baked goods	7,938,000
Cereals	6,897,000
Coffee, tea and food drinks	10,680,000
Condiments, sauces, appetizers	4,260,000
Dairy products	3,120,000
Desserts	945,000
Dry foods (flour, mixes, rice, etc.)	3,840,000
Fruits and vegetables, juices	2,665,000
Macaroni, noodles, chili, etc.	1,625,000
Margarine, shortenings	3,857,000
Meat, poultry and fish	4,545,000
Soups	2,538,000
Miscellaneous foods	4,528,000
Miscellaneous frozen foods	804,000
Food stores	2,328,000
GARDEN SUPPLIES AND EQUIPMENT	573,000
GASOLINE AND LUBRICANTS	5,643,000
Gasoline and oil	5,453,000
Oil additives	163,000
Miscellaneous	27,000
HOTELS, RESORTS, RESTAURANTS	248,000
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES	7,293,000
Cleaners, cleansers	4,520,000
Floor and furniture polishes, waxes	2,180,000
Glass cleaners	99,000
Home dry cleaners	103,000
Shoe polish	70,000
Miscellaneous cleaners	321,000
HOUSEHOLD EQUIPMENT—APPLIANCES	1,725,000
HOUSEHOLD FURNISHINGS	782,000
Beds, mattresses, springs	251,000
Furniture and other furnishings	531,000
HOUSEHOLD LAUNDRY PRODUCTS	15,993,000
Bleaches, starches	2,773,000
Packaged soaps, detergents	11,544,000
Miscellaneous	1,676,000
HOUSEHOLD PAPER PRODUCTS	4,982,000
Cleansing tissues	1,318,000
Food wraps	1,244,000
Napkins	128,000
Toilet tissue	450,000
Miscellaneous	1,842,000
HOUSEHOLD GENERAL	1,136,000
Brooms, brushes, mops	33,000
China, glassware, crockery, containers	298,000
Disinfectants, deodorizers	285,000
Fuels (Heating, etc.)	138,000
Insecticides, rodenticides	124,000
Kitchen utensils	158,000
Miscellaneous	100,000
NOTIONS	35,000
PET PRODUCTS	2,874,000
PUBLICATIONS	1,017,000
SPORTING GOODS, BICYCLES, TOYS	1,535,000
Bicycles and supplies	34,000
Toys and games	1,446,000
Miscellaneous	55,000
STATIONERY, OFFICE EQUIPMENT	45,000
TV, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS	111,000
Radio and television sets	69,000
Records	38,000
Miscellaneous	4,000
TOBACCO PRODUCTS AND SUPPLIES	8,835,000
Cigarettes	8,067,000
Cigars, pipe tobacco	745,000
Miscellaneous	23,000
TRANSPORTATION AND TRAVEL	3,479,000
Air	2,466,000
Bus	476,000
Rail	283,000
Miscellaneous	254,000
WATCHES, JEWELRY, CAMERAS	425,000
Cameras, accessories, supplies	18,000
Clocks and watches	5,000
Jewelry	....
Pens and pencils	389,000
Miscellaneous	13,000
MISCELLANEOUS	1,984,000
Trading stamps	152,000
Miscellaneous products	754,000
Miscellaneous stores	1,078,000
TOTAL	$219,771,000

SALESMEN

Give them a good product. They'll give you results.

A sales organization such as Blair Television is only as good as its personnel, particularly its sales personnel. We know this. For years we've been selecting top-quality men and in that time we've come to recognize the characteristics that make them top-quality.

The truly outstanding salesman brings an enthusiasm to his work that is missing in lesser men. Partly because of his own personal incentives, partly because of the pride he must feel for the product he sells.

We've given Blair men a superior product to sell. They've given us results. They recognize and accept the fact that their job requires more than eight hours a day—it requires years to develop the knowledge and skill necessary to sell their product effectively and they give these years. (If you've worked with Blair Television, you know the permanence and stability of our personnel. Our turnover is the lowest in the industry.)

What do we give them in return? Once a Blair man chooses us and we choose him, he is made a stockholder in the company. His already strong incentive is boosted even more.

Perhaps the agencies and advertisers Blair Television serves don't know about the incentives of John Blair men. But they do know their results. They know that the intimate knowledge Blair men have of their stations and markets will get them the information they want, get it quickly, and get it accurately.

These qualities and abilities of our sales organization, together with the tools with which they are supplied, have established our company as the outstanding one in our industry.



BLAIR TELEVISION

Commercials in production . . .

Listing includes new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager.

Pepper Sound Studios Inc., 2076 Union Avenue, Memphis 4.

Peelers Co., one 60 for radio (jingle). Al Rinker, production manager. Agency: Bauerlin Inc. Hughes Drumm, account executive.

Hotpoint, one 60 for radio (jingle). Bud Smalley, production manager. Agency: Cole, Fisher, Rogow & Williams. Joseph Denker, account executive.

Continental Car Distributors, one 60 for radio (jingle). Edwin Hubbard, production manager. Harry Hoenig. account executive.

Fed Mart, one 60 for radio (jingle). Ernie Bernhardt, production manager. Agency: Advertising Arts. Irving Alexander, account executive.

Charles Chips, one 60 for radio (jingle). Jodie Lyons, production manager. Gerald Talbot, consultant.

De Falco's, one 60 for radio (jingle). Hub Atwood, production manager. Joe Warshauer, consultant.

Nationwide Insurance, one 60 for radio (jingle). Ronnie Tutt, production manager. George H. Hunter, consultant.

WKOK

A New Voice In Pennsylvania

1070 on your AM dial.

After 30 years as a 250 watt AM broadcasting station, WKOK proudly announces its transformation to a:

10,000 watt clear channel outlet affiliate of CBS.

(night time—1000 watts.)

This new station supplies complete service to Central and North Pennsylvania. It gives continuous programming to state highway routes passing Sunbury where traffic count exceeds 15,000 cars daily. It will offer like coverage to a large part of the East-West shortway now being built across Pennsylvania. Weather and timely road condition reports feature WKOK programming.

This station is the sixth most powerful AM voice in Pennsylvania. WKOK offers keystone coverage of the Keystone state.

SUNBURY BROADCASTING CORPORATION

WKOK-AM-FM

1070 on your AM Dial

SUNBURY, PA.

Homer R. Smith, Manager

Crime sells in Houston

One of every three cars stolen in Houston is a Chevrolet, according to Houston Police Department statistics, and that fact was turned into a successful radio advertising campaign by The Berkley Agency Inc.

Ten spots trumpeting "a steal of a deal" and urging the purchase of a "get-away car" were created by Berkley on behalf of Joe Prichard's Courtesy Chevrolet, one of the agency's clients. The spots were run on three Houston radio stations simultaneously, and Berkeley reported that the success of the announcements was assured by the addition of such sound effects as sirens and the pounding of the judge's gavel.

CBS Radio Spot Sales adds KTRH Houston

For the first time in nine years, CBS Radio Spot Sales is adding a non-CBS-owned station to the list it represents.

The station is KTRH Houston, a subsidiary of the *Houston Chronicle*. It operates with 50 kw on 740 kc and is a CBS Radio affiliate. Its appointment of the CBS Radio division's spot sales arm was announced last week, effective in October.

Spot sales representation firms affiliated with networks have tended over the past decade to cut back rather than increase the number of non-network-owned stations they represent.

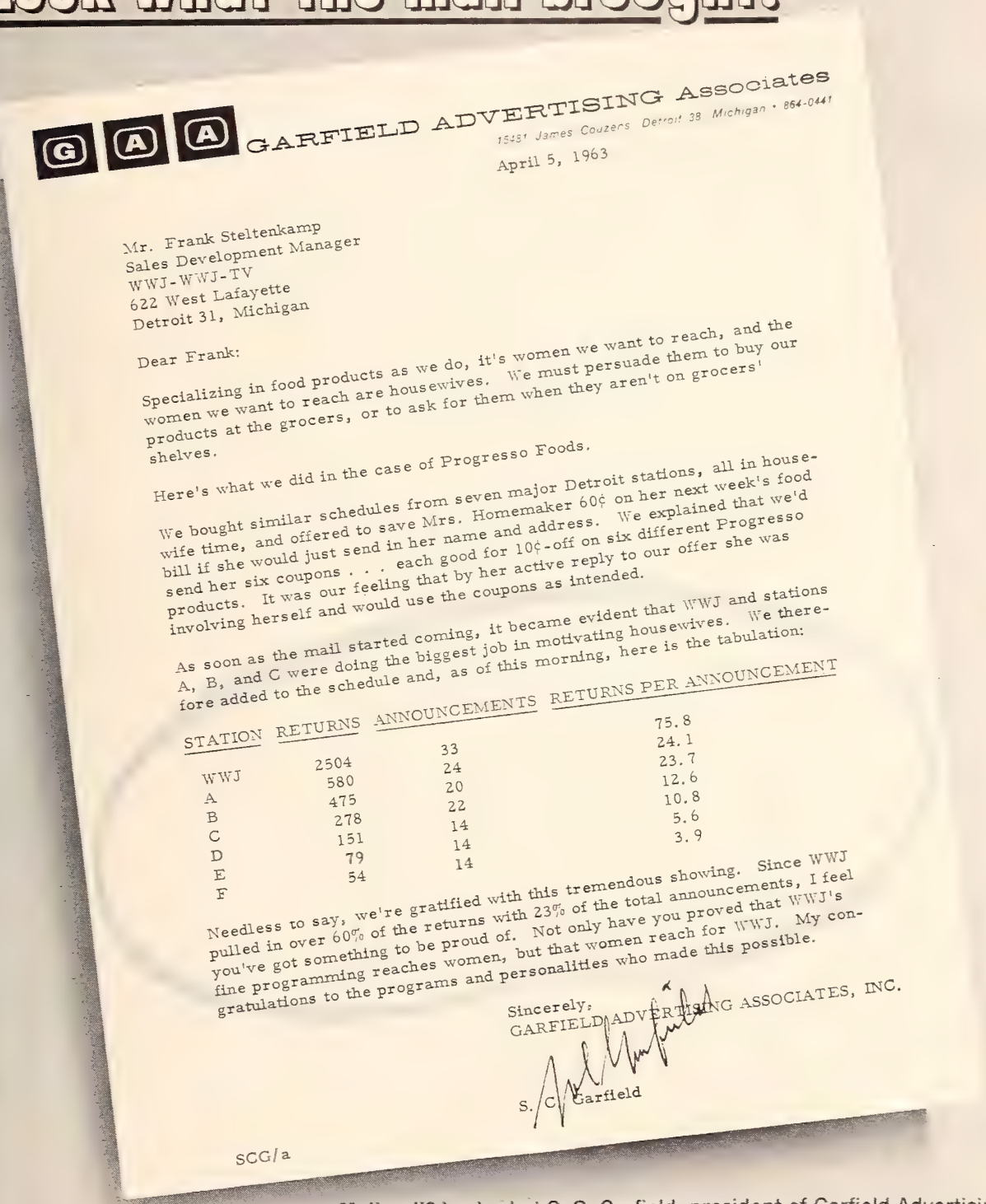
The FCC investigation which a few years ago required network-owned sales firms to stop representing non-network-owned TV stations started out, in the late 1940's, as a radio proceeding. But by the time the FCC issued its order, television had become dominant and network representation of radio affiliates was permitted to continue.

CBS Radio Spot Sales currently represents three affiliates: WCCO Minneapolis and WTOP Washington, both of which were once owned by CBS, and KOIN Portland, Ore. KOIN was the last to join the list, in 1954.

CRSS spokesmen said last week the addition of KTRH does not signal the start of an expansion drive. They said that for several years CRSS has had a policy of screening prospects with the possibility of representation in mind, and that this policy will continue.

CBS Radio and NBC Radio both maintain spot sales organizations for their owned stations and a few affiliates. ABC-owned radio stations are repre-

Look what the mail brought:



GAA GARFIELD ADVERTISING Associates

15451 James Couzens Detroit 38 Michigan • 864-0441

April 5, 1963

Mr. Frank Steltenkamp
Sales Development Manager
WWJ-WWJ-TV
622 West Lafayette
Detroit 31, Michigan

Dear Frank:

Specializing in food products as we do, it's women we want to reach, and the women we want to reach are housewives. We must persuade them to buy our products at the grocers, or to ask for them when they aren't on grocers' shelves.

Here's what we did in the case of Progresso Foods.

We bought similar schedules from seven major Detroit stations, all in housewife time, and offered to save Mrs. Homemaker 60¢ on her next week's food bill if she would just send in her name and address. We explained that we'd send her six coupons . . . each good for 10¢-off on six different Progresso products. It was our feeling that by her active reply to our offer she was involving herself and would use the coupons as intended.

As soon as the mail started coming, it became evident that WWJ and stations A, B, and C were doing the biggest job in motivating housewives. We therefore added to the schedule and, as of this morning, here is the tabulation:

STATION	RETURNS	ANNOUNCEMENTS	RETURNS PER ANNOUNCEMENT
WWJ	2504	33	75.8
A	580	24	24.1
B	475	20	23.7
C	278	22	12.6
D	151	14	10.8
E	79	14	5.6
F	54	14	3.9

Needless to say, we're gratified with this tremendous showing. Since WWJ pulled in over 60% of the returns with 23% of the total announcements, I feel you've got something to be proud of. Not only have you proved that WWJ's fine programming reaches women, but that women reach for WWJ. My congratulations to the programs and personalities who made this possible.

Sincerely,
GARFIELD ADVERTISING ASSOCIATES, INC.

S. C. Garfield

SCG/a

Mail pull? Look what S. C. Garfield, president of Garfield Advertising Associates, says about his schedule for Progresso Foods on WWJ:

With 23% of the total announcement schedule, WWJ-Radio was responsible for 60% of the returns from seven Detroit-area stations.

WWJ's active audience will respond to your product-message, too.

WWJ THE NEWS STATION AM and FM **RADIO**

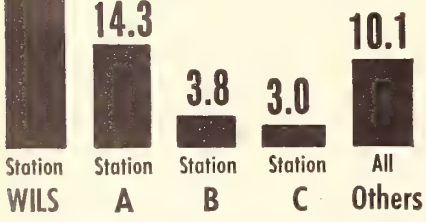
Owned and Operated by The Detroit News • Affiliated with NBC • National Representatives: Peters, Griffin, Woodward, Inc.

RADIO WILS LANSING
1320

WHOOPING NEW 1963 HOOPER JAN MAR '63 . . .

68.8*%

More than three times the total audience of all other commercial Lansing Metro Radio stations combined.



* Jan.-Mar. '63 Hooper (Noon to 6 p.m.)

LANSING Metro (3 counties)
- 14th in $ sales per household
- State Capitol
- Michigan State University
- Oldsmobile plus other industry

MID-MICHIGAN'S BIG NO. 1 RADIO BUY

RADIO WILS LANSING
1320 (5000 WATTS)
Representatives:
Venard, Torbet & McConnell, Inc.

32

sented by independent reps, supplemented in some cases by station salesmen.

KTRH's appointment of CRSS was announced by Frank Stewart, KTRH general manager, who at the same time announced the start of a new format emphasizing "locally oriented informational programing."

The switch to more talk and less music features a 10 a.m. to 3 p.m. information segment that includes a block of CBS Radio programs; a panel show of general interest to women; news and listener comment on the day's topics; a talk show about Houston and similar programs.

Business briefly . . .

Mutual of Omaha Insurance Co. will sponsor *Mutual Omaha's Wild Kingdom,* a color TV series starring naturalist Marlin Perkins and featuring films of wild animals and primitive people, on NBC-TV, Saturday, 5-5:30 p.m. EDT, starting Oct. 20 through March 8, 1964. The series was on NBC-TV for 13 weeks last season. Bozell & Jacobs, Omaha, is the agency.

Carling Brewing and **R. J. Reynolds Tobacco** will sponsor the Sports Network Inc. telecast of the Cleveland Open golf tournament Saturday, June 29 (5-6 p.m. EDT) and Sunday, June 30 (5-6:30 p.m. EDT). A hookup of 157 television stations will carry the event, and Sports Network said national advertising spots are still available.

Philco Corp., Philadelphia, will sponsor a series of four one-hour special film programs, titled *Philco Presents The World Over,* on ABC-TV on various dates in 1963, starting on Sept. 9. The programs will cover such subjects as the present and future of dethroned royalty and the world-wide international festivals. Agency: BBDO, New York.

Procter & Gamble, through Leo Burnett Co., will sponsor CBS-TV's *The Jo Stafford Show,* an hour musical variety special Sunday, Aug. 18 (9-10 p.m. EDT). Guests include singer James Darren and Bob Hope, who appears next fall on NBC-TV.

P. Lorillard (Newport and Kent cigarettes) through Lennen & Newell, New York, will extend planned 19-week schedule on six Los Angeles FM stations to 29 weeks. Renewal calls for 10 spots a week per station. **Texaco** through Benton & Bowles will renew FM group buy in Chicago and add FM groups in Los Angeles and San Francisco, purchasing 14-week schedule on total of 17 stations with average of 10 spots a week per station. Station groups included in the Lorillard and Texaco buys are represented by FM Group Sales.

Agency appointments . . .

▪ Kraft Foods has named Clinton E. Frank Inc., Chicago, as agency for unidentified line of consumer convenience products. Frank already handles advertising for Kraft industrial products. Kraft's other consumer product agencies are not affected by the new assignment. These include J. Walter Thompson Co.; Needham, Louis & Brorby, and Foote, Cone & Belding.

▪ Commerce Drug Division of Maradel Products has assigned Zotox, a poison ivy remedy available in ointment and new aerosol form, to Ted Gotthelf Associates Ltd., New York.

▪ Louis M. Rubin Co. has appointed Geyer, Morey, Ballard Inc., New York, to handle its advertising. The company, which builds and manages deluxe multiple-unit apartment centers and mobile-home parks, has not previously retained an advertising agency.

Rep appointments . . .

▪ WGAR-AM-FM Cleveland: Blair Radio, New York, as exclusive national representative.

▪ Hometown Network and Stuart Stations: C. A. Larson as Omaha representative effective July 1. Hometown Network stations are KFOR Lincoln, KRGI Grand Island, KODY North Platte, KCSR Chadron, WJAG Norfolk, KOLT Scottsbluff, KVSH Valentine, all Nebraska, and KMNS Sioux City, Iowa. Stuart Stations are KFOR, KRGI, KODY, KMNS, KSAL Salina, Kan., and KOEL Oelwein, Iowa.

▪ WSGN Birmingham, Ala., and WTOB Winston-Salem, N. C.: Robert Eastman, New York, as national representative.

Eight ABC-TV shows bought by Mentholatum

Mentholatum Co., Buffalo, has purchased sponsorship in six evening and two daytime programs on ABC-TV during 1963-1964 season.

Evening programs bought by the patent medicine company are *Wagon Train, Breaking Point, The Price Is Right, 77 Sunset Strip, Burke's Law* and *Pro Bowlers Tour.*

Mentholatum, in daytime, will sponsor *The Price Is Right* and *Major Adams: Trailmaster.* Scatter-plan schedule in several ABC-TV daytime series also was purchased by the firm. Advertising agency: J. Walter Thompson.

Beginning July 1, Abbott Laboratories, Chicago, will sponsor ABC-TV's *Ron Cochran with the News* (6-6:15 p.m.) and *Murphy Martin with the News* (11-11:10 p.m.). Advertising agency: Tatham-Laird.



Take the Santa Fe to Charlotte?

It's the right market, but the wrong way to reach it. How about your approach? Is your advertising plan aimed at your greatest market potential?

The profit squeeze in today's economy forces advertisers to put a premium on efficiency. With Spot TV you advertise where you want to and when you want to. Spot TV doesn't waste money because it can be made to match your individual marketing plan.

Spot TV is the versatile medium. It bolsters sales in one market, and meets the challenge of new competition in another. It enables you to test a program, a product, a merchandising idea. It's the most effective way to apply seasonal control or timing to your advertising.

TvAR, representing a select list of major market TV stations, can show you how to get more out of your advertising dollars by buying on a spot-your-market basis. TvAR's "Television Spot Test" enables an advertiser to document the effectiveness of Spot TV. TvAR's "Brand Comparisons" give the exact status of over 500 brands in our eight represented markets.

There are three simple steps to modern, specialized advertising. Spot your markets. Use the flexible medium, Spot TV. And call on the personalized service of TvAR.

TELEVISION ADVERTISING TvAR **REPRESENTATIVES, INC.**

REPRESENTING

***WBTV* CHARLOTTE** *(JEFFERSON STANDARD BROADCASTING CO.)* • ***WTOP-TV* WASHINGTON** *AND WJXT* **JACKSONVILLE** *(POST-NEWSWEEK STATIONS)*
***WBZ-TV* BOSTON,** *WJZ-TV* **BALTIMORE,** *KDKA-TV* **PITTSBURGH,** *KYW-TV* **CLEVELAND** *AND KPIX* **SAN FRANCISCO** *(WESTINGHOUSE BROADCASTING COMPANY)*

TvAR Offices in New York, Chicago, Detroit, San Francisco, Los Angeles and Atlanta

DATA PROCESSING AT H-R IN '64

H-R Facts division formed to handle computer operation; television sales, development and research first objectives

An electronic data processing center is expected to be installed and fully operational at H-R Television and H-R Representatives by March 30, 1964.

The computer system will be operated by H-R Facts Inc., a new division being formed by the station representation firms.

Details of the new division and its operation of a computer system—heart of the new installation will be the No. 1401 International Business Machines computer—are being announced this week by Frank M. Headley, Frank E. Pellegrin and Dwight S. Reed, who are partners and principal officers of the H-R companies.

Agency Response ▪ The H-R decision sparked favorable response of three leading agencies that have pioneered computer development in the advertising field (see opposite page).

H-R Facts initially will program the computer center to concentrate on television sales, related sales development and research. Also at the outset, data processing that can be applied to radio sales will be centered on the radio rep firm's group selling plan (H-R uniplan). In time, it was said, the 1401 will be programed to handle a complete range of sales needs for both radio and television.

Essentially the electronic data processing center will be used to speed up and add flexibility to the time consuming paper work necessary in compiling spot availabilities, ratings information and other media data necessary in the time buying and selling function. It also will permit the handling of central billing for stations represented by H-R.

This is a more sophisticated system than the automated equipment a station representative—Peters, Griffin, Woodward—operated in late 1957 but aborted after a year or so. PGW's equipment, using the principles of Univac and featuring data processing (punch card), was similar to what stations use when they automate for billing purposes. The IBM process, using the computer, works on a theory of "random access" permitting a search for information at fantastic speeds. IBM notes the H-R system was not practical until developments just this year—IBM seeing "a significant breakthrough" in this respect.

The new installation will be housed in space to be acquired in the mid-Manhattan area. Completion of the first phase—installation—is expected by the end of this year.

The H-R team of specialists who will handle the new center has been enrolled at IBM's data processing school in New York for several-month instruction.

It is envisioned that the new computer system will be linked with stations represented by the firms by transmission units (1001 data transmission units) or by a teletype relay and translation of the information for the computer.

The Cost ▪ Reportedly the annual investment to H-R firms will come to about $250,000, including equipment rental, costs of operating the new center, salaries and miscellaneous supplies.

H-R said the "hub" of H-R Facts will be the station reps' 22-man sales development team (includes "creative" sales, research, promotion, sales promotion and new business development).

The installation of the electronic equipment will boost the total force to an estimated 45 by adding a data processing manager, programers, console and key punch operators and research personnel.

The formation of the division came after 18 months of study and planning. The division will be headed by Avery Gibson, vice president in charge of sales development. She will be assisted by Martin E. Goldberg, who is research director at the rep firms.

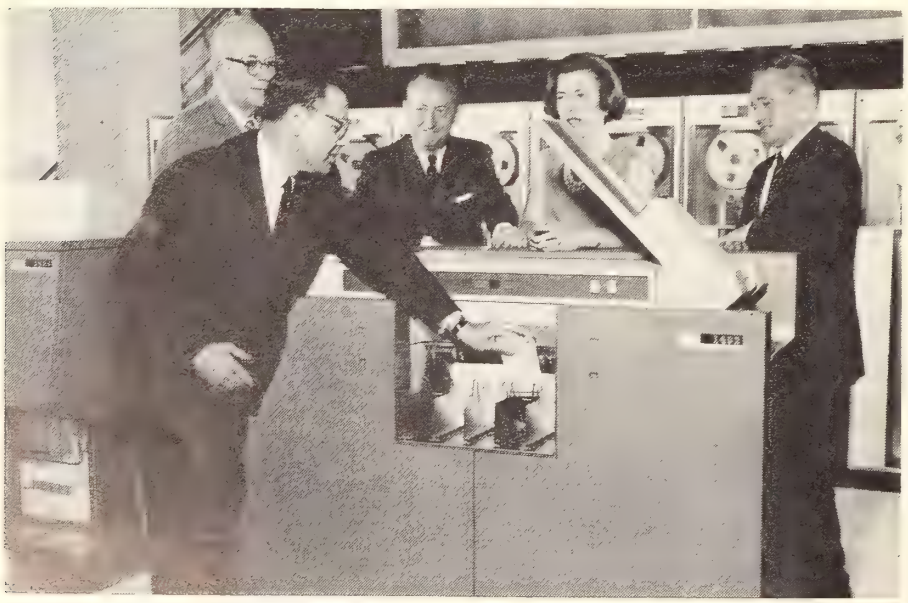
Edward P. Shurick, senior vice president of H-R Television who is in charge of forward planning, will direct coordination with advertising agencies and the represented stations.

Philosophy ▪ Mr. Headley, who is board chairman of H-R, and other associates involved in the formation and operation of H-R Facts have issued statements explaining the philosophy behind and the workings of the electronic data system in the selling of broadcast time (particularly spot TV). A summary:

Mr. Headley said more than 50% of the major advertising agencies are using or experimenting with computers in media evaluation and selection, billing and other aspects of advertising and marketing. "Proper and effective exchange of information" between rep and agency in the future, he said, will be possible only if the rep matches "computerization" with the agency.

Mr. Pellegrin, president of H-R Television, noted that the rep firm sees, in the move, a way of raising the level of "creative selling" by putting "salesmanship back into selling." The computer, he commented, will free salesmen from paperwork that has multiplied at "an alarming rate over the past few years."

Mr. Pellegrin predicted the repre-



IBM 1402 card-read-punch unit is inspected by Frank E. Pellegrin, H-R Television president, foreground. Looking on (l-r): Frank M. Headley, H-R board chairman, Edward P. Shurick, senior vice-president, Avery Gibson, vice president in charge of H-R Facts, Inc., and J. J. Kenny, of IBM.

Step-by-step of how the processing center works

1. Salesman receives a request for availabilities from a media buyer. The salesman then codes this request answering all necessary questions that might be raised.

2. The coded request is then brought to an editor. The editor checks for completeness and correct coding.

3. The edited request is then sent to be key punched and verified to produce request cards.

4. The request cards are batched (about five requests per batch) and then are processed in the 1401. The station avail tape, rate card tape, ARB/Nielsen tape and client tape associated with requests are used. An availability listing is printed and availability cards are punched for each request. These cards are placed in an availability file.

5. The availability listing is sent to the salesman. He chooses the spots which he wants to submit to the agency.

6. The agency relays their choice of spots to the H-R salesman who relays this information to the station for confirmation.

7. When confirmation is received from the station, the corresponding avail cards must be pulled from the avail file. These avail cards are then edited and key punched to show which of the submitted information was accepted by the agency and confirmed by the station.

8. These edited avail cards will serve as input for writing contracts. As the contracts are being written, the station avails will be revised.

sentative armed with electronic processed data, would be in a position to demonstrate the need for market lists to be extended, why one market compared to another may be better for a product or why a combination of markets may be better than others. He said the firm would be able to show "advertisers the greater value of spot broadcasting over print media."

Sales Data Analyses ▪ Mr. Reed, president of H-R Representatives, saw the computer as a source of more complete analyses of sales data and in terms of determining request percentages for a year and month as against past periods and the percentage of orders as against submissions.

In a matter of minutes, he said, the rep will be able to make sales forecasts and reports on revenue by share of market, while enabling the firm to handle central billing for stations (agencies will receive one bill).

Mr. Shurick asked other reps to take a careful look at H-R's concept and said his firm was encouraging the extension of electronic data processing throughout the representation business "so that we can further the efficiency and sales results of spot advertising" for advertisers and agencies.

Miss Gibson pointed out that 10 years ago when she joined H-R two people handled the supply of research and promotion material for stations, agencies and salesmen but that the 22-man team now "pushes hard to keep up with the demand" and saw the computer revolutionizing this capability by taking over "routine drudge work" and freeing people for creative assignments. At the same time, she said, the computer will enable the team to tackle important jobs considered "impractical" in the past.

Mr. Goldberg saw the computer's advantages in terms of effects in "inter-and-intra" market accumulation and a simplification of market lists as advertisers begin thinking of sales territory penetration by different market combinations in place of standard metro areas or TV market areas.

System's Innards ▪ In addition to the central processing unit, the card-reach-punch unit, and 600-line-a-minute printer, the transistorized system incorporates four magnetic tape drives, and two of IBM's new 1311 "disk storage drives." Both magnetic and disk storage components will be used for storage as well as for inserting and retrieving data from the central processing unit.

In an announcement of its computer concept, H-R assembled comments from several stations it represents as indicative of favorable response. Among the executives quoted: C. Wrede Petersmyer, president of Corinthian Broadcasting Corp. and Don Kearney, Corinthian's sales director; Ward D. Ingrim, KTVU(TV) Oakland-San Francisco; Paul Peltason, KTVI(TV) St. Louis; Vance Eckersley, WTEV(TV) Providence, R.I.; Gordon Gray, WNTV(TV) Utica, N.Y., and George Kapel, WTOL-TV Toledo.

Norman E. Cash, president of Television Bureau of Advertising, in commenting on the move by the H-R companies, said it was significant "that the most modern medium, television, is embracing the most modern means of doing business." Mr. Cash stressed the speed computers will provide in serving clients, in increasing the rep's efficiency and reducing workloads.

AGENCIES PRAISE H-R MOVE

Pioneers in computer use hail company's plan as benefit to buyers and sellers of spot

The decision of the H-R companies to install a computer system is regarded by media executives at three major advertising agencies as a step forward and of promising benefit to the buyer as well as to the seller of spot.

The agencies—Young & Rubicam, BBDO and Leo Burnett—have been in the fore among agencies developing their own computer systems as aids to the media function.

H-R received formal reaction from Joseph St. Georges, vice president, manager and director of computer application at Y&R; Herb Maneloveg, vice president and media director of BBDO, and Dr. Seymour Banks, vice president of Leo Burnett.

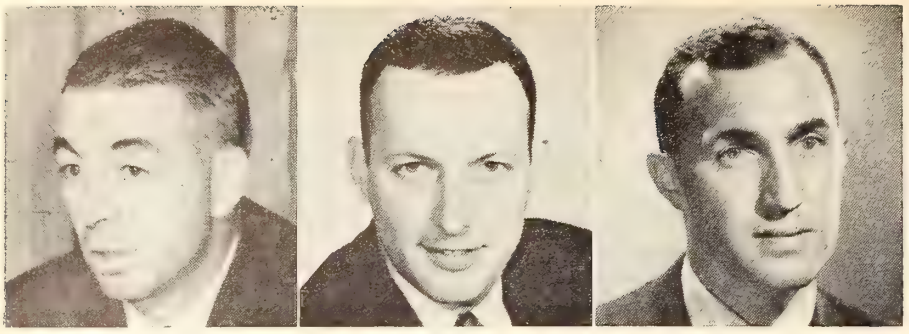
Mr. St. Georges said he was "encouraged" by the development, felt it was a "sound business venture" and intimated that others in advertising, including more agencies, should enter into computer activity. Both Mr. Maneloveg and Dr. Banks noted that computer usage in the field would be "good" for the business of advertising placement.

Their statements in part:

Mr. St. Georges: "When efforts in this area are limited to just a few agencies, the dollars available are restricted, and equally serious, so are the number of talented people working on computer problems.

". . . One of the most difficult problems we've had to face in this area has been the acute shortage of people who understand both computers and advertising. The fact that H-R will be adding to the industry's talent pool, particularly in the area of individuals who understand the complex problems of spot broadcasting, is very reassuring. For example, one of the problems which has not been completely resolved, due to its complexities, is the storage of rate card data. Hopefully, H-R's developmental work in this important area will result in a breakthrough.

". . . There can be no question that H-R will make advances that will bene-



Dr. Banks Mr. Maneloveg Mr. St. Georges

fit all of us. We hope that other rep firms will follow suit. The potential for combining agency use of computers in processing spot availabilities and purchases with computer programs operated by rep firms would appear to be almost limitless. The results should be greater efficiency, greater accuracy, and very importantly, greater speed in processing that highly perishable commodity—spot availabilities."

Mr. Maneloveg: "Too much emphasis has been put on the computer, rather than its uses. H-R computer usage should prove that electronic data processing is as important to the seller as it is to the buyer.

"Computerizing is good, sound business practice. H-R, in providing the agencies with the most accurate, up-to-date availabilities, coupled with the most complete data available on its stations, will free BBDO buyers to consider rather than calculate; and it will allow H-R salesmen to paint the broader spectrum of the non-quantitative aspects of the H-R station.

"In five years, computer usage will be as common to good business as the typewriter. Naturally, the new inventive leaders in the field will receive, as we did, negative reactions from their competitors at the outset. But, taking pot shots at innovation has always been a popular pastime; after all, it keeps you securely fastened to the past."

Dr. Banks: "This is obviously the most significant step forward in broadcast data processing since computers were introduced into the advertising business by those of us who have pioneered in the field.

"We have been waiting for support from the spot representative industry, and H-R's announcement is naturally good news. The addition of another member to the electronic data processing ranks—particularly one from the other side of the street—is an important breakthrough. Hopefully, it will only be a matter of time until we will be efficiently and effectively computerized on an industry-wide scale.

"The application of data processing is as perfectly natural and necessary to the future growth and well-being of the representative, as well as the stations it represents, as it is to the advertising agency. Currently, the whole subject continues to be one of substantial debate by some who have either failed to thoroughly investigate it in full perspective, or simply have not wished to. Just the same, the handwriting on the wall is clearly legible.

"The reason why this computer work is so important is not merely to save paperwork—although this is obviously important. The real value to clients is that we're regarding media as the means of reaching pre-designated marketing targets. We want to make clear that while we are interested in the markets made up by the viewers of TV programs, with data in considerable detail, this does not complete the picture.

"Once freed of the necessity for looking up figures and multiplying and dividing them, the agency timebuyers and the station representatives will be free to devote themselves to a discussion of the emotional values of the programs, listeners' respect and response to station personalities, etc.; in other words, the vital information we have not utilized as much as we would prefer because we were drowned in paperwork.

"Those who take a position of leadership in data processing quite frankly take some knocks doing so. That's the price of pioneering. But they will also be the first to realize the full benefits accruing from it. The plans which H-R is outlining for its system will substantially benefit both the H-R companies and their stations, and more important, it will benefit the entire industry. The application of the equipment to the processing of availabilities alone should be worth the price of admission. We look forward to the exchange of information, because eventually, I think it's very reasonable to assume that the rep and the agency will directly tie-in into one another's installations in this and other areas. When we do arrive at that point, it will be through the pioneering reports of those such as H-R."

*wtcn Radio offers the most efficient daytime ADULT listener buy in the Twin Cities market—nine a.m.-noon $1.13 CPM; noon-three p.m. $1.38.**

As a matter of fact, wtcn offers the best buy in the market—ALL ages—during these daytime hours. Call your nearest Katz office for details.

*—Source SRDS—January-February 1963 Pulse.



You're writing up $37 million in drug sales when you write it down like this

And you're writing "37th metropolitan television market" when you spell it out like that.

For when our transmitter goes on, Flint, Saginaw and Bay City all come together as a single advertising buy.

But it's not simply this that makes metropolitan FLINTSAGINAWBAYCITY so impressive for advertisers. It's also that each household in this market spends about $275 more every year than the national average on retail goods. And that can add up to a lot of purchases at the corner drugstore.

Get the prescription for increased sales from Harrington, Righter & Parsons. Ring them up and ask for FLINTSAGINAWBAYCITY. WJRT/Channel 12/ ABC Primary/Division: The Goodwill Stations, Inc.

WJRT

SRDS-Data Inc. moves into computer age

NEW OPERATION WILL LINK AGENCIES VIA TELETYPE

An additional step into the computer age in advertising was unveiled last week by SRDS-Data Inc., New York, the research and data processing subsidiary of Standard Rate and Data Service Inc.

SRDS-Data demonstrated a data communications system which links a computer to a nationwide teletype network to permit agencies anywhere in the country to obtain immediate media, market research and other information.

Heart of the system is a Honeywell 400 computer.

The new service is called "Consumer-Audience Profile Service," combining research data on the buying habits of media audiences with published media rates.

Various analyses were shown along with an actual transmission of a request for data (spot TV budget estimates as well as cost efficiency breakouts on combination spot buys).

Herbert Zeltner, senior vice president and media director of Lennen & Newell, New York, took part in a demonstration of the use of the computer system for spot television. An associate at Lennen & Newell, located some distance away, requested coded information directly from the computer over the teletype network. The computer located and processed the information in about 15 seconds.

Also shown were high-speed computation of pertinent rate information and a print-out of a complete cost breakdown for each spot TV schedule.

In addition to L&N, Doyle Dane Bernbach and Geyer, Morey, Ballard are agency clients using the new service.

PROGRAMING

First-run features for TV planned

NBC-TV AND MCA WOULD SHOW FILMS ON TV FIRST, THEN IN THEATERS

NBC and MCA Inc. are collaborating on a far-flung TV project under which first-run feature films would be exhibited initially in the United States on NBC-TV and subsequently in theaters here.

The target date for this venture is the fall of 1964. Another significant aspect is that the feature films would be released for showing in theaters in foreign countries at the same time they are being shown on TV in the U. S. They would be shown in U. S. theaters on a second-run basis, a radical departure in the marketing of feature films.

Neither NBC nor MCA made an official announcement of this project, but a network executive confirmed last week that the venture is "taking shape" and the details of a proposed agreement will be revealed shortly. Present plans are to schedule a feature film produced by Universal Pictures, on NBC-TV each week in prime time during the 1964-65 season. Universal is a subsidiary of Decca Records, of which MCA is the controlling stockholder.

The NBC executive would not discuss the budgets for each feature or the types of films that might be produced. He pointed out this project is "extraordinary" and the stage of development at present is "still embryonic."

He reported that the concept of producing features for TV exposure initially has been discussed over the past two years by Robert Kintner, NBC president, and Lew Wasserman, MCA president. Mr. Kintner has been in the vanguard of advancing the proposal.

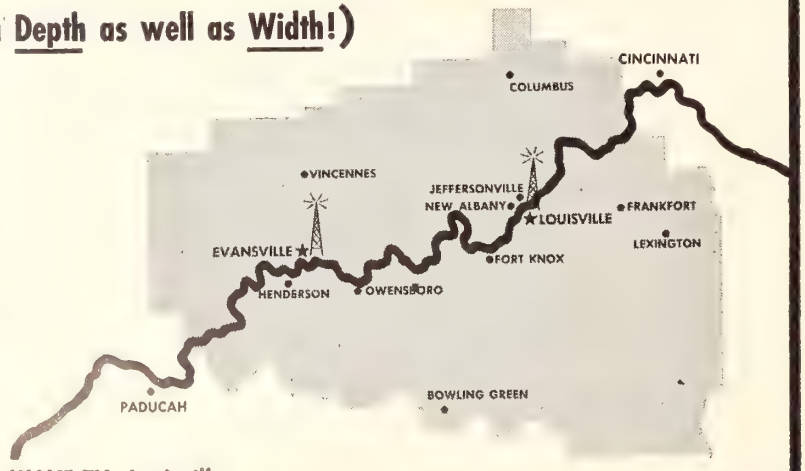
Modest Budgets ▪ It was believed that the proposed features, two hours in length, will be made on budgets that are considered modest in motion picture terms. It is probable that performers who have made their mark in TV but are not regarded as "stars" in the picture industry will be utilized. In this connection, it was pointed out, MCA recently announced a new talent program under which it signed more than 30 young performers to be used by Revue Studios in TV programs and by Universal Pictures in features.

One knowledgeable motion picture source said that it is conceivable that a feature could be produced for $600,000 to $800,000. On that budget it could make a profit from first-run TV and overseas theater exposure and second-run presentation in theaters here. He stressed that many features shown

WAVE-TV and WFIE-TV

Cover 383.1 miles of the Ohio River Valley!

(in Depth as well as Width!)



WAVE-TV, Louisville
WFIE-TV, Evansville
WAVE Radio, Louisville
WFRV(TV), Green Bay

ALL NBC—ALL REPRESENTED BY THE KATZ AGENCY

INITIAL APPLICATION

CBC USES "T-1" USS T-1, A441, A36 AND A7 STEELS FOR FM, VHF AND UHF TV TOWER

On top of Mt. Royal in Montreal, the Canadian Broadcasting Company is building a communications tower to support what is believed to be one of the most complex antenna systems in the world . . . to say nothing of the initials involved.

It will meet the needs of five TV stations operating at maximum power, six FM stations, 18 VHF and UHF communications channels, and several microwave and miscellaneous channels.

The 294-foot tower is the first application in a free-standing structure of the new USS "T-1" and "T-1" type A Steel quenched and tempered rolled structural shapes, plus three other USS structural steels, A441, A36, and A7.

These USS Steels have tensile strengths ranging from 33,000 to 100,000 psi, and possess individual physical properties that make each best suited for certain applications. By combining these different steels, using the properties and strength levels of each to best advantage in various parts of the tower, the designers were able to reduce the weight of the tower and cut fabrication and construction costs. This "combination of steels" concept is a new design idea that is gaining rapid acceptance in the construction of bridges, buildings and equipment. It permits stronger construction, frequently at less cost. It's a good example of the way new ideas and new and better products from U. S. Steel are being put to use throughout America to improve all types of structures and equipment and make the dollars spent for them go farther. USS and "T-1" are registered trademarks.

United States Steel USS

'Ringo' making appearance on WFIL-TV

The latest in a series of attempts to bring a bingo-type game to U. S. television is underway in Philadelphia over WFIL-TV. The program, *Ringo,* has been carried on an experimental basis each weekday (11-11:30 a.m.) since March 18, and the station has been sufficiently impressed to sign for a 13-week renewal, effective today (June 17).

Negotiations now are being completed to place *Ringo* in four other major markets by this fall. An announcement of details is expected within a few weeks.

The program made its debut in Canada in five major markets almost two years ago and is still on the air there. *Ringo's* producers, Leland Publishing Co. Ltd.-Group Four Productions, Toronto, claims it has licked a problem that has plagued other bingo-type shows—the jamming of telephone lines to stations by viewers anticipating a winning number. The solution: the telephone number is changed frequently during the program so that the player cannot dial *before* a potential winning number is called.

The producer franchises the live show on an exclusive basis in a market, supplying instructions, electronic equipment and supervisory personnel. The cost to the station is said to be modest. Leland Publishing-Group Four makes its money on playing cards sold in area supermarkets.

in the U. S. are made for $1 million or less but the public is made aware primarily of the expensively made productions.

Until two years ago, the showing of feature films on TV was restricted to local TV stations, except for occasional special films. In September 1961, NBC-TV introduced features on a network schedule in prime time, followed by ABC-TV in April 1962. This past winter, NBC-TV added a second feature film program and will continue with both these movie programs during 1963-64. On the other hand, ABC-TV has no plans to show feature films on the network next season.

Other networks declined to comment on the NBC move, but indicated there would be no interest in emulating NBC.

Loser to Von Nardroff belatedly seeks damages

Old scandals never die, and they don't even seem to fade away very gracefully.

A suit seeking damages of over $500,000 was filed in the New York State Supreme Court last week by Joseph L. Morrison, one of the contestents on the rigged quiz show *Twenty-One.* He alleged that his opponent on the show, Elfrida Von Nardroff, who eventually amassed winnings totaling $220,500, was given advance answers to questions, hampering Mr. Morrison's chances of winning. The suit named as defendents Mrs. Von Nardroff, NBC, Barry-Enright Productions and the producers of the show.

Last week's court action comes in the midst of FCC contemplation of renewal of the license of WGMA Hollywood, Fla. (BROADCASTING, May 6, AT DEADLINE, June 10). The character qualifications of Jack Barry and Dan Enright, who own the station, is the question in the renewal proceedings.

Mr. Morrison, an associate professor of journalism at the University of North Carolina, was paid $1,500 for his part in *Twenty-One.*

TV show based on 'Life' issue to be on NBC-TV

A 90-minute show that will be based on the year-end "double issue" of *Life* magazine and devoted to the motion picture field will be on NBC-TV, March 20 (9:30-11 p.m.). The program will be produced by Sextant Inc., New York, in association with the editors of *Life.*

Sponsorship also has been arranged for *Inside the Movie Kingdom—1964.* Advertisers are Colgate-Palmolive Co., the Best Foods division of Corn Products Co. and P. Lorillard Co., all represented by Lennen & Newell, New York.

Sextant, an independent TV and motion picture production company, has an exclusive arrangement with *Life* that gives the company access to stories, story and film materials and sources and staff in exchange for a share in profits. *Life* also provides pre-sell and promotion.

The production company next spring will start filming "Young Cassiday," based on the autobiography of Sean O'Casey, as a motion picture. Sextant has completed 26 episodes of *FDR* for ABC-TV. Principals of the firm are Robert D. Graff, president; Robert Emmett Ginna and Milton A. Fruchtman, both vice presidents.

The double-issue of *Life* at the end of the year will be devoted to the world of motion pictures. Mr. Fruchtman will produce the special.

Liebman to produce syndicated series

With Max Liebman signed as producer, Harold Goldman, a founder of National Telefilm Associates and Hank Saperstein, motion picture and television packager-distributor, have joined forces to produce and syndicate a series of 39 90-minute programs titled *This Is Vaudeville.* The series will be sold in individual markets and is being produced specifically for Saturday night late showing.

The youth fund of the American Guild of Variety Artists will participate in the series which will enjoy the full cooperation of AGVA in terms of production, Messrs. Saperstein and Goldman revealed. First segment of the series is currently being taped at MGM Telestudios in New York. Larry Peerce is directing for producer Liebman, with Bernie Green as musical director. Among acts to be featured in the initial segment are Gene Krupa, Frank d'Rone, Willa Jackson, Steiner Brothers and Rosetta Shaw.

A talent pool of 90 acts have already been lined up with 500 acts to be employed during the first season's output. An average of 10 to 12 acts will be needed for each program according to the producers. A majority of the shows will be taped in New York and the remainder in Hollywood.

Messrs, Saperstein and Goldman are currently partners in the syndication of four TV series, *Racket Squad, Telephone Time, Passport to Danger* and *Code Three.*

Mars to syndicate Veeck radio show

Mars Broadcasting Inc., Stamford, Conn., announced last week it has purchased a new radio sports show, *On Deck With Bill Veeck,* for $100,000 from the sports personality and his associates and will syndicate the package nationally with a July 15 starting date.

The programs will star Mr. Veeck, former owner of the Chicago White Sox and syndicated columnist, who will comment on all sports as well as topical current events. Each program runs 1 minute 20 seconds. The package includes up to 10 programs daily, five days a week.

Mr. Veeck's associates include Chicago public relations counselor Aaron Cushman and Harriet (Sis) Atlass, daughter of the late H. Leslie Atlass, former CBS vice president there. Mars Broadcasting's other properties include Demand Radio, *Fun Test, Star Test* and the recently introduced *Dick Clark Show.*

What Station Men are saying about

THE RCA *"TRAVELING WAVE"* ANTENNA

At WMTW-TV, Poland Springs, Me.
Parker Vincent, Chief Engineer, says:

"We decided on our Travelling Wave TV Antenna for the specific purpose of operation under the severe icing conditions we encounter on Mt. Washington (N.H.). We could not operate without it. Aside from the special properties of strength and ability to operate within a radome, the field of the antenna is very uniform."

At KROC-TV, Rochester, Minn.
Robert W. Cross, Chief Engineer, says:

"During installation and erection of our Travelling Wave Antenna, I was most favorably impressed with the mechanical simplicity and ease of assembly. Subsequent electrical check-out of the antenna and its 1300-ft. transmission line proved it to have the lowest VSWR of any system encountered."

At KTSM-TV, El Paso, Texas
Karl O. Wyler, President, says:

"I believe that KTSM-TV was one of the first stations to order the RCA Travelling Wave Antenna. It has been in service on Range Peak since December 1959, and we are completely pleased with its performance. We like it because there is practically no maintenance, no bolts to tighten, and fewer inspections. Overall efficiency is very good."



At WLOS-TV, Asheville, Greenville, Spartansburg
Mitchell Wolfson, President, says:

"WLOS-TV is extremely well satisfied with the Traveling Wave Antenna installation. Physical and electrical advantages met every promise and the increased signal strength throughout the station's 82-county, 6 state area exceeded all expectations."

At KGIN-TV, Grand Island, Nebraska
D. Raymond Taylor, Chief Engineer, says:

"Field strength measurements show that the signal far exceeds the predictions of the FCC 50 50 Field Strength Curve. Reports from viewers on the fringe area substantiate these measurements. The standing wave ratio is very good and no ghosting is present."

At KOAM-TV, Pittsburg, Kansas
Leo S. Stafford, Chief Engineer, says:

"I have viewed KOAM-TV from some 85 miles away and was amazed at the picture quality. The antenna has increased our area coverage by 63 percent, while at the same time it gives us 316 ERP on less transmitter power. This reduces primary power requirements and increases tube life."

Favorite Antenna of High-Band Stations!

CH 7	CH 8	CH 9	CH 10	CH 11	CH 12	CH 13
CJAY	KGHL	KLRN	KROC	CHCH	KCND	CKCO
KCMT	KSWS	KTSM	KXTV	KCBD	KEYC	KMSO
KOAM	WKBT	WAFB	WCBB	KGIN	KFVS	KOVR
WNAC	WMTW	WWTV	WIS	WBAL	KNMT	KSOO
WPBN	WOOD		WLBN	WLWA	KTVH	WGAN
WTRF	WQAD		WPTT		KVAR	WIBW
WXYZ	WXGA				WEAT	WJZ
					WMEB	WLOS
					WPRO	WOKR
						WOOD

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SAG wants pay TV clause in screen contract

WOULD REOPEN SUBJECT WHEN MEDIUM BECOMES REALITY

Officials of the Screen Actors Guild are adamant in their demand that a pay television clause be written into their new contract with the Association of Motion Picture Producers. They told a membership meeting on June 9 at the Hollywood Palladium that after a searching investigation, they are convinced that guild negotiators must insist in current negotiations on a protection clause and the right to reopen the subject when pay TV becomes reality.

President George Chandler, in making a report on current negotiations, asked the guild membership to give full support in two key measures:

"1. The contract to provide that the producer give SAG the right to negotiate basic terms of employment for actors in a picture aimed primarily at the pay TV market—before any actor is employed in such a picture—and that the guild shall have the right to withhold the services of its members from any producer who does not negotiate before hiring actors for a picture made primarily for pay TV.

"2. If after the present experimental era pay television is ended and commercial pay television has arrived, any theatrical picture made after Jan. 31, 1963, is released to pay television, the guild shall have the right to reopen its entire contract for the purpose of negotiating compensation for pay TV, and failing agreement, to strike if necessary."

Members were told that SAG and AMPP have agreed on a "non-discrimination" clause in the new contract; also that 3% of the 5% now contributed by producers to the pension and health-welfare fund henceforth go to the pension plan. SAG hopes to increase the amount of pensions paid and reduce qualifying standards so that more members may be eligible. There will be other modifications in the contract, tightening provisions for collection of pension and welfare payments. SAG, in its new contract with producers, wants talent credits listed at the end of each picture. AMPP has not agreed to this.

AFM convention hears progress report

A progress report given to members of the American Federation of Musicians' convention in Miami last week reveals that virtually every significant TV producer today is party to an agreement that the soundtrack for domestically produced films shall be originated by live musicians in the U. S. and Canada.

President Herman Kenin also told the union's 66th annual convention that the AFM has obtained increases in wages and fringe benefits in the fields of TV film production in agreements with networks and producers and in radio and TV film commercials under agreements with advertising agencies and their clients.

He also reported that the union operated "in the black" in 1962, and noted that its comparatively new pension fund has grown to $6.5 million.

Re-elected as AFM officers were Mr. Kenin; George Clancy, treasurer, and Stanley Ballard, secretary.

Writers win decision in Universal case

Writers Guild of America, West, won a sweeping arbitration decision June 10 in its dispute with Universal Pictures over a contract signed in 1960 on payments to writers for work on theatrical films sold to television.

The dispute agreement provides for a percentage of the gross for writers of post-1948 motion pictures sold to free TV and pay TV. It was signed when Universal withdrew from the Association of Motion Picture Producers during the long writers-actors strike which hit all the major companies in January 1960. Universal, at that time, independently signed an agreement with both WGAW and the Screen Actors Guild.

The three-man panel assigned as arbitrators ruled 2-1 that the separate agreement which runs to February 1965 must remain in force and that Universal had elected in February 1960 to keep its own pact and not take the "favored nation" clause of the contract it had signed; that it had made its decision to keep the contract instead of taking one similar to that signed in June of that year by the guild and major studios.

The "favored nation" clause provided that Universal could go along with the same kind of agreement signed by the other majors when they and the guild eventually reached agreement.

Under the Universal contract writers will get a percentage of the gross receipts of post-1948 pictures going to free TV and pay TV. The agreement gives it 1.2% of the gross or 2% of 60%, the latter allowing for distribution costs and other expenses.

The WGAW contract with other studios calls for a percentage of the take only of post-1960 movies going to TV. Under the Universal agreement, writers' minimums are higher in comparison



IN A ROW FOR CHANNEL 4
KTIV-SIOUX CITY!

From the ARB Area Study for the Fall of 1958, to the latest for the Spring of 1963, KTIV has been first. That makes ten in a row! This continuing audience loyalty, plus proven sales ability makes KTIV the best station for your Siouxland schedule. Here are the figures that prove your message is delivered at lowest cost per thousand on KTIV:

Station Average Homes Reached
(ARB Mar-April '63)
All shows Monday through Sunday

	KTIV	Sta. B
6 p.m. to 10 p.m.	40,700	28,900
10 p.m. to midnight	19,900	14,900
6 p.m. to midnight	33,900	24,300
9 a.m. to midnight	19,700	17,300

KTIV CHANNEL 4
NBC • ABC
Sioux City, Iowa

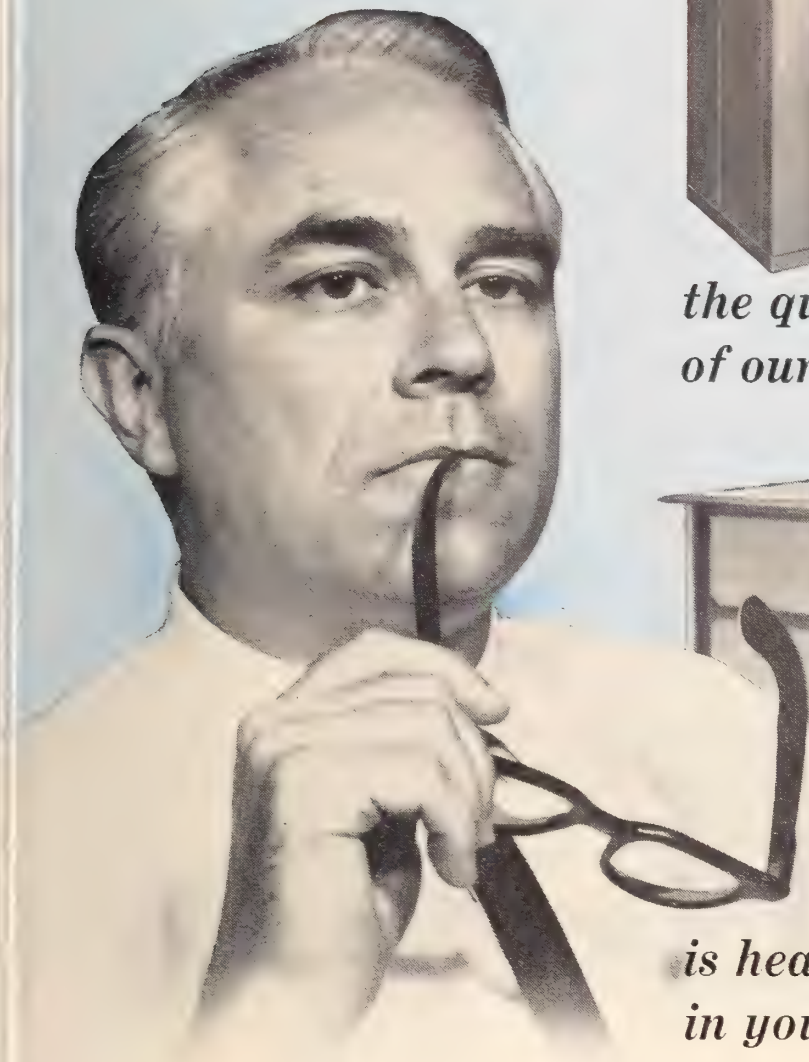
NATIONAL REPRESENTATIVE:
George P. Hollingbery Co.

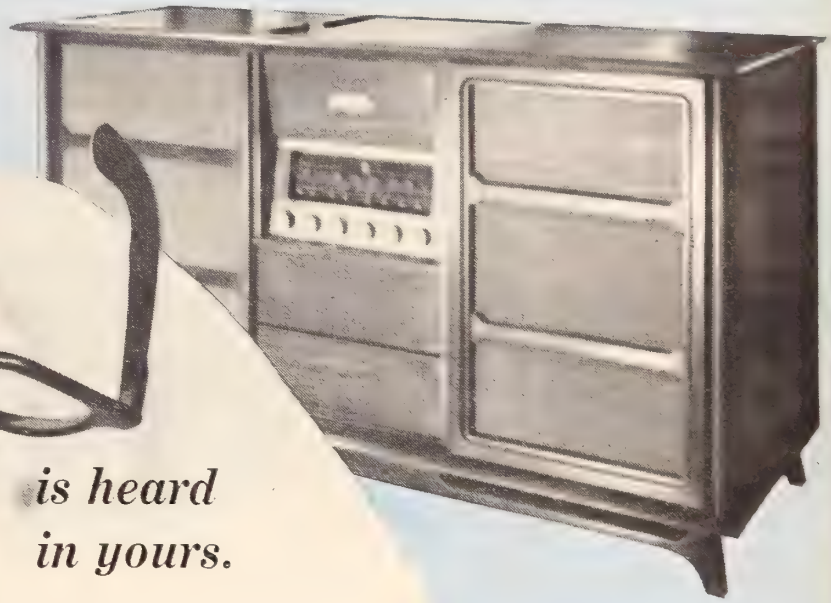
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Eugene F. Gray Co., Kansas City, Mo.

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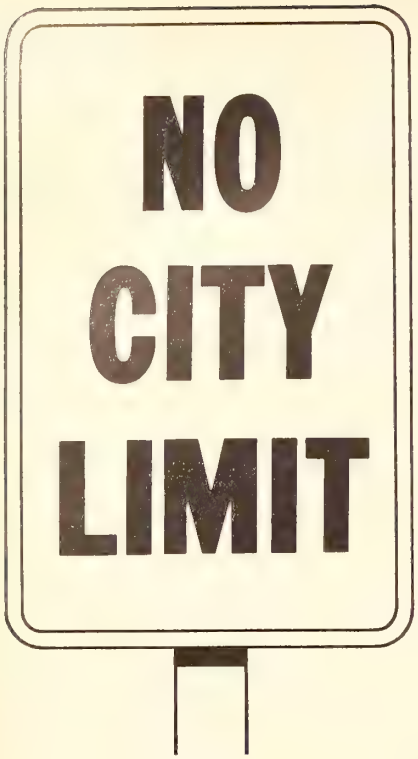
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The sound of quality from Continental's 315B/316B 5/10 kw AM broadcast transmitter holds instant appeal for progressive broadcasters everywhere. The Regulinear* Screen Modulation system results in unusually low levels of distortion. Frequency response between 30 and 15,000 cycles is within 1.5 db or less. Carrier shift is less than 1%. Performance is not limited by heavy iron core components in the modulation system. Transmitter can be continuously modulated 100% at any audio frequency without damaging components or sacrificing quality. "On-the-air" quality is comparable to that of F.M. To get more information about putting the sound of quality to work in your market, write or call:

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Where the great city of Indianapolis ends—490,700 more TV sets begin within the big WLW-I viewing area.

This is a fact! The 201,000 television homes in the metropolitan Indianapolis area represent only approximately 29% of the 691,700 WLW-I television homes. The other big 71% is generously spread throughout the 63 Indiana counties and 11 Illinois counties covered by WLW-I, making many markets.

This unusual and important market situation creates a rich prosperous outer area to which WLW-I, with the maximum power of its maximum tower, beams its signal and commercial messages . . . brighter and clearer . . . farther and wider than any other media could hope to do. It's the same old but unbeatable story of "coverage vs. covers." And WLW-I wins every time, to market, to market.

So call the WLW-I Man! You'll be glad you did!

WLW-I

INDIANAPOLIS



WLW-C Columbus WLW-D Dayton WLW-T Cincinnati WLW Radio

CROSLEY BROADCASTING CORPORATION
a subsidiary of Avco

with other theatrical film contracts, it was pointed out. When working there writers fall under provisions of the old motion picture industry pension plan rather than under the separate writer-producer pension plan.

The arbitration board, which took the case under a federal court order, consisted of Lester Roth, impartial participant; Paul Selvin, named by WGAW and Frank Ferguson, named by Universal, with the latter dissenting. The arbitration panel had been in session for about three months.

Joe Louis TV biography planned by Metropolitan

WNEW-TV New York will present a two-hour biography of former heavyweight boxing champion Joe Louis Sunday, July 21 (9-11 p.m. EDT) and will repeat the show July 22 (8-10 p.m. EDT), the evening of the heavyweight title fight between champion Sonny Liston and Floyd Patterson.

The biography, entitled *In This Corner—Joe Louis,* will also appear on Metropolitan Broadcasting's other TV stations—WTTG Washington; WTVH Peoria and WTVP Decatur, both Illinois; KOVR Stockton, Calif.; KTTV Los Angeles, and KMBC-TV Kansas City, Mo.

The program will feature films of various Louis fights, still photos of all the boxers he fought and guest appearances from Mr. Louis and other former heavyweight fighters.

Space shots help sell UAA's science features

A United Artists Associated package of 60 science features has been sold to 31 TV stations in the first month of selling. And Erwin H. Ezzes, executive vice president of UAA, says the focus on scientific and technical developments, notably in space achievements, is largely responsible.

Among the stations buying the package are WNBQ(TV) Chicago; WAGA-TV Atlanta; WTCN-TV Minneapolis; WIIC (TV) Pittsburgh; WOKR(TV) Rochester, N. Y.; WPRO-TV Providence, R. I.; WDSU-TV New Orleans; WFAA-TV Dallas; KTRK-TV Houston, and KOTV(TV) Tulsa, Okla.

Over 40 news specials set

NBC-TV's news and information programing for 1963-64 season will include over 40 hour-length nighttime specials covering topical events as well as varied educational subjects.

In an announcement last week, William R. McAndrew, executive vice president, NBC News, said these would be in addition to NBC *Special News Reports* and *Instant Specials.*

Film sales . . .

Adventures in Paradise (20th Century-Fox TV): Sold to WTTV(TV) Bloomington - Indianapolis; WNYS-TV Syracuse, N. Y.; KATV(TV) Little Rock, Ark.; WSTV-TV Steubenville, Ohio and WAST(TV) Albany. Now sold in 68 markets. Sales on series now total $3 million with one-third of revenue from foreign markets.

Science Fiction Features (Allied Artists TV): Sold to KGNC-TV Amarillo, Tex.; WSB-TV Atlanta; WMAR-TV Baltimore; KBMT(TV) Beaumont, Tex.; WNAC-TV Boston; KBOI-TV Boise, Idaho; WTVC(TV) Chattanooga; WKRC-TV Cincinnati; KKTV(TV) Colorado Springs; WSJV(TV) Elkhart-South Bend, Ind.; KEZI-TV Eugene, Ore.; WIIC(TV) Pittsburgh; KATU(TV) Portland, Ore.; WREX-TV Rockford, Ill. and KIRO-TV Seattle. Now sold in 90 markets.

Bomba The Jungle Boy (Allied Artists TV): Sold to WSB-TV Atlanta; WMAR-TV Baltimore; KBMT(TV) Beaumont, Tex.; WNAC-TV Boston; WANE-TV Fort Wayne, Ind.; WKBT(TV) La Crosse, Wis.; KATU(TV) Portland, Ore.; KWTV(TV) Oklahoma City and WHEC-TV Rochester, N. Y. Now sold in 79 markets.

ASCAP members suing KSGM

The American Society of Composers, Authors and Publishers announced last week that 19 members have filed suit in the U. S. District Court at Ste. Genevieve, Mo., for copyright infringment against Elmer L. Donze and Donze Enterprises Inc., which operates KSGM Ste. Genevieve. Plaintiffs allege that their 26 copyrighted songs were performed by the radio station without authorization. Plaintiffs are seeking an injunction and damages of at least $250 for each unauthorized performance, plus costs and attorney's fees.

Program notes . . .

Maharis kept from TV ▪ Actor George Maharis, who was scheduled to make his return to TV on CBS-TV's *The Ed Sullivan Show* yesterday (June 16), did not appear because of a legal action. Lancer Productions, which states it has Mr. Maharis under contract for the *Route 66* TV series, filed a motion for an injunction in New York State Su-

SEE page 103 for a POWERFUL wDAM Story!

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preme Court to prevent the performer from working for any other company except Lancer. An answer to the motion is returnable by June 20.

Two stations buy Dick Clark ▪ Mars Broadcasting Inc., Stamford, Conn., reports that two additional stations, WCVS Springfield, Ill., and WBOW Terre Haute, Ind., have bought the *Dick Clark Radio Show*. The two-hour, daily syndicated program now is sold in 39 markets.

Big fight on pay TV ▪ RKO General Phonevision Co. reports it has made arrangements to telecast the championship bout between Sonny Liston nad Floyd Patterson over the company-owned subscription TV system in Hartford, Conn., on July 22. The rematch will be "blacked out" on commercial TV throughout the U. S.

Comedian signed ▪ Dick Van Dyke, TV performer, has been signed by Master Artists Corp. of Hollywood to star in a series of 10-minute comedy shows on radio. In addition to *Here's Dick Van Dyke*, Master Artists has signed Louis Nye, Peter Lorre, Jimmie Rodgers, Mel Torme and Liberace for its *Golden Age of Radio* series.

Pilot for CBS-TV ▪ Talks are underway between CBS-TV and Goodson-Todman Productions regarding a pilot film for a proposed 1964-65 situation comedy series, *Halfway House*. Scripts are being prepared by Elaine May, based on an idea by Harold M. Austin, Goodson-Todman vice president.

New role for 'Chester' ▪ NBC-TV reports that Dennis Weaver, "Chester" of the *Gunsmoke* series, has been signed to star in the pilot of a new series titled *Kentucky's Kid*. The series will be the first venture of Felix Jackson since his promotion to vice president, NBC Productions, last month. The new series centers around a retired horse trainer and a Chinese boy.

UA-TV pilot for CBS-TV ▪ United Artists Television and Rock Pony Productions will co-produce a pilot film for CBS-TV based on the life of a free lance journalist. Filming begins next month in New York City with tentative presentation planned for the 1964-65 season. Arthur Hill has signed to play the main character, a "new breed journalist."

Second time around ▪ National Telefilm Associates has put the last two series of *The Third Man* into rerun distribution, with WABC-TV New York and KABC-TV Los Angeles among the stations now broadcasting the series for the second time. The series was sold in 146 markets for its first run, with Anheuser-Busch Brewing Co. sponsoring it in 80 cities for Budweiser.

New films added ▪ Showcorporation has added six new films, five of them in color, to its *New Million Dollar Movies* series. The new color shows are "Mutiny," "Drums in the Deep South," "Carnival Story," "Gorgo" and "The Brave One." The new additions bring the series' roster to 42 films, 27 of which are in color.

*wtcn Radio offers the most efficient daytime ADULT listener buy in the Twin Cities market—nine a.m.-noon $1.13 CPM; noon-three p.m. $1.38.**

As a matter of fact, wtcn offers the best buy in the market—ALL ages—during these daytime hours. Call your nearest Katz office for details.

*—Source SRDS—January-February 1963 Pulse.

Ziv-UA studio sold for $1 million

At a price of approximately $1 million, the four acre Ziv-United Artists studios lot at Santa Monica Boulevard, and Fuller Street in Hollywood, was sold last week to Ellis and Selden Ringer, investors. Adjacent to the Goldwyn Studios, the property will be razed shortly and a modern shopping center erected. Including property, the overall investment will be in the neighborhood or $4 million dollars, Selden Ringer said.

The property had been under long time lease to Ziv-TV, but subsequently United Artists absorbed the TV production firm and a policy change was made. Ziv withdrew from production with UA-TV expanding on an independent basis under the United Artists banner. UA had but recently acquired the acreage, although it had never actually been interested in owning the property. It had been acquired because of the Ziv lease.

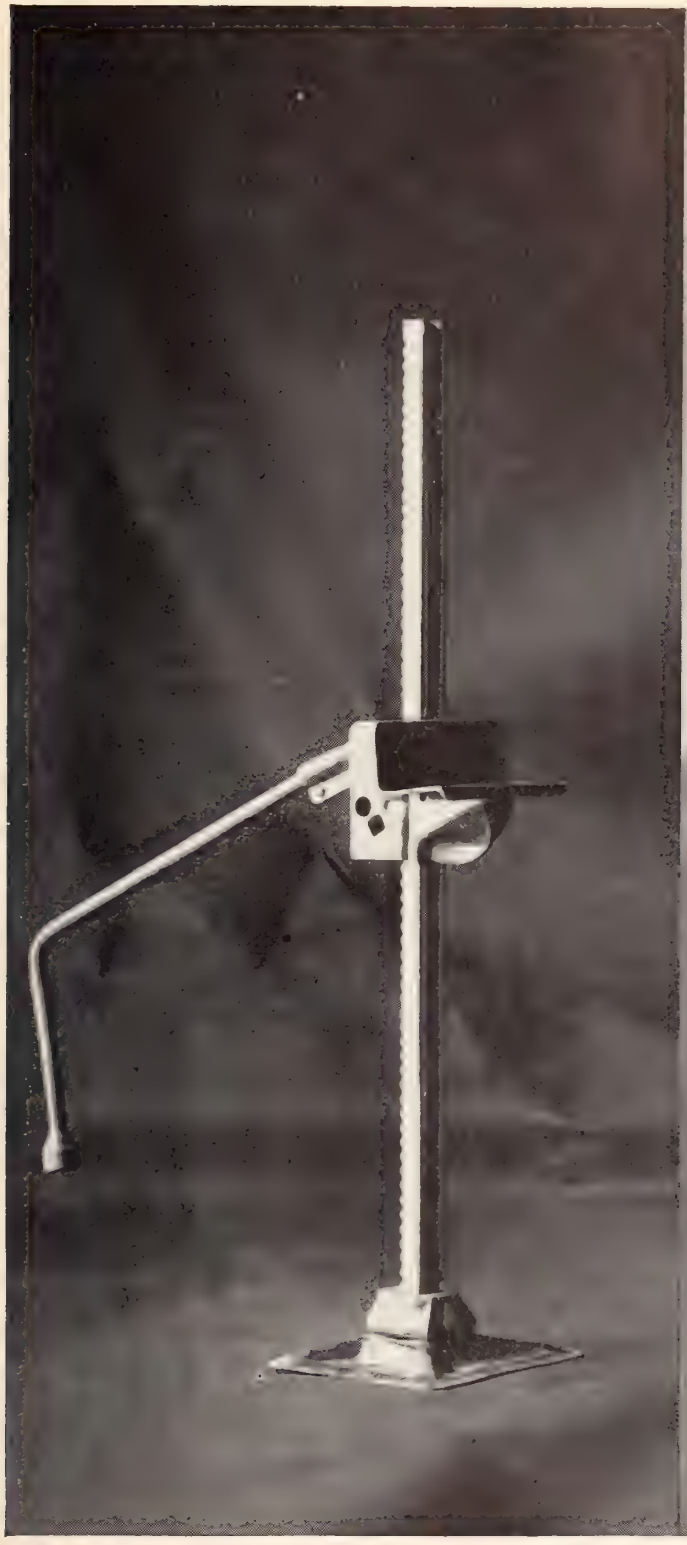
This is the second Hollywood area studio lot to change hands in recent weeks, the old Hal Roach studios in Culver City having been sold at auction.

NBC-TV revamps its morning schedule

A reorganized weekday morning schedule for NBC-TV next fall was announced last week by Mort Werner, the network's programing vice president.

Among the changes is the return of Merv Griffin to the daytime schedule in an audience participation game show called *Shopping Spree*. Mr. Griffin, who had his own show on NBC-TV until last April, will be host of the new half-hour game show to be produced in color.

The Monday-Friday morning schedule (with starting dates): 10-10:25 *Say When;* 10:30-11 *Shopping Spree* (Sept. 30); 11-11:30 *Concentration* (replaces *Price Is Right*, Sept. 9); 11:30-12 *Missing Links* (Sept. 9).





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put this on your car.
New Amoco® 120 Super Tire.

Down with jacks and dirty hands and all that tire-changing jazz! On with new Amoco 120 Super Tires! You wanted a better tire—so we designed one strong enough for high-speed turnpike traveling and back-road thumping. We tested it in Texas heat at 120 mph. Other tires littered the landscape with thrown tread. This one kept coming back for more. The new Amoco 120 is as trouble-free as a tire can be. (Your next new car really deserves tires this good.) You expect more from American—and you get it.

AMERICAN OIL COMPANY

Congress trying to clear the air

EQUAL TIME, 315, ENDORSEMENTS, PARTY FAVORITISM ON AGENDAS

The Congress and the FCC are taking advantage of the time between major elections to try to clear up some recurrent political broadcasting problems and to establish ground rules for 1964 contests.

Already the subject of one House hearing this spring, political broadcasting will be considered by the Senate Commerce Committee next week. Next month another House unit will go into a related area—political endorsements by licensees.

The House itself was scheduled to take up a resolution on Wednesday (June 19) which would suspend equal time requirements for presidential and vice presidential candidates in 1964.

Meanwhile, the FCC last week officially transmitted to the Senate Commerce Committee its report on 1962 political broadcasting activity (BROADCASTING, June 10).

And there were these other developments last week:

▪ Senator Vance Hartke (D-Ind.) reintroduced a bill to repeal Section 315.

▪ A top Republican leader told broadcasters that his party colleagues weren't getting a fair amount of exposure on national television public affairs programs.

▪ New York television stations answered a Democratic congressman's charge that his colleagues weren't getting a fair shake on shows featuring New York political figures.

Rules Gives Okay ▪ The House Rules Committee last week cleared H.J. Res. 247—the equal time suspension proposal which would set up the same ground rules for the national races next year as prevailed in 1960—and sent it to the floor for an hour's debate with an "open rule." This means the resolution may be amended on the floor, something one of its key opponents hinted he will try to do.

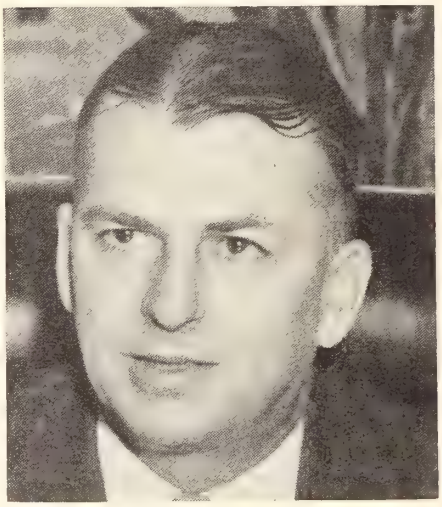
Skillful and friendly handling of the legislation by Representative William H. Avery (R-Kan.), now a rules unit member but formerly on the Commerce Committee, smoothed its progress during a rules hearing Wednesday.

An ailing back also helped. Representative Clarence J. Brown (R-Ohio), ranking Republican on the rules committee and at times a bitter foe of legislation which would give broadcasters greater freedom in handling controversial matters, was hospitalized for observation in Washington the day before the hearing and was not present Wednesday.

Another break for the legislation was the absence of any witness to oppose it. None of the four congressmen who signed minority views against the suspension showed up to explain their position. (BROADCASTING, May 27).

Representative John Bell Williams (D-Miss.), one of the minority signatorees, said Thursday (June 13) he would fight the suspension idea on the floor. "I'm going to do everything I can to kill it," he said.

A last-minute campaign to defeat the bill was launched at week's end by the American Civil Liberties Union, which opposed the legislation during a hearing in March.



Representative Avery
Skillful handler

In letters to all 435 members of the House, the union said, "We are unequivocally opposed to this measure because its effect will be to deny a hearing on the air to any minority parties which have legally qualified candidates for the presidency and vice presidency. . . The exact effect of the 1960 legislation. . ."

The ACLU urged Congress to consider instead its own proposal "of providing some time, although not necessarily equal time to all legally qualified candidates." If that's not adopted, the group proposes an amendment: ". . . a statuatory requirement that some free time be accorded by the radio and TV networks and stations to all legally qualified candidates for public office."

Repeal "and not just suspension" is the real goal of broadcasters, the union warned.

Henry Is First ▪ The Senate Commerce Committee begins its consideration next week (June 26) by hearing FCC Chairman E. William Henry. The committee will have before it two proposals to suspend Section 315. One is similar to the House measure; the other would include congressional and gubernatorial races in a suspension of equal time requirements.

When the senators sit down to hear witnesses, however, they'll be armed with a stack of statistics on what happened in political broadcasting last year (see tables, page 60 and 61). Gathered from practically all licensees (5,274), the document brings together for the first time statistical data on political broadcasting unaffected by either a suspension of the section or a presidential contest.

Aside from the campaign costs attributed to the electronic media ($20 million), the survey shows what was spent in each state—and how. It also reveals information available before only in the form of estimates—how much free time broadcasters provided for political candidates. The figures show that almost 5,300 stations carried paid political broadcasts, but only about 1,200 donated time. "Only about half" of the TV stations (284) gave time, the FCC said, and less than one-third of the AM's (965).

315 Repeal ▪ A member of the Senate commerce unit, Senator Hartke renewed his efforts to free broadcasters of equal time requirements by introducing S. 1696—a bill which would repeal Section 315. Offered unsuccessfully in the 87th Congress, the proposal is certain to be discussed in next week's hearing.

"The station operators' legal obligation to serve the public interest would continue to require presenting a fair cross-section of opinion in covering public affairs and controversial matters" if Section 315 were repealed, the senator commented.

"It is time we recognize maturity of the radio and television broadcasting industry and by repealing this provision, give it a vote of confidence," he said. Made available for other senators to co-sponsor, the bill had no additional supporters by Thursday (June 13).

Too Few Republicians? ▪ Representative E. William Miller (R-N. Y.),



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chairman of the Republican National Committee, complained Monday (June 10) that Democrats appear two-to three-times as often as Republicans on national public affairs programs. So he asked broadcasters to do something about it—invite more and younger Republicans.

Speaking to the Georgia Association of Broadcasters convention (see page 128), Representative Miller said a GOP survey of guests on three network programs "disclosed a number of imbalances" between January 1962 and the middle of May this year. According to the survey:

- NBC's *Meet the Press* offered "two spokesmen for the Kennedy administration or other members of the Democratic Party" for each Republican who appeared.
- ABC's *Issues and Answers* gave viewers one Republican for every "three spokesmen for the opposition."
- CBS's *Washington Conversation* (which went off the air last September) gave Democrats a two-to-one edge.

Representative Miller acknowledged that Democrats control the executive branch, have a majority in Congress and hold almost two-thirds of the governships.

But he told BROADCASTING last week that during a similar period of the Eisenhower administration (January 1954 to mid-May 1955) the ratio was three-to-two for the party in power on *Meet the Press*, five-to-four on *Face the Nation* (CBS) and eleven-to-eight on *College News Conference* (*ABC*).

". . . Broadcasters may have permitted themselves to be led by the nose by the print media [in seeking interviewees] . . . forgetting that television exposure can build a political personality more rapidly and effectively than any amount of newspaper coverage," the national chairman said.

He challenged broadcasters to "seek out some of the younger Republicans to tell our story for you." Newspapers may follow this lead, he suggested.

Democrats Gripe ▪ In the wake of a similar complaint from the other side (BROADCASTING, June 10), New York City TV stations reacted with disbelief and denials last week to claims made by Representative Hugh L. Carey (D-N. Y.) that the city's Democrats in Congress are not getting equitable exposure on their hometown stations.

Representative Carey sent letters to six of the city's TV stations requesting a "balanced presentation of issues" and asking that an "appropriate member of your staff" meet with a member of the

How politicans spent $20 million in 1962

The FCC's breakdown of how $20 million was spent on broadcasting time in 1962 elections not only shows how it was apportioned by party and state but also reflects appearances by candidates on programs with commercial sponsorship vs. those that were sustaining program and indicates the number of programs on which opposing candidates appeared together.

The commission's survey of 1962 political activity in broadcasting is given for television, AM radio, FM stations associated with AM and independent FM stations.

An analysis of editorial endorsements of candidates in 1962 showed 148 stations took sides. Almost all who did said they had offered opportunities for "reply" statements.

The survey was contained in a comprehensive statistical report on 1962 political broadcasting compiled by the FCC staff at the request of Senator John O. Pastore (D-R.I.), chairman of the Communications Subcommittee of the Senate Commerce Committee (BROADCASTING, June 10). He had requested the material last fall for use as background information.

What parties spent for radio-TV and where

	Total	Republican	Democratic	Other
Alabama	$ 712,715	$ 46,846	$ 661,447	$ 4,422
Alaska	136,734	75,539	60,387	808
Arizona	428,438	164,379	243.532	20,527
Arkansas	274,156	26,256	245,637	2,263
California	2,243,066	814,643	1,151,989	276,434
Colorado	212,205	117,759	89.339	5,057
Connecticut	236,728	115,365	117.538	3,825
Delaware	11,942	6,130	5,610	202
District of Columbia	144,347	27,959	115,704	684
Florida	671,494	79,481	574,060	17,953
Georgia	667,393	25,511	640,365	1,517
Hawaii	320,216	184,189	135,827	200
Idaho	170,713	94,442	75,440	831
Illinois	586,773	325,703	256,372	4,698
Indiana	519,603	224,388	294,206	1,009

Program time free of charge to candidates or supporters

	AM		AM-FM		FM		TV	
	No. of Stations	Time or No. of Programs	No. of Stations	Time or No. of Programs	No. of Stations	Time or No. of Programs	No. of Stations	Time or No. of Programs
1. On programs primarily devoted to appearances of candidates or their supporters:								
a. Total amount of program time paid for by commercial sponsors (in minutes)	331	66,722	51	8,979	4	210	58	10,763
b. Total amount of time of sustaining programs (in minutes)	965	152,937	189	31,516	31	4,229	284	50,460
c. Number of programs on which opposing candidates appeared together	533	1,706	125	368	14	40	223	737
2. On programs not primarily devoted to appearances of candidates or their supporters:								
a. Number of appearances by candidates or supporters on programs paid for by comcial sponsors	202	2,810	33	469	3	20	57	436
b. Number of appearances by candidates or supporters on sustaining programs	363	2,925	49	341	9	36	74	454

Note: Excludes data for 92 AM, 9 AM-FM, 2 FM, and 7 TV stations because of inconsistencies in their reports.

New York City Democratic delegation to discuss the problem.

And in a public statement he named WOR-TV and WNEW-TV as the subjects of an audit made on weekends during May which revealed that programs featuring congressional personalities gave Republicans 205 minutes of exposure compared to 60 minutes for Democrats.

Each of the six New York stations receiving the complaint indicated surprise at the congressman's public statement but expressed willingness to comply with the requests of his letter.

Robert Leder, general manager, WOR-TV said "Representative Carey is barking up a very strange tree." Mr. Leder termed the letter "polite," but said he resented the public release which "demonstrates a lack of understanding as to our allocation of programing." In grouping WOR-TV and WNEW-TV programing the congressman seemed to forget that each station licensee stands on its own record, said Mr. Leder.

"In coordinating congressional exposure we have dealt with Congressmen Emanuel Celler (D-N. Y.) and John V. Lindsay (R-N. Y.) for the past four years," he said. Referring to TV appearances of Republican Senators Kenneth B. Keating and Jacob K. Javits, Mr. Leder suggested that in the past it has been recognized that senators have been accorded the courtesy of more exposure than representatives.

Bennet Korn, president, Metropolitan Broadcasting Television (licensee of WNEW-TV) replied that "a review of our presentation of issues before Congress indicates that there is no imbalance as alleged in your letter."

Mr. Korn said that "as a station serving the Tri-State area, WNEW-TV, in accordance with its responsibilities as a licensee serves the entire area, consequently time is allotted to the New Jersey and Connecticut congressmen and senators, as well as the New York legislators." On this basis, Mr. Korn points to omissions in Representative Carey's survey, of appearances on the station by Senator Harrison Williams (D-N. J.) and Senators Thomas J. Dodd and Abraham A. Ribicoff of Connecticut, both Democrats.

Mr. Korn's letter also claims several instances in Representative Carey's public statement of erroneous mention of Republican appearances on the station. The reply stated further that "on our *Opinion in the Capital* telecasts (Sunday, 8-8:30 p.m.), an analysis of the guests between May 5th and June 9th indicates a preponderance of Democrats."

One New York TV station official said the note from Representative Carey "is not an unusual letter." He said similar requests are made year after year and "it has almost become a form letter." "The difference," he said, "is that this year it was accompanied by a public statement."

	Total	Republican	Democratic	Other
Iowa	149,955	76,585	69,908	3,462
Kansas	172,770	116,088	55,316	1,366
Kentucky	180,159	87,239	90,749	2,171
Louisiana	502,684	21,602	480,468	614
Maine	55,459	37,593	16,946	920
Maryland	446,907	103,417	330,221	13,269
Massachusetts	533,882	220,758	286,334	26,790
Michigan	573,329	321,119	234,808	17,402
Minnesota	347,240	186,141	118,498	42,601
Mississippi	46,347	2,149	43,910	288
Missouri	353,829	185,777	157,242	10,810
Montana	137,550	70,563	53,908	13,079
Nebraska	119,689	53,445	47,475	18,769
Nevada	349,995	125,018	203,165	21,812
New Hampshire	67,410	45,908	20,482	1,020
New Jersey	68,081	28,418	33,226	6,437
New Mexico	171,111	73,528	94,913	2,670
New York	1,413,410	931,937	470,090	11,383
N. Carolina	199,150	57,950	141,131	69
N. Dakota	130,481	69,633	47,403	13,445
Ohio	557,328	329,860	202,943	24,525
Oklahoma	798,655	144,567	644,835	9,253
Oregon	228,423	101,166	116,704	10,553
Pennsylvania	1,147,758	535,511	609,409	2,838
Rhode Island	136,631	54,270	81,241	1,120
S. Carolina	389,539	85,278	303,698	563
S. Dakota	69,814	39,593	29,936	285
Tennessee	452,026	76,100	340,427	35,499
Texas	1,795,714	353,628	1,428,924	13,162
Utah	145,654	72,095	72,314	1,245
Vermont	24,163	12,642	11,179	342
Virginia	66,980	20,832	32,119	14,029
Washington	235,701	124,977	94,855	15,869
W. Virginia	134,616	46,253	83,084	5,279
Wisconsin	544,922	310,530	226,121	8,271
Wyoming	111,097	69,042	40,269	1,786
U. S., Total	**$20,194,982**	**$7,519,802**	**$11,981,754**	**$693,426**

Editorials for or against political candidates

	AM	AM-FM	FM	TV
Stations reporting broadcast of editorials in support of or against any political candidate	114	17	2	15
Stations reporting broadcast of "reply" statements	47	12	0	7
Stations reporting no broadcast of "reply" statements but reporting efforts to encourage replies	63	5	1	8
Stations reporting no broadcast of "reply" statements and no efforts to encourage replies	4	0	1	0

Senate committee agrees on time uniformity bill

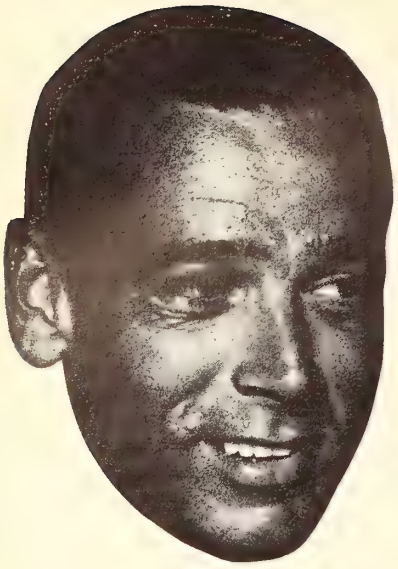
Convinced it should do something to provide uniformity for the nation's inconsistent time zone laws, the Senate Commerce Committee last week passed up a stronger measure and settled for one that provides a little gentle persuasion.

The passed bill says how and when daylight saving time should operate and sets up new time zones to include Alaska and Hawaii. Federal agencies and federally-regulated business, such as broadcasting, would be required to adhere to the bill's provisions, and the Interstate Commerce Committee would be authorized to make it work.

The committee considered several bills and agreed on a version of S. 1033, introduced by Senator Warren G. Magnuson, chairman. Hearings were held late in April (BROADCASTING, May 6). The bill provides for new zones, including subzones within major zones which would observe daylight saving time between late April and the end of October; it includes public hearings, judicial review and enforcement procedures.

The committee pointed out that enactment of the bill would not increase federal expenditures and said witnesses had testified it would save upwards of $1 million a year in schedule publishing costs (for transportation businesses).

Measures rejected by the committee would have forced federal legal time standards on all states for all business and civil relations.



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CHURCHMEN TAKE SLAP AT RADIO-TV

National Council of Churches wants tighter FCC control

A proposal by the National Council of Churches for tighter government control of broadcasting was greeted favorably last week by FCC Chairman E. William Henry.

The pronouncement, passed by the general board of the council Saturday (June 8) in New York, called for FCC regulation of networks; FCC adoption of commercial limitations in the National Association of Broadcasters' television and radio codes; further FCC regional hearings for "reappraisal of performance" of local stations; a requirement that stations make periodic statements to the commission on community service, and action by the FCC and other agencies to insure "integrity of advertising on radio and television."

The NAB tried but failed in its attempt to dissuade the churchmen from taking action.

Speaking to the general board on Friday (June 7), Paul B. Comstock, NAB vice president, said "adoption of these recommendations would commit the national council . . . to favor extreme changes in our system of governmental regulation of broadcasting. Some of these proposed innovations in the law would greatly increase federal control in the vital area of freedom of expression on the air."

In an attempt to have the pronouncement tabled, Mr. Comstock urged the board to "at least defer consideration" of the proposals until the NAB and the council could get together and review them.

Enforce The Act ▪ However, the board passed the pronouncement 55-6.

Mr. Comstock's reference to increased federal control appeared to be directed at the board's resolution recommending "enforcement of the Federal Communications Act of 1934 to place networks under the oversight of the FCC."

The original pronouncement had recommended congressional "amendment" of the Communications Act to give the FCC power to control the networks. However, Orrin G. Judd, attorney for the board, said the commission already has the power, but has not implemented it. He advised changing "amendment" to "enforcement" before the document was read before the board.

Mr. Judd cited two statutes and a Supreme Court ruling, which he says give the FCC its regulatory powers.

One statute, he said, "gives the commission the authority to make special regulations applicable to radio stations engaged in chain broadcasting." Another statute, he added, contains "provisions limiting the duration of the net-

Minow's new job now official

Former FCC Chairman Newton Minow was officially appointed to the executive staff of the Encyclopaedia Britannica Inc. last week but he won't appear for work until July 8, the Chicago firm said Thursday. Mr. Minow resigned from the FCC effective June 1.

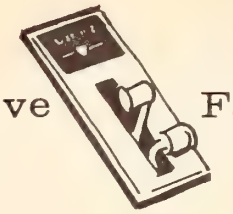


The Encyclopaedia Britannica board of directors Wednesday elected Mr. Minow executive vice president and a director. In the same action the board also appointed Mr. Minow as general counsel.

Maurice B. Mitchell, president, reported Mr. Minow will coordinate the firm's legal activities, "which now involve not only our various enterprises in the United States, but also relate to the rapidly growing Britannica affiliates in England, Canada, Australia, New Zealand, Europe and elsewhere in the world." Mr. Mitchell said that in addition Mr. Minow will be active once again in "new areas of investigation and activity" for the parent company and its subsidiaries.

Encyclopaedia Britannica presently has in syndication a series of 13 half-hour TV programs featuring Hans Conried which is based on one of the firm's literary products, a set of volumes called *Great Books of the Western World.*

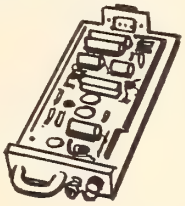
The TV series is called *Great Voices From Great Books* and is distributed through Television Affiliates Corp. Local stations may obtain sponsors for the program but they must be prestige institutional accounts and not products. The series began Sunday on WBKB(TV) Chicago, the 23d outlet to sign so far.

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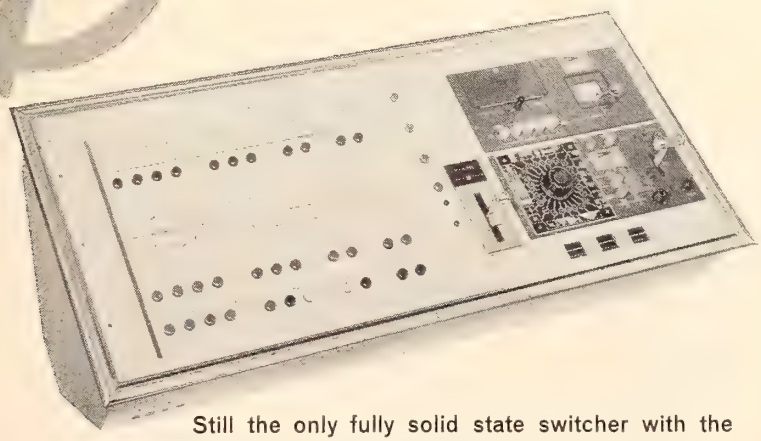
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work contract, limiting the amount of time for which a network may retain options, and limiting 'block booking,' but there is room for additional regulation in this field."

Mr. Judd then referred to the 1956 Supreme Court case of the "United States vs. Storer Broadcasting," which, he said, approved "the multiple ownership rules, dealing with one feature of network operation."

The court statement reads: "The growing complexity of our economy induced the Congress to place regulation of business by communication in specialized agencies with broad powers. Courts are slow to interfere with their conclusions when reconcilable with statuatory direction."

While Mr. Judd maintained the FCC has the power to regulate the networks, Chairman Henry said he thought "it desirable to have legislative authority to require furnishing of information to the FCC on a periodic or demand basis."

The Rev. Everett C. Parker, chairman of the subcommittee which drew up the pronouncement, admitted that the legality of the issue could be a matter of interpretations, "but I think the FCC should look into it, and then if the power is not there, it should take steps to have the legislation enacted."

The commission in the past has requested from Congress authority to regulate the networks.

Both Mr. Parker and Dr. Harry Spencer, chairman of the joint committee which presented the resolution, emphasized that the pronouncement was not intended primarily to increase government control of broadcasting.

Mr. Parker, a former broadcaster and author of several books on the church's relation to broadcasting, said churches "do want some kind of action on the part of the networks in diversification of programing and upgrading of quality." He called some network programing practices "immoral."

A further resolution in an earlier draft of the pronouncement calling for "divorcement of advertisers and their agents from control of program content," was stricken from the final draft. According to Dr. Spencer, the committee appeared satisfied with a statement by Chairman Henry that advertiser influence over what goes on in television is waning (BROADCASTING, June 10).

Automatic logging delayed

The FCC last week stayed from June 17 to July 18 the effective date of its new rules permitting the use of automatic logging devices (BROADCASTING, Feb. 25).

The time extension on the controversial rule, which also would require that transmitters be inspected 5 days a week by a first-class engineer, was made, the FCC said, to allow the commission "to complete its study of various petitions seeking reconsideration of the amended rules."

FCC holds up AM processing

The FCC last week agreed to hold up temporarily the processing of AM applications which may be in conflict with applicants seeking to have their applications accepted by the commission despite the AM freeze.

The commission's promise was made to the U. S. Court of Appeals which two weeks ago had issued a show cause order proposing to have the agency maintain the status quo pending resolution of litigation brought by nine would-be applicants whose applications were refused by the FCC (BROADCASTING, June 3, 10). All argued that the freeze deadline date, May 15, should not apply to them since they were following the FCC's regular cutoff date of May 25 announced by the commission when it issued its list of AM applications ready for processing.

In acceding to the court's request, the FCC urged that the order not force it to hold up processing of pending applications designated for action prior to May 11 (when the cutoff date list was issued).

More opposition voiced to FCC commercial plan

Broadcasters in Missouri and Oklahoma last week voiced opposition to the FCC's proposal to place limits on commercial time.

The Missouri Broadcasters Association told the commission that if the agency adopts arbitrary commercial time standards it will have a policy contrary to broadcasting's system of free enterprise, MBA said that it opposed the FCC's proposal to adopt the National Association of Broadcasters' radio and television code time standards as part of the commission's rules (BROADCASTING, May 20).

MBA said that it did not believe "there is any adequate basis for adoption" of the code standards. The association told the commission that enforcement of the code would require policing to such an extent that it would be harmful to the industry.

MBA concluded that the decision as to what amount of time will be used

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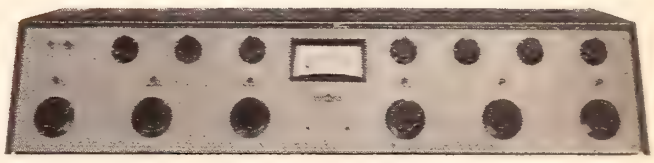




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COLLINS

for commercials is a decision that must be made individually by broadcasters. The association said the public will censor those who go overboard. The broadcaster "needs no government regulation to convince him he is not serving the public well."

The Oklahoma Television Association, which said it represents eight of the nine stations in that state, also vehemently opposed adoption of NAB codes as commission rules. The association said that it is advising the Oklahoma congressional delegation that it opposes the rulemaking.

HANDS OFF PROGRAMS

Gannett president says on-off switch best TV control

"One's own choice" is the best control over television programing and the FCC should keep hands off, according to Paul Miller, president of the Gannett newspapers and broadcast stations (WHEC-AM-TV Rochester, WINR-AM-TV Binghamton, WENY Elmira, all New York, and WDAN Danville, Ill.) and president of the Associated Press.

Speaking last week before the Washington Professional Chapter of Sigma Delta Chi, professional journalistic fraternity, Mr. Miller praised newly appointed FCC Commissioner Lee Loevinger for his testimony before the Senate Commerce Committee on his confirmation a fortnight ago (BROADCASTING, June 10). "He [Loevinger] was asked about the 'need' for more control over 'crime, shooting, and what-not on TV,' " Mr. Miller reported. "He said, 'my own private solution is just not to watch the darn things.' "

"The right to make one's own choice," Mr. Miller said, "—whether to look at cowboys or panelists; whether to read editorials or Abbie Van Buren; whether to pour through *Hotrod* or *Harpers*—the right of personal choice still rules in this country, I hope.

"Turn the set off! Throw the paper down and write a letter cussing out the editor! Cancel the magazine subscription! In short, and again, just don't watch the darn things. . . ."

The Poor FCC ▪ Referring specifically to the stresses in broadcasting Mr. Miller commented: "The FCC—and it has my sympathy—is under heavy pressure from many sources for even more program control.

"Only last weekend, the general board of the National Council of Churches, some of whose groups may want more prime time for religious programing, urged the commission to exercise stronger control over networks under licensing powers that now apply only to individual stations (see story, page 62).

"Don't misunderstand me! Programing must continue to improve, as it assuredly has, and as it will continue to do with or without the FCC.

"There are always those who would tell us what to read, what to see, what to hear and what to think.

"Such people, however well-meaning, have the American public underrated. What I see and hear from readers, viewers and listeners makes clear that the public always has had far better taste than it has been given credit for.

"Moreover, and aside from the matter of taste, the public won't read, view or listen if it doesn't wish to. Specific availability doesn't guarantee specific attention. For example, no amount of prime-time TV religious programing will get a man to look—if he doesn't wish to look. Any more than having evening church services will get him into church if he doesn't wish to go."

Headlines And Routine ▪ The commission's business procedures were also blasted by Mr. Miller. The FCC should "act with more dispatch on routine business affecting broadcasters," he said.

An application for a station transfer, Mr. Miller said, may lie before the FCC for months and "there seems to have been a back-up in the FCC's processing line while the commission has been making headlines over program control and burdened by man-made staff work."

Not only the FCC, but Congress and other government bureaus and agencies, Mr. Miller charged, "often seem impelled or compelled to be looking for anything to get into aside from the real work at hand."

NAB wants no new editorializing rules

National Association of Broadcasters' officials will attempt to convince the FCC this week that it should resist pressure from Capitol Hill for adoption of additional rules on editorializing by broadcasters.

Officials of the NAB and FCC are scheduled to confer in the commission's offices Friday (June 21) in another in a series of meetings the groups have held over the past few years on editorializing by licensees.

But this meeting is regarded as particularly critical in view of the growing demands from some senators and congressmen for tighter rules on editorializing, particularly on political matters (see story this page).

Representing the NAB will be LeRoy Collins, president; Howard Bell, vice president; Douglas Anello, general counsel; and two members of the association's editorializing committee, Daniel Kops, WAVZ New Haven, Conn., chairman, and Frank J. Abbott, WWGP Sanford, N. C.

The FCC will be represented by E. William Henry, chairman, and Commissioners Robert T. Bartley, and Frederick W. Ford, who constitute the commission's committee on editorializing.

An NAB official said the association is aware that some members of Congress are antagonistic to political editorializing by radio and television stations because of difficulties they have had with individual broadcasters.

But, he added, the NAB hopes to convince the FCC that additional rules are unnecessary. He said the NAB is drafting its own guidelines on editorializing.

He said the NAB world "present the picture of what's been going on" in the field of broadcast editorializing, "with the hope that the commission adheres to its present policies rather than adopting new rules."

Additional regulations, he said, could only hinder what members of the commission have often advocated —the discussion by licensees of controversial issues.

The same official said the NAB had asked for the meeting. He noted that the association had established a liaison with former FCC Chairman Newton N. Minow on the subject of editorializing, and wanted to continue it with his successor, Chairman Henry.

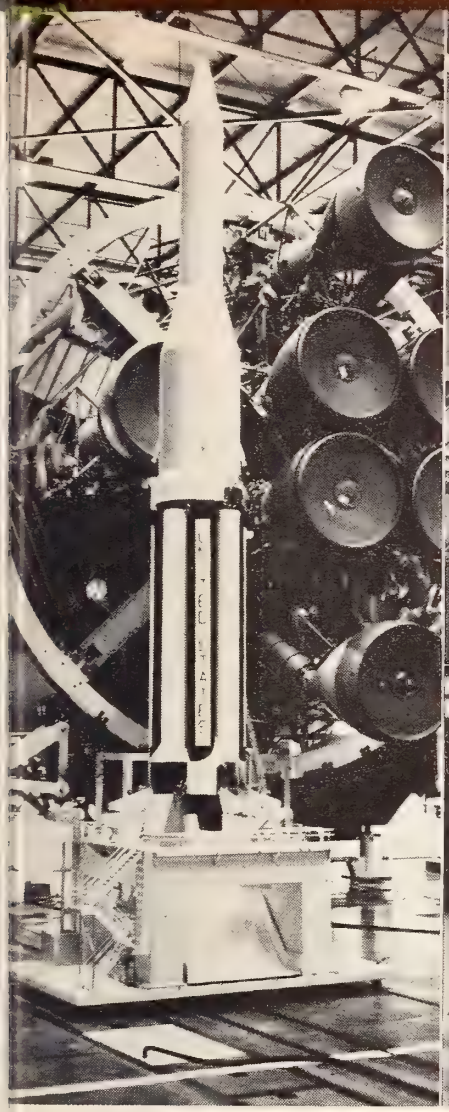
Option time ruling is praised by Celler

Representative Emanuel Celler (D-N. Y.) commended the FCC last week for outlawing television network option time (BROADCASTING, June 3).

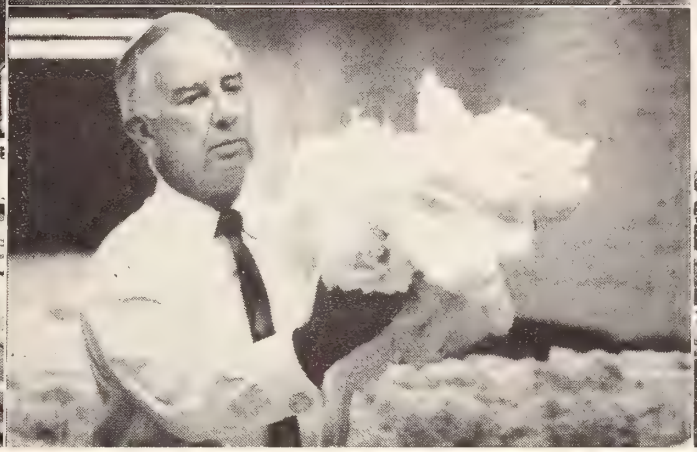
In a letter to FCC Chairman E. William Henry, Representative Celler said "the commission's action constitutes a salutary step in the direction of one of the principal goals sought by the Congress when it passed the Communications Act of 1934—that of guarding against monopolistic control in the broadcasting field."

Representative Celler said the Antitrust Subcommittee, of which he is chairman, has been interested in option time practices since its 1956 hearing on the television industry. He noted that

Government continues on page 119.









Suddenly the South is bustling and vital

EXPANDING INDUSTRY QUICKENS TEMPO OF DIXIE'S HISTORIC CITIES

The lazy, muddy Mississippi, winding hundreds of miles southward from Memphis, achieves two obvious results.

First, it provides the main transportation artery tieing together a network of river waterways whose low-cost bulk transportation feeds the industry of inland America and takes much of its production to domestic and foreign markets.

Second, it is the relentlessly moving stream that takes over 300 billion daily gallons of surface water and silt from central United States to the Gulf of Mexico. The surface water is barely utilized; some of the silt has remained in extensive delta areas responsible for much of the Old South's agriculture.

Sometimes Old Man River has an unpleasant odor, sometimes it gets out of hand, pushing ceaselessly against levees and the concrete-asphalt liners that discourage it from eating up shore lines; sometimes it wanders from year to year and decade to decade, around a wide unsettled area of lakes, puddles, oxbow ponds and useless flatlands.

Partially tamed, the Mississippi's banks south of Memphis seldom reveal big riverside industries; they're often a few miles inland because industry simply can't cope with its ubiquitous eccentricities and the mucky flats.

Fortunately the extensive barge fleets that ply the river have learned to utilize this smooth, natural route leading to half of the American economy with the help of modern equipment and the regular channel checks made by federal engineering crews. These fleets moved around 44 million tons of cargo in 1962, double the 1952 figure.

The Old South ■ This is the romantic river that teems with legends of pirates, plantations, slaves, the stately balls of old Natchez, the capture of Vicksburg, the cotton docks at Memphis and other glories of the Old South.

But Old Man River's legends are fading as the New South develops. Rounding a 180-degree bend downbound into Baton Rouge, La., the swift towboat Patsy Chotin—one of scores that push quarter-mile long tows up and down the muddy waters—suddenly emerged after several days of plodding into a blaze of industrial glory. A few minutes earlier a towering refinery flare high over the flatland had tipped off what was to come.

The river was going all directions, all 300 billion gallons of it. First at the right, then the left as the Patsy Chotin followed the bends, were the glows of chemical, petroleum and metal plants that signified the approach of Baton Rouge. And then came the bridge that crosses the river, blazing at one end with the lights of Kaiser Aluminum, Humble's Esso refinery, Copolymer, Ethyl Corp., U. S. Rubber and others.

Suddenly the Old South became the New South. No industrial scene in America is more dramatic than the illuminated clusters of big industry that line the Mississippi's shores at Baton Rouge, whose 36-foot channel is a starting and ending point for worldwide shipping.

The Mark Twainish thoughts of a

long 12-knot downriver trip were quickly forgotten. Huckleberry Finn never saw anything like this. Here was the Mid-South, mid-1963 version, producing the fuel that powers autos, the rubber that goes into tires, the metals that frame buildings and the surface of high-speed highways.

River Spectacle ■ The Baton Rouge spectacle was one of eight industrial centers in the area. Dozens of others now line the river all the way to New Orleans and on out along the Gulf Coast. Knoxville, Chattanooga and Memphis in Tennessee are now seaports; Ohio Valley industry is growing (see Ohio Valley story, BROADCASTING, March 18); Brownsville, Galveston, Houston and other cities on the Gulf Intracoastal Waterway running east to Mobile, Ala., are connected; Birmingham in Alabama now has a seaport; Chicago, Minneapolis, Sioux City and Omaha are tied in; a new deep channel from the Mississippi will bring in Tulsa and Fort Smith and Little Rock in Arkansas; a Red River channel from Shreveport, La. is projected; cutoffs to save hours of river travel are now under way.

These are the transportation routes that take bauxite from Jamaica to Baton Rouge; petroleum from Texas and Lake Charles, La., to the refineries scattered around convenient barge routes; asphalt from Baton Rouge to Nashville; structural steel from Nashville to a Cape Canaveral missile facility; minerals from mines and fields to chemical plants.

For the New South is now getting deep in the tooling and fabricating business. The famed Space Crescent starting at Houston and reaching to Canaveral in Florida has its heart in the Mid-South at New Orleans, Southern Mississippi and Huntsville, Ala.

Five States ■ Five southern states in the Mid-South — Alabama, Arkansas, Louisiana, Mississippi and Tennessee— are aggressively seeking, and getting, new industry. Tennessee has a flying start, having just observed the 30th anniversary of the Tennessee Valley Authority. This project, once the butt of scathing ridicule from those opposed to federal sponsorship of area reclamation, is now criss-crossed with waterways, has new highways and offers low-cost electricity to homes and industry.

The five states have a population of 15 million.

Alabama has the booming Huntsville rocket center, the south's largest steel mill, processing industries, inland waterways, an active Gulf Coast around Mobile. Arkansas has the fastest income growth rate and an industry-getting state facility that is often called a model development agency. Those who still crack jokes about sleepy Arkansas had better do their economic homework. It's not sleepy any more.

Mississippi has a handsome new $125 million Standard Oil refinery at Pascagoula, between Mobile and Biloxi, and it's only a few miles to one of the largest space-missile units, a huge test facility near Biloxi-Gulfport. Louisiana keeps alive its traditions and the New Orleans French quarter, but its cities are now more interested in the Michoud missile plant, chemical plants, world and national commerce and the inexorable modernization of slums and facilities.

The Mid-South's transition to a combination of industry and agriculture has been rapid since the war. Its people make more money. They're better educated. They have, according to industrialists, a will to work and the skills to make the gadgetry of sophisticated scientific equipment.

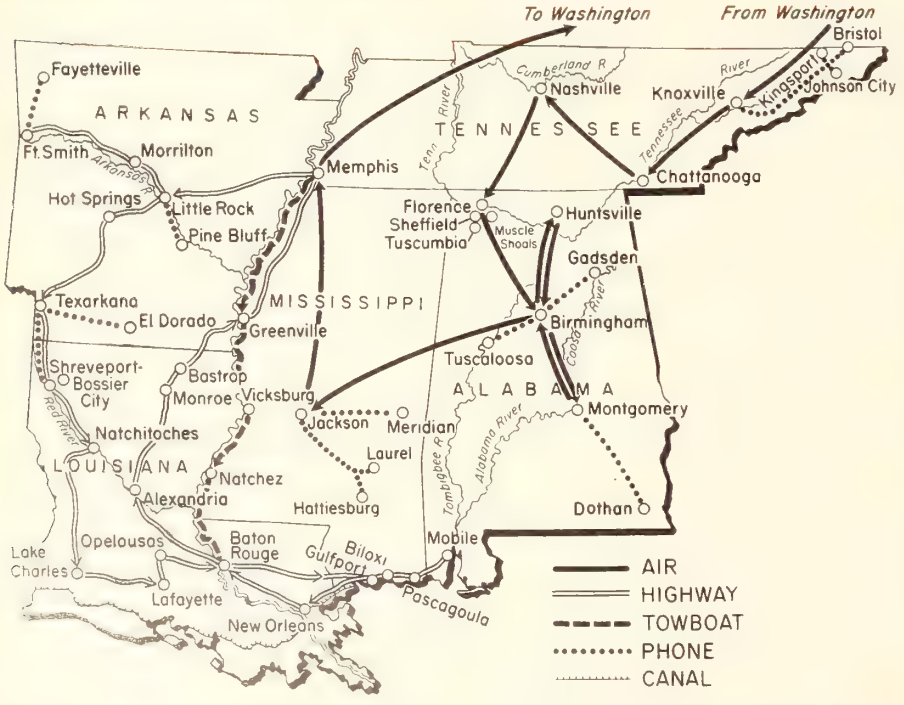
Racial Tension ■ But the South, like the rest of the nation, is also deep in a social transition whose impact can't be measured at this date. Local racial disturbances are embarrassing to many but to many hard-core Southerners they're at least partly unnecessary and professionally agitated by outsiders and politicians.

Southerners are quite aware of the potential consequences of the suddenly growing move toward racial equality. Some are reconciled; some never will be because the traditional prejudices and concepts are of long standing.

Whatever their attitude, they repeatedly make several points. First, the extent of agitation often is exaggerated by media in areas that have equally grave racial problems of their own. Second, the effect on current business conditions is temporary and business indices are cited to support this claim. Third, the Negro market is a good one for those who sell merchandise and services—often better than the white market in the same city for many items, particularly quality merchandise (see Negro market story, page 96).

In Birmingham, a recent 17% drop in downtown department store sales draws this explanation—yes, downtown shopping is hurt but the traffic count is up in suburban shopping centers.

What Southerners are saying is that business conditions are not directly

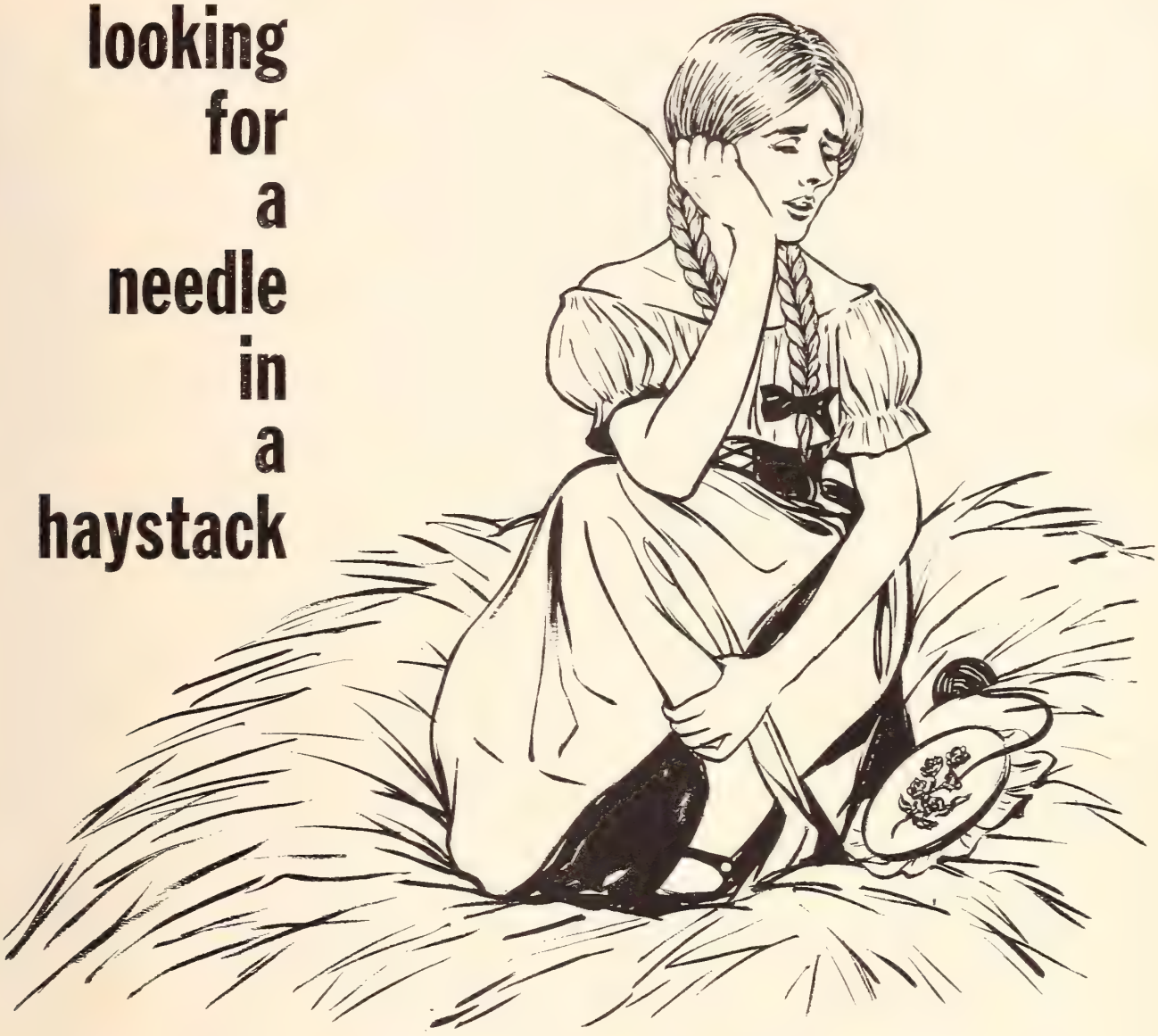


The industrial Mid-South, growing faster than the nation as a whole, must be seen, market by market, to be properly understood.

In its continuing series of regional economic studies, BROADCASTING sent J. Frank Beatty, senior editor, on a 5,000-mile series of inspections that started in eastern Tennessee and criss-crossed this five-state region.

The month-long inspection included interviews with literally hundreds of businessmen and public officials. And it included a 1½-day towboat ride on the Patsy Chotin, down the muddy old Mississippi River from Memphis to Baton Rouge. The mid-April to mid-May trip touched at industries, universities, state agencies and other points of economic interest.

like looking for a needle in a haystack



That's what it's like looking for TV homes in the Chattanooga market that are not regular WRCB/TV viewers—we've got the market sewn up! The latest ARB (March '63) shows WRCB/TV winning 88% of the total quarter-hours measured from 6:00 p.m. 'til sign-off, Monday thru Friday, and "that ain't hay" for a three station market! And we're still raking in MORE homes! ARB also shows that since last November's survey, WRCB/TV's audience has increased 19%, while station B's increased only 4.5%, and station C's only 2.1%. For further information about WRCB/TV's outstanding dominance in this powerful industrial center of the South, contact your H-R man!

WRCB/TV NBC 3

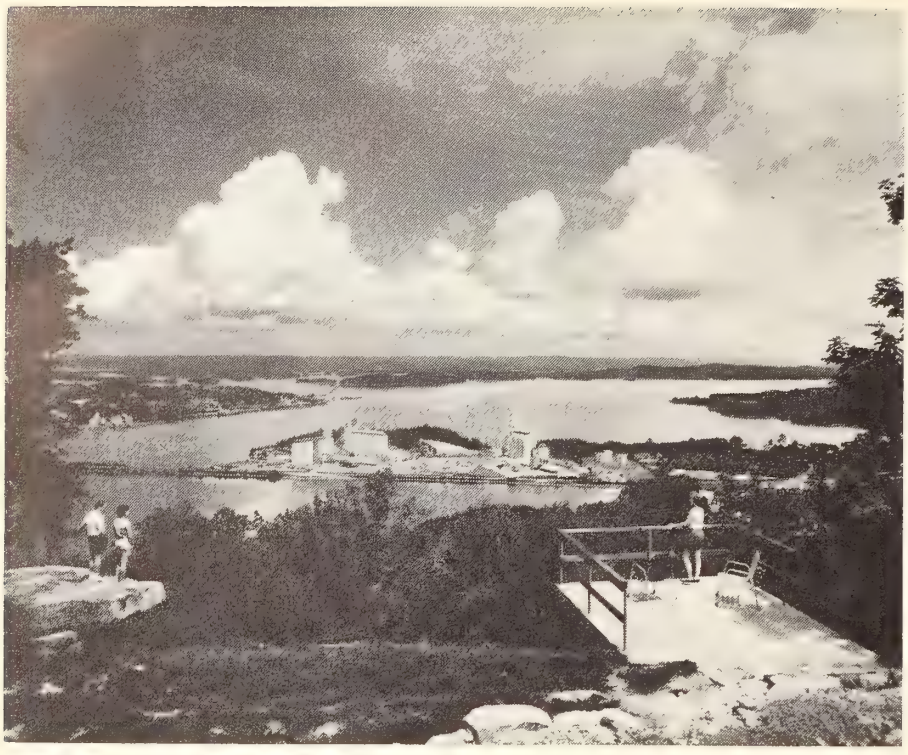
CHATTANOOGA, TENN.

Serving over 40 counties in Tennessee, Georgia, Alabama and North Carolina

HR Representatives, Inc.

RUST CRAFT BROADCASTING CO.

WSTV/TV-RADIO Steubenville, Ohio; WRCB/TV Chattanooga, Tenn.
WRDW/TV Augusta, Ga.; WPIT Pittsburgh, Pa.; WSOL Tampa, Fla.
WWOL Buffalo, N. Y.



Formerly a land-locked community, the city of Guntersville, Ala., now rests on a peninsula jutting into Guntersville Lake. A portion of the waterfront is zoned for recreation and other sections are reserved for industry. The Tennessee Valley Authority's Guntersville Dam impounds the lake. TVA, Alabama and the city joined in developing the city plan.

THE BUSTLING AND VITAL SOUTH continued

connected with the reportorial intensity of purported dog-biting, fire-hosing and police brutality incidents.

Some merchants who cut back their advertising in mid-May were back in air and print media the first week in June. Birmingham merchants said they were making up for whatever business had been lost during May disturbances.

Spot boycotts in both the North and South were factors and probably will continue to hurt individual firms. But business as usual was reported by those contacted in spring's final weeks.

Long-Range Trends ■ Take a fast look at the longer-range trends in three basic indices—total income, per capita income and manufacturing:

■ As a whole the five Mid-South states match the national average of 6% in total income gains between 1961 and 1962 and they're ahead of the national 4% average increase in per capita income. Between 1950 and 1962 total income of the states rose at this rate — Louisiana 94.4%; Alabama 94.1%; Arkansas 82.4%; Mississippi 81.4% and Tennessee 85.4%.

■ Arkansas topped all states (48 contiguous states) with its 91.1% increase in per capita income. Alabama, Mississippi and Tennessee ran ahead of the national average of 58.1%. These income figures are from the U. S. Department of Commerce (1950-62).

■ The federal agency's latest data on value added by manufacturing shows these 1950-60 increases: Arkansas up 134.5%; Louisiana up 70.7%; Alabama up 89.7%; Mississippi up 150.1%; Tennessee up 118.9%.

A Mid-South banker, Nat S. Rogers, president of Deposit Guaranty Bank & Trust Co., Jackson, Miss., looked at that state's situation this way. "The impetus of industrial development, which has been mounting in the state for some years, does not appear to have been significantly retarded by the unfortunate news treatment which most national media accorded the Meredith case at the University of Mississippi. The state enjoyed another good year in industrial expansion in 1962; 153 new plants and expansions were reported by the Mississippi Agricultural & Industrial Board during the year."

A similar view was expressed by Leonard Beard, director of the Alabama Planning & Industrial Development Board. He said, "The impact of rioting and demonstrations has been exaggerated. Newspapers and magazine writers have made untrue statements. If outside agitators would leave us alone we could work out our problems. I see no evidence that agitation has hurt our industrial development."

General Walter E. Todd, assistant director, added, "In my opinion the problem of race relations has no greater economic impact in Alabama than similar problems have in other sections —Chicago, Idaho, New York, Philadelphia, California, New Jersey, to

Bell Telephone Growth in Mid-South

	No. phones in service (Dec. 31)	Long-distance messages in year (1,000,000)	Plant investment ($1 million)
Alabama			
1952	429,000	15.0	$113
1962	813,000	28.7	318
Arkansas			
1952	216,000	12.0	67.7
1962	379,000	22.9	160.3
Louisiana			
1952	570,000	21.2	164
1962	1,090,000	38.5	388
Mississippi			
1952	246,000	13.5	80
1962	482,000	23.0	193
Tennessee			
1952	632,000	20.0	149
1962	1,060,000	35.5	382

*Sources: Southern Bell Tel. & Tel. Co. (Ala., La., Miss., Tenn.); Southwestern Bell Tel. Co. (Ark.).

Index of Manufacturing Employment in Mid-South* 1950-1962 (1950 = 100)

	Ala.	Ark.	La.	Miss.	Tenn.	U.S.
1950	100.0	100.0	100.0	100.0	100.0	100.0
1951	104.3	109.0	104.5	109.1	107.0	107.6
1952	104.8	108.6	107.3	110.3	111.2	109.1
1953	108.7	110.0	114.8	114.1	117.8	115.1
1954	104.7	106.7	107.7	110.8	111.6	107.0
1955	108.9	113.2	106.6	121.2	118.3	110.8
1956	111.6	119.3	106.9	123.6	121.6	113.1
1957	112.8	114.3	104.9	122.8	120.1	112.7
1958	107.6	119.0	102.6	130.8	117.2	104.6
1959	109.7	130.9	102.2	138.1	124.2	109.4
1960	109.3	135.1	101.3	138.8	127.5	110.0
1961	105.6	137.4	97.2	137.0	126.4	106.7
1962	108.7	144.0	98.4	146.5	130.2	109.9

*Source: U. S. Bureau of Labor Statistics

OF THE

3 BLUE CHIP STATIONS

GIVE YOU THE

HEART

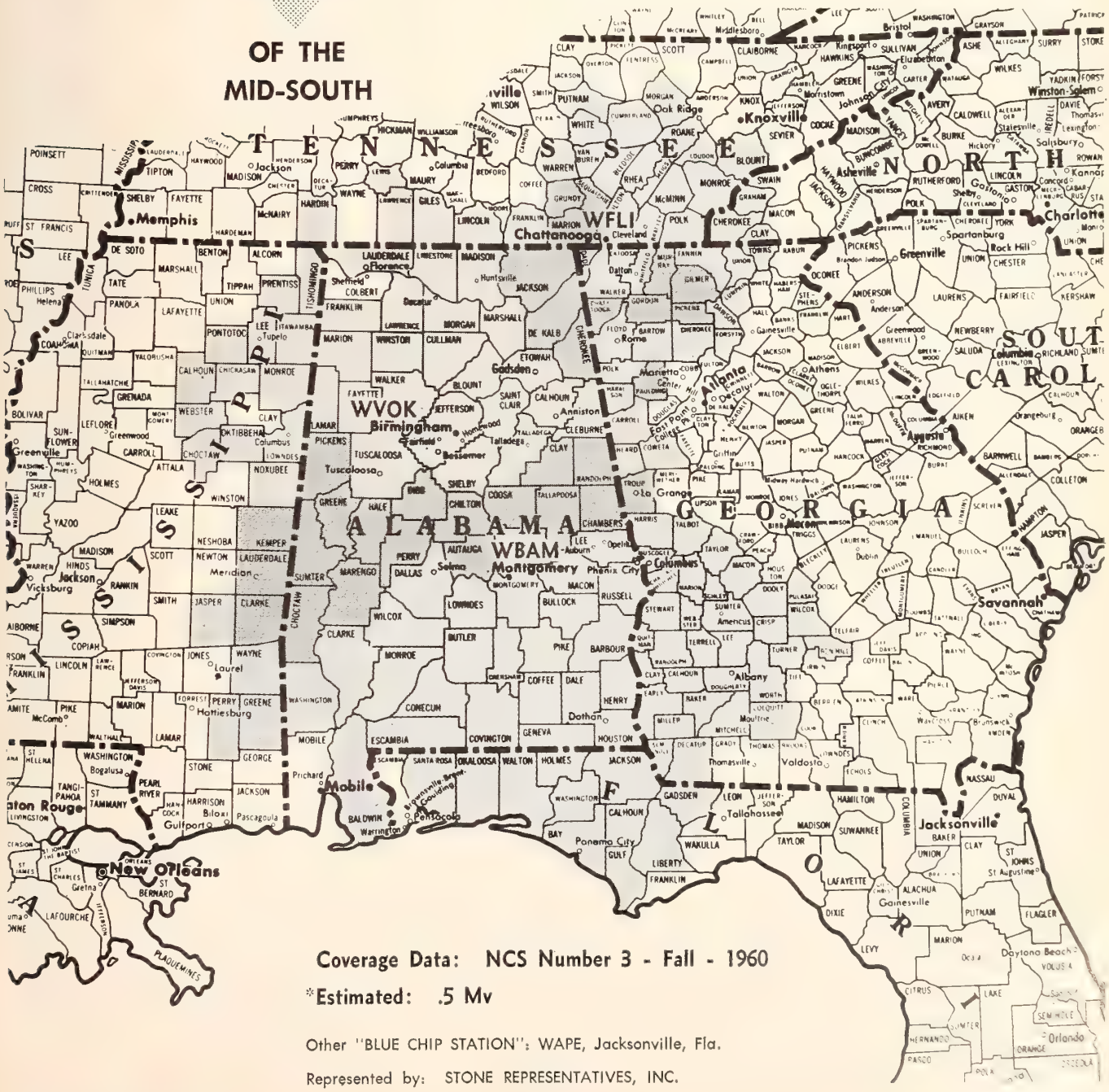
OF THE

MID-SOUTH

WVOK Radio, Birmingham, WBAM Radio, Montgomery, and *WFLI Radio, Chattanooga, cover 1,880,670 Radio Homes.

Weekly penetration: 41% or 446,700 Radio Homes

Daily penetration: 28% or 303,710 Radio Homes



Coverage Data: NCS Number 3 - Fall - 1960

***Estimated: .5 Mv**

Other "BLUE CHIP STATION": WAPE, Jacksonville, Fla.

Represented by: STONE REPRESENTATIVES, INC.

Livestock and Crops in Mid-South—1962

	Cattle 1,000 head	Hogs, Pigs 1,000 head	All Chickens 1,000 head	Cotton lint 1,000 bales	Rice Million Bags	Sweet Potatoes 1,000 cwt.	Sugarcane 1,000 tons	Corn 1 mil. bu.	All Wheat 1,000 bu.	Pecans 1,000 lbs.	Peaches 1,000 bu.	Lespedeza Hay 1,000 tons
Ala.	1,723	933	11,768	695		522		35.0	840	6,000	900	37
Ark.	1,401	325	9,513	1,450	15.9*	286		6.7	3,080	3,600	1,020	239
La.	1,800	197	3,519	545	15.5	3,410*	5,944*	6.2	720	6,000	40	67
Miss.	2,086	536	10,681	1,700**	1.6	825		20.6	780	8,000	200	162
Tenn.	2,051	1,256	6,097	560		510		39.4	2,461		180	521

*Leads all states
**Second ranking state

Source—U. S. Dept. of Agriculture

THE BUSTLING AND VITAL SOUTH continued

mention a few cities and areas."

Mid-South Progress ■ A 5,000-mile tour through the Mid-South qualifies no observer to mouth profound generalities about the moral and practical aspects of the race problem. The elements are deep-seated. But a month-long look around these five states reveals progress in the educational, financial and social side of the South—progress that often is ignored by casual observers.

The automation of agriculture has led Negro farm workers to nearby southern cities and often to the North in search of work. Job opportunity is less for the Negro, but Southerners see progress and hope for more. They point out that only 14% are employed in agriculture now; a quarter-century ago the figure was 47%.

Whatever the social changes, the Mid-South has absolutely unparalleled waterway, surface and ground water facilities. It can produce a tree crop in 10 to 20 years; forests are being grown twice as fast as they are cut for paper and kraft materials. Highways are wider and faster. Railroads are becoming more efficient as freight haulers and they're in a hot fight with the waterways to get bulk traffic. Private enterprises—the Middle South Utilities group, for example—are telling their story of progress to the world.

Old Man River has stripped much of the North's soil, depositing it on southern deltas and plains that often raise two crops a year. Mineral resources abound and their use is a modern industrial miracle. Income is increasing; unemployment is declining in many areas.

The Mid-South is a quick, alert market that figures the trend of industrial and marketing growth will continue to move in its direction.

Growth of Per Capita Personal Income*

	Amount 1957	Amount 1962	Percent Increase 1957 to 1962
Ala.	$1,325	$1,538	16%
Ark.	1,148	1,533	34
La.	1,565	1,715	10
Miss.	992	1,282	29
Tenn.	1,401	1,679	20
U. S.	2,048	2,357	15

*Source: U. S. Dept. of Commerce, Office of Business Economics.

Tennessee: three decades of progress

TVA TURNS ONCE-BLEAK STATE INTO THRIVING INDUSTRIAL AREA

Tennessee is Nature plus.

Eons of years before Daniel Boone, Davey Crockett and Sam Houston crossed the Smokies this verdant strip was over-blessed with mountains, valleys, rivers and fertile flatlands.

But within the memory of Tennessee's older parents and younger grandparents the state was studded with acreage bereft of topsoil and frequently flooded as its roaring rivers spilled over their banks. Tennessee was the inspiration for hillfolk lore and many levee legends.

Taking a purely economic perspective, mid-1963 Tennessee is a living demonstration of the miracles that can be achieved by planned reclamation of a region that only three decades ago was a living demonstration of natural blessings abused by the greed and ineptitude of man.

Last May 19, Tennessee took a day off to celebrate the 30th anniversary of the Tennessee Valley Authority. It honored the late Senator George Norris (R-Neb.) and Senator Lister Hill (D-Ala.), who led the spirited political drive that ram-rodded through Congress a dam-building and river-harnessing project that has soaked up $1½ billion of federal funds (eventually to be repaid).

30-Year Transition ■ In three decades Tennessee has experienced a transition from a half-starved farm state to an industrial economy. Rivers once useless for commerce now are carrying raw materials and industrial products to points all over the globe. One of the biggest industrial plants in the world sits in the rolling hills near Knoxville —the Oak Ridge plant of the Atomic Energy Commission, where the stuff that can shake the world with one pop is produced for military and civilian use.

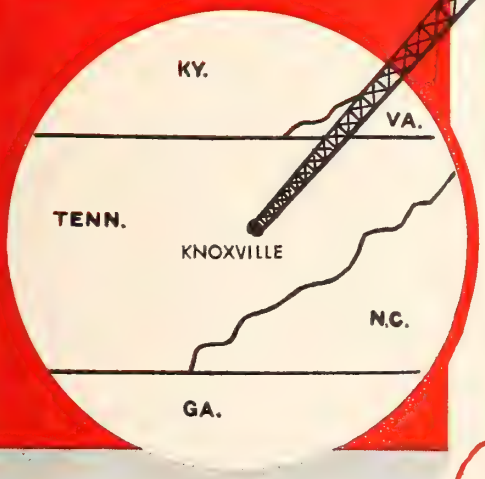
The Tennessee River transports the engines that hurtle rockets into space, the aluminum that frames the structure of motion industry and the essentials of a mechanized nation. The unspoiled mountains in the east enthrall millions of visitors every year; the harnessed rivers feed a controlled supply of water into the Mississippi Valley; their banks and 10,000 miles of lakeshore line provide sites for nearly $900 million invested in 175 waterfront industries; the Tennessee River's nine locks provide a route for 45 towboat operators; the dams back up the lakes and provide the energy that produces a third of the 12 million kilowatt generating capacity of TVA's power plants.

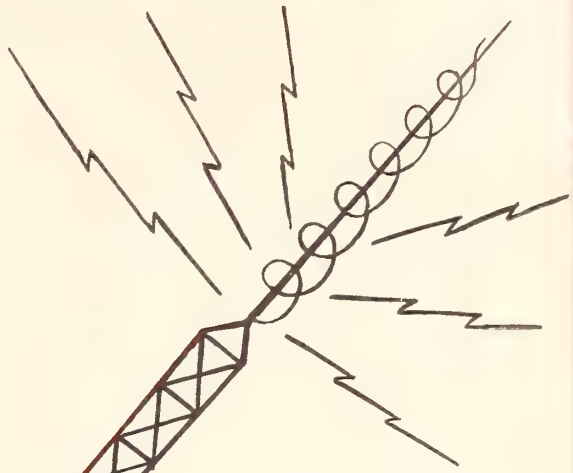
Tennessee's industry is diversified. It ranges from Alcoa's aluminum complex in the eastern hills to the fabricating mills of Memphis. Even recreation has become a major industry. Out of the land comes minerals, a dozen important crops and forests that cover half of the state.

Average income has doubled in the three decades of TVA. The area leads the world in residential use of electricity; hardly a farm can be found without electricity. Barge traffic was less than 33 million ton miles in 1933; now its over 2 billion ton miles. Fish and waterfowl thrive. Forage crops provide

WORLD'S TALLEST TOWER* TO DELIVER LARGER AUDIENCE IN KNOXVILLE AREA!

*1751 feet above ground
3049 feet above sea level





The Knoxville area is one of the growing markets in the dynamic southeast. WBIR-TV is one of the fastest growing stations in the southeast. The world's tallest tower*, now under construction, will project the powerful 316,000 watt channel-10 signal to a much larger area in Kentucky, Tennessee, Virginia and North Carolina. Get the facts from your Avery-Knodel man.

WBIR-TV

KNOXVILLE, TENNESSEE

CBS *Channel* 10

AFFILIATED WITH
THESE OTHER SOUTHEASTERN STATIONS
Represented Nationally by AVERY-KNODEL, Inc.

WFBC-TV

NBC CHANNEL 4
"The Giant of Southern Skies"
GREENVILLE, S. C.

SERVING THE
GREENVILLE, SPARTANBURG ASHEVILLE MARKET

WMAZ-TV

CBS, NBC, ABC CHANNEL 13
MACON, GA.

SERVING THE
RICH MIDDLE GEORGIA MARKET

WLAC
RADIO

believes it would be more to the point to change the term "ratings" to

LISTENERS!

Every year for more than 10 years the postman

has brought over

500,000

pieces of

mail to

WLAC
RADIO

50,000 WATTS
NASHVILLE, TENNESSEE

pasturage for once-eroded waste land. TVA employs 18,000 workers. Fertilizers produced at the dam turbines are used to boost crop yields. Pulp and paper mills crush and process logs cut where no forest existed in the 1930's.

Tennessee now has a population of 3.7 million, over half located in urban areas. Five main markets dominate the urban economy — Tri-Cities (Bristol-Kingsport-Johnson City) in the northeastern corner; Knoxville east of the Smokies; Chattanooga on the Georgia border; Nashville, the state capital, in mid-state and Memphis on the Mississippi River.

All are throbbing with the industrial spirit of the 1960's; all are located on rivers; all are overhauling their physical facilities to keep or lead the industrial pace of the times.

Progressive State ▪ The story of agriculture and industry is progressive. Over $650 million a year is gained from livestock, grains, cotton, tobacco, poultry and other cash products of the land. Memphis is the top cotton market of the nation. Nashville is the second most important music center in the world (BROADCASTING, Jan. 28). Chattanooga has one of the most diversified industrial structures found anywhere. Knoxville has prettied up its downtown, is headquarters for TVA and reaps the benefits of nearby Oak Ridge. The Tri-Cities area has paper, furniture, chemicals, plastics, printing and tobacco.

Tennessee is the nation's No. 1 zinc, pyrites and marble producer. It's second in phosphate rock, copper, gold and silver; second in the South in output of Portland cement.

The state's hardwood timberlands are the flooring center of the nation, with 43 mills operating along with 10 plywood-veneer and 200 furniture plants. There are 43 colleges and universities; they supplement the research activities at Oak Ridge and the new Tullahoma space center where John Glenn's orbiting vehicle was tested in the elaborate wind-tunnel facilities.

The industrial payroll at 4,500 plants is $1.35 billion a year; $2.2 billion value is added by manufacture; personal income totals nearly $6 billion. Over 23 million tourists soak up the scenery and frolic in the lakes every year, providing $250 million income and supporting 73,000 employes.

Tennessee decided years ago to cash in on its TVA blessings by offering financial and tax inducements to industry. They've paid off, currently bringing over 20,000 new jobs a year. Now Tennesseans are contemplating the future benefits that can come from deepened waterways, new locks, more power plants and the proposed Tennessee-Tombigbee cutoff to the Gulf.



Upriver bound, a fully-loaded barge carrying petroleum and/or chemicals is headed to points north and is about to pass under the Mississippi bridge at Memphis. Beyond is the river bank and the skyline of downtown Memphis.

The silence of Memphis is deceiving

ITS ECONOMY HAS A LOUD VOICE THAT IS GETTING LOUDER

The city of Memphis must be heard to be appreciated but it's a negative sort of trait. Driving along Union Street, a main downtown artery, the stillness is startling to an auto passenger accustomed to the random, raucous blasts of soulless drivers, thanks to a local ordinance.

Life in Memphis is a versatile sort of existence, even to the visitor in search of the hard facts of markets and industry. The city is pocketbook-deep in a search for both money and good living.

Along the Mississippi the bluff area has been converted into an efficient park that also serves to keep the river out of the downtown streets. A drive around the suburbs passes through handsome residential districts—both white and Negro. One of the outstanding industrial parks of the South is located downriver a few miles.

An attractive new airport was dedicated in early June. It's dolled up in plantation pillars reminiscent of a belle all dressed for a ball. Every few blocks there's another hospital or college—26 hospitals, countless clinics and a dozen colleges and universities. And Memphis is maintaining a busy downtown retail center while adding multi-acre shopping parks in the suburbs.

There are several ways of learning about Memphis. First, of course, is a motor tour along the river park, down to Presidents Island industrial center, around the city's northern and eastern sections and finally across the Mississippi bridge. Or an air view is interesting. There's the sporty way—a water taxi from Frankie and Johnnie's boat store at the foot of the levee to board a moving towboat whose skipper has a specialized fund of facts about the port and riverside industries. But most informative is a series of talks with some of the local leaders who help keep the economy moving.

Here are some of the Memphis points mentioned most by local businessmen:

- Over 800 industries shipping products through elaborate transportation facilities to the whole nation.
- Center of a consumer area covering 76 counties; over 2½ million people with a $3 billion income within range of TV signals.
- South's largest producer of mixed feed and meat products.
- World's largest spot cotton market (third of U. S. cotton) and products center; largest inland hardwood lumber market and producer of hardwood flooring.
- Banking, brokerage, insurance, pharmaceutical and medical center.
- Second largest Mississippi River port; handles 6.5 million tons of cargo a year.

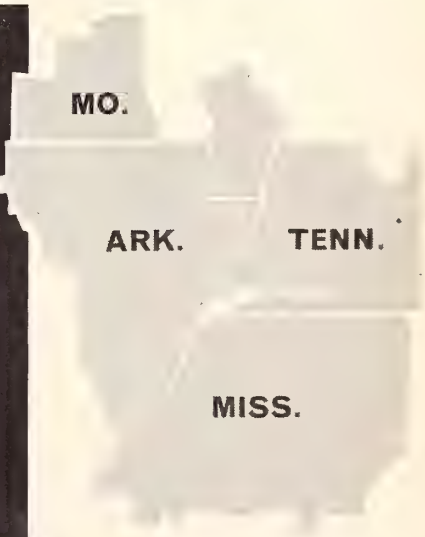
The market story comes out a lot different than some of the mossy tales centering around nearby cotton fields, cavorting on Beale Street and ballroom ceremonials. A blend of many Memphis attractions, practical and social, appears during the annual Cotton Carnival. But otherwise Memphis is a business community, the center of commercial and industrial firms serving the adjacent Southeast, Southwest and other markets within reach of air, surface and

oh, boy, have we got a reputation in

MOSCOW

not to mention

PARIS, ROME, WARSAW, TIGER TAIL...



. . . or any one of the other hundreds of *Mid-South* communities! It's a reputation hard-earned and jealously maintained. One built and based upon a constant program of public service, locally-produced programs of *interest* to this rich area.* We've been doing this for almost 15 years.

It takes ability plus genuine desire to build a reputation. We don't take ours for granted.

*NEWS, SPORTS, WEATHER, AGRICULTURE, DOCUMENTARIES, RELIGIOUS, DISCUSSIONS, PUBLIC ISSUES, HIGH SCHOOL, CHILDREN'S, TALENT, COUNTRY AND WESTERN — ALL FROM WMCT STUDIOS!

WMCT

"The Big Area Station . . . with the Public Service Reputation"

Full Power NBC
Channel 5
Natl. Rep. Blair-TV



water transportation facilities.

Memphis, the city, has a population of around 540,000, based on a mid-1963 estimate. Shelby county has around 675,000. Adding 21,000 in West Memphis, Ark., just across the river, brings the metropolitan population close to 700,000—the nation's 21st or 22d-ranking metropolitan area. Reaching out into the trade area starts the figures ballooning, and Memphis is the largest city between St. Louis-New Orleans and Birmingham-Dallas.

The list of industries includes such giants as Firestone 3,500 employes; International Harvester 2,500 employes; Kimberly-Clark 1,350 employes; Plough Inc., 1,050 employes and E. L. Bruce 1,100 employes.

Business Up ▪ Practically all main business indicators for Memphis were up during the spring, with one happy exception—unemployment in April had dropped to 4% according to Federal Reserve figures. The extensive harbor and related industrial area are benefiting from a $50 million improvement project. Seven local banks have over $1 billion in resources, $900 million in deposits and 335,000 customers.

The story of Presidents Island involves local and area cooperation. Over 50 industries have picked sites since Sinclair Refining first set up a 9-acre warehouse in 1952. Total cost will involve $21.6 million federal and $28.6 million Memphis-Shelby county funds when the project is finally completed—in addition, of course, to the industrial installations.

There's still color in the Cotton Carnival and the cotton exchange on Front Street is informal in spots but essentially Memphis has chosen the prosperity of commerce and industry as its inspiration, mixing it with liberal amounts of the cultural and humane attributes of modern living, and matching the Egyptian word Memphis, meaning Place of Good Abode. Symbolizing the new Memphis is an 834,000 kilowatt plant of Memphis Light, Gas & Water Division, located at the harbor door. It's slated for expansion to 1,625,000 kilowatts.

A major Memphis pharmaceutical plant, Plough Inc., grew out of a back-room bottling plant (25 bottles a day) set up in 1908 by Abe Plough, who now heads a company with $50 million annual sales.

That's a capsule story of a city that was abandoned in the summer of 1878 during a yellow fever epidemic—a city that now ranks third in the U. S. in marketing and 11th in warehousing and distribution. It's being beautified as slums go down. The medical center is the South's largest; 26 hospitals have $150 million in facilities. The University of Tennessee has colleges of medicine, dentistry, pharmacy and nursing.

Memphis likes to use the title, Capital of the Mid-South as it scans the 800 industries and civic facilities and gazes at Old Man River from the 100-foot Chicasaw Bluff where Hernando de Soto first viewed the river in 1514.

Nashville is a city of versatility

INDUSTRY, CULTURE AND GOVERNMENT ARE BIG BUSINESS

There's nothing like a gorgeous new airport to build up a city's image. Nashville has a $35 million aeronautic palace, complete with long runways for jets and older and slower prop jobs.

Nashville also has a hybrid municipal decor—a combination of contemporary structures and handsome landscaping blended with older architecture of a past generation or two or more. Downtown Nashville has two eye-capturing landmarks—the Life and Casualty Building just a few steps from the old site of historic Maxwell House and a Grecian Capitol surrounded by a half-circular park and driveway.



The face of Nashville is changing. At top are the Capitol and newer state office buildings. At upper right is the new auditorium. Jutting into the sky, at bottom, is the modern Life & Casualty Building.

But Nashville offers interesting sights to the dollar-minded visitor in search of economic information. Its industries, financial houses, insurance companies, music industry and publishing firms provide a livelihood for a metropolitan area and adjacent communities with a population of 425,000 or nearly 600,000 within commuting range. And the state capitol, along with other state offices, provides a living for 5,000 employes who get about $15 million a year in pay.

Largest industries in the metropolitan area are Genesco (Johnson & Murphy, Jarman shoes, fourth largest U. S. shoemaker) 3,000 employes; Avco (components, appliances) 2,800 employes; Ford (glass) 2,300 employes; duPont (textiles, plastics) 2,300; Werthan Bag 1,300; Methodist Publishing Co. 1,175; Newhoff Packing 700; Baird-Ward Printing 700; Nashville Bridge (barges, structural steel) 650; Aladdin (vacuum bottles, electronics) 590.

The assorted facets of Nashville's famed music center add around $45 million to the local economy (BROADCASTING, Jan. 28). Religious publish-



High Flying Memphis...

MID-SOUTH'S FIRST...NATION'S 26th TELEVISION MARKET

Yes, Memphis is growing, growing, growing . . . big so many ways . . . *especially big* when you measure it as a television market. On a *total homes reached* basis (A.R.B., January 1963), Memphis is the top TV market in the Mid-Southern states of Alabama, Arkansas, Louisiana, Mississippi and Tennessee . . . *26th on your national list* . . . truly a *must-buy* market! This is WREC-TV Land, where there's more to see on Channel 3 . . . delivering an average of 44% of the total audience in a 3-station market . . . consistently first by every survey.

WREC | TV

CHANNEL 3 MEMPHIS

AFFILIATED WITH CBS TELEVISION / REPRESENTED NATIONALLY BY THE KATZ AGENCY

CHATTANOOGA



WDEF
RADIO
TELEVISION
Leadership
In The FAST GROWING Industrial and Scenic Center of the SOUTH!



ers (largest group in the nation) employ 2,000 who have a $57 million payroll. Last year 3,500 employes were added to the total city payroll. Unemployment ranges between 3% and 4%.

Industrial Activity ▪ The Ford glass plant, with a $78 million operational cost, turns out enough auto glass every day to cover a 20-acre field. Often called the printing capital of the South, Nashville has 7,000 employes in 59 plants whose sales run $70 million and payroll $21 million a year. The Sunday School Board of the Southern Baptist Convention has a plant investment of over $9 million.

Industrial Nashville typifies many of the larger Southern cities. A local businessman, Gilbert M. Dorland, president of Nashville Bridge Co., put it this way, "Development of the South's water sources provides the key to the region's industrial boom. Here in Tennessee we see the outstanding example of the marriage of industry and water. Improved towboats and barges take advantage of the 12,000-mile waterway system." The company makes towboats, barges, barge gear, lock gates and structural steel. It produced steel for the first Saturn tower at Cape Canaveral.

The Cumberland River harbor is being improved at Nashville, where 27 barge lines haul commodities. The new Barkley Dam in Kentucky will speed up river traffic; its traffic facilities are to be ready next year. Lakes backed up by dams provide extensive tourism. Expressways are everywhere and the city is a rail center.

Urban renewal projects abound. The Capitol has lost its slummy surroundings and now is graced by the scenic semi-circular drive. A municipal auditorium has been completed. The 13 local colleges, headed by Vanderbilt University, comprise a major economic factor.

Nashville's insurance center is headed by National Life and Accident Insurance Co. and Life & Casualty Co. They have $10 billion life insurance in force and employ over 2,300. Commercial banking involves a total of 2,500 jobs and a $14 million payroll. The financiers total business gives Memphis a race except when the latter city's cotton business is at a peak.

While Nashville has its share of suburban shopping centers, it has a new department store, Cain-Sloan, that cost $12 million. Harvey's department store has just made a major expansion. The East Nashville urban renewal project has been called the second largest in the nation.

THE PROBLEMS WERE FACED

Chattanooga's updating program for the '60's is a $250 million city-county project

A few years ago Chattanooga decided to face up to an unhappy situation.

Concededly its scenic charms were exceptional, especially the view from Lookout Mountain and nearby natural unheavals. Man-made Lake Chickamauga, 59 miles long, was great for frolicking. Highways bringing in tourists from all directions were due for the latest in cloverleafs, right in the mid-city area. The General, famed old Civil War engine, proudly gleamed in its shiny brass.

All these were good. So was the Tennessee River's barge facility except it wasn't realizing the predicted potential in local commerce. Industry was exceptionally diversified but there wasn't enough of it.

So Chattanooga reached a major decision. It decided to offer help to existing industries and make an active search for new ones.

Further, it decided to give itself a face-lifting. As a consequence Chattanooga's Committee of 100 proudly states that it has led all Tennessee for four years in the number of new and expanding industries. Now the sweet clink of pay-window dollars provides an alluring background to the mountain waterfalls and the whistle of the winds through Lovers Leap and beyond into the seven-state panorama.

Tennessee River banks are housing new industries. In all, 500 metropolitan area plants produce 1,500 types of materials from nuclear reactors and nylon thread to boilers, valued at $850 million a year. The 1960's program in Chattanooga involves a quarter-billion dollars of new physical plant and elimination of old slum areas. Half of the sum is being spent inside the city and Hamilton county is getting its share of traffic and industrial projects. New areas such as the Golden Gateway urban renewal park are under way.

That's why Chattanoogans were extra happy earlier in the year when the city was one of 11 selected for the All America Cities Award of the National Municipal League and *Look* magazine (neighboring Knoxville was one of the others). They appreciated this tribute to the aggressive bootstrap lifting job done by civic leaders, including an outstanding desegregation campaign.

This city of 135,000 (nearly 300,000



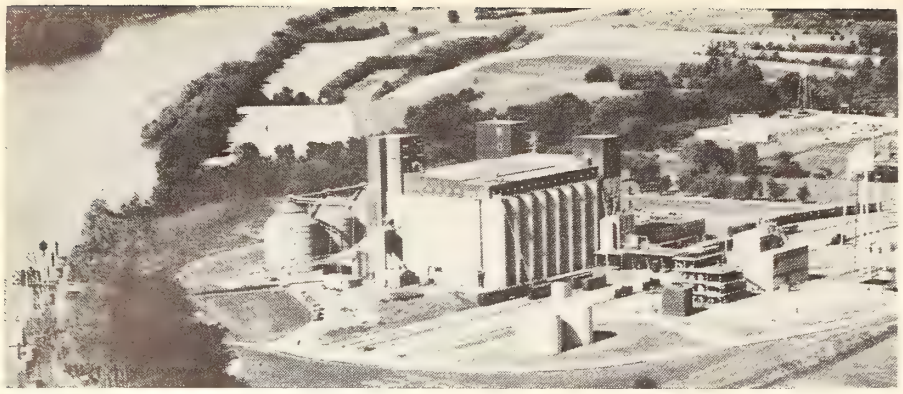
HANGOVER

A few media planners still suffer from a hangover of misinformation. They think of Nashville as a city of slightly over 400,000. Which is true . . . and slightly misleading. The Nashville television market numbers 2,052,300 people in 450,000 television homes. 98% of these homes depend on Nashville television stations for all network TV. 96% of them look to Nashville for *all* TV. So, while Nashville looks like America's 65th city, it's actually the nation's 30th television market.* Sobering, isn't it?

*ARB, March, 1962

WLAC-TV	WSM-TV	WSIX-TV
CBS-TV Channel 5	NBC-TV Channel 4	ABC-TV Channel 8

NASHVILLE, TENNESSEE



Grain plants and other industrial facilities are appearing along banks of the Tennessee River at Chattanooga. Typical is the Central Soya facility.

in commuting range) has 40,000 electrically heated homes served by a municipal power plant hitched into the TVA system. Chattanoogans have patiently tolerated the ugly scars of traffic circle and expressway construction in anticipation of imminent traffic blessings that will bring Cleveland and other markets closer.

A big new Seaboard Allied Milling plant has just given a new lift to local economy. Quaker Oats, Dixie Portland and Cargill are among local elevators and milling facilities. A brand new Kenyon Southern plant is turning out parachutes and piece goods. Western Union makes equipment, Brock makes candy and Combustion Engineering makes boilers and nuclear reactors. Dixie Engineering and Farmers Chemical Association round out a partial list of larger industries. A farmer co-op is making fertilizer in an old arsenal.

Under pressure, past generations of Chattanoogans would admit that northern money started the city's post-Civil War industry. But contemporary Chattanooga is doing its own rebuilding of processing, commercial and distribution facilities, with federal money helping out in highway expansion. The combined projects will bring closer the trade-tied communities in Alabama, Georgia and Tennessee.

Chattanoga is historic, interesting and a tourist attraction. Its combination of natural and man-made facilities promise to make this Tennessee city one of the finer communities in the South.

KNOXVILLE LOOKING AHEAD

City is making its outward appearance conform to a progressive economic attitude

The civic citations of Knoxville, Tenn., have gone all the way from nadir to zenith in a single decade.

This river city, just beyond the western slope of the Smokies, had an attack of municipal jitters just a decade ago when a prolific writer and TV lecturer, John Gunther, experienced a shock as he took an owlish, peevish look at the antique Market Square with its gingerbready decor, enhanced by hordes of elderly jalopies parked by the farmers who dispensed fruits of the nearby soil.

"Ugliest City in the United States," author Gunther wrote in his book, *Inside U.S.A.*, an extravagant claim many traveling salesmen could successfully challenge on behalf of hundreds of other communities spawned in past eras of milltown gothic architecture.

Local irritation at the Gunther appellation subsided after a flurry of letters-to-the-editor and civic gripe sessions. It disappeared completely in a blaze of ecstasy just a few weeks ago when Knoxville learned that its drastic civic overhaul in recent years had won it the All-America City Award of the National Municipal League and *Look* magazine.

Knoxville, 1963 model, has two attractive retail attractions right in mid-city—a Promenade and the Market Square Mall. The latter collection of shrubs, young trees, fountains, benches and ornamental concrete perimeter pillars and protective roofing might induce Mr. Gunther to eat his words or at least revise them drastically were he to conduct a 10-years-later tour. And a few years from now there will be such new attractions as a downtown loop; Gay Way, an overhauling of Gay Street, the main artery, complete with covered sidewalks; more annexed territory in





READY

Nashville is ready to buy your product. It's the only major test market in the Southeast with local control of more than 90% of the area's retail food outlets . . . administration, buying, warehousing. Buying power tops $2,872,648,000. Over 96% of the area's 450,000 television homes are completely dependent on Nashville television stations. Next time you feel a test coming on, make a serious pass at Nashville. It's ready, ready, ready . . .

WSIX-TV	WLAC-TV	WSM-TV
ABC-TV Channel 8	CBS-TV Channel 5	NBC-TV Channel 4

NASHVILLE, TENNESSEE



The once shabby market place of Knoxville was a sight that made some eyes sore. Now it's all frilled up and attractive as the result of a rebuilding project. It even has a new name—The Mall. In its local overhauling process Knoxville has converted an old alley behind a group of stores into a sort of covered sidewalk, a project that has stimulated shopping and boosted local pride. Next will be refurbishing of Gay Street, the main artery, into a new Gay Way.

the suburbs and along expressways.

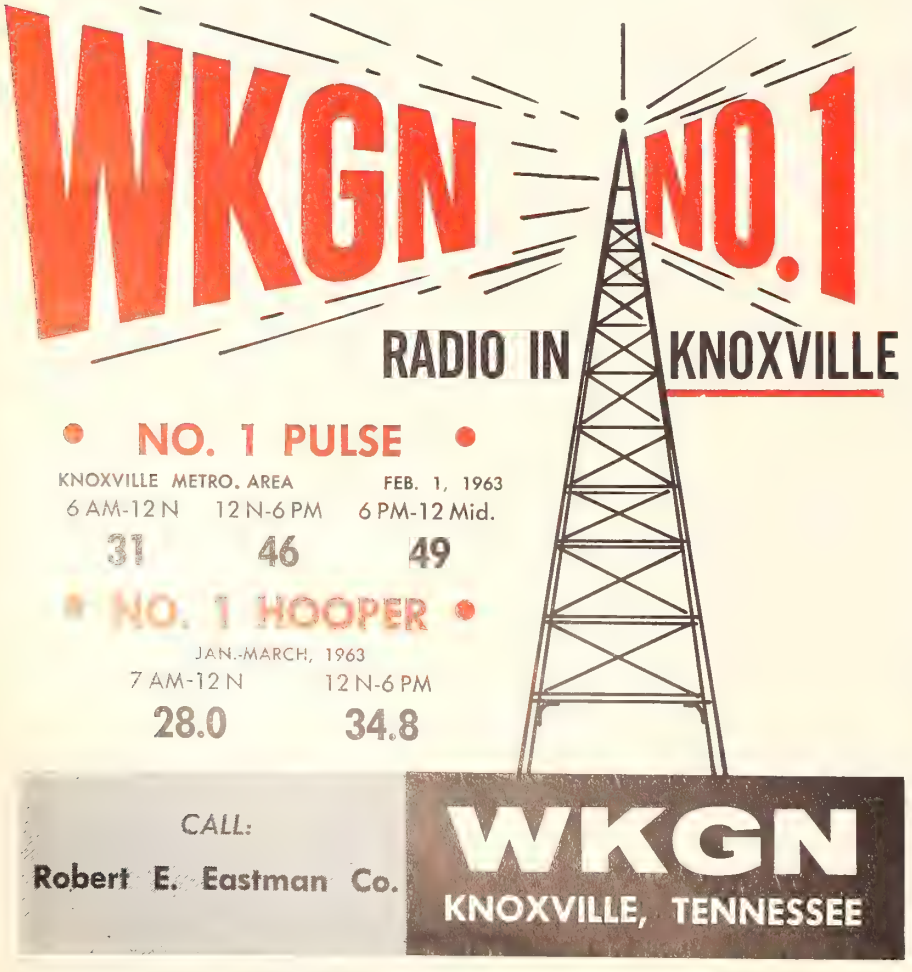
Its Surroundings ▪ Knoxville is surrounded by big things, natural and man-made. The towering Smokies to the east draw more tourists than any other national park; Oak Ridge to the west has a $3.3 billion plant devoted to the coddling of atoms; Alcoa has big generators that feed a mile-long smelting plant and the place uses more electricity than the city of New York, according to local businessmen; Knoxville is headquarters for Tennessee Valley Authority, and finally the city is takeoff point for the Tennessee River and its system of lakes and locks leading to the Great Lakes, the Gulf of Mexico and points everywhere.

Nearly 500 manufacturing plants employ 40,000 in this metropolitan area of 275,000. The city has 180,000 population. Products include plastics, chemicals, textiles, garments, paper, marble, machinery, food, tobacco, cement, fertilizer aluminum—and of course the nuclear materials produced at Oak Ridge.

An industry-hunting drive brought three new plants and 27 expansions in 1961; eight plants and 10 expansions in 1962; two mergers, four new plants and three expansions thus far in 1963. Three industrial parks offer sites. Area research involves expenditure of an estimated $100 million (including Oak Ridge, University of Tennessee medical and TVA, among others). TVA does research in forestry, fish and hydraulics. The university has more than 15,000 students and means big payrolls and expenditures, especially when the Vols tear up the stadium's autumn turf. Other educational facilities include Knoxville College, Tennessee School for the Deaf and the experimental station of the University of Tennessee College of Agriculture. The university's extensive medical facilities are the scene of isotopic research and work with radiation and cancer.

Oak Ridge has 16,000 employes in its nuclear activities. Their payroll is $112 million a year; about half the employes live in Knoxville or Knox county. All this has come out of the World War II Manhattan Project. The nuclear plant and its contractors are heavy buyers of local products.

Won't you come back, John Gunther? Knoxville is dressing up.



EXPANSION IN WIND

Tripartite metropolitan area has just begun to find wings

The three cities in the northeastern corner of Tennessee and southwestern corner of Virginia—Bristol, Johnson City and Kingsport—have everything that industry needs. They have water, forests, agriculture, adjacency to the TVA and transportation. Yet a few decades ago the tripartite metropolis was complaining that industry had over-



SIN

It's a sin for any media buyer or market planner not to know that the Nashville market holds buying power in excess of $2,872,648,000. The area is recession-proof, too. It's the commercial printing capital of the Southeast, the religious printing capital of the U.S., home of the largest shoe-apparel manufacturing corporation in the world, the second largest investment banking house in America, two of the nation's leading insurance companies, and quite a few others. Pick Nashville . . . salvation for many a marketing problem.

WSM-TV	WSIX-TV	WLAC-TV
NBC-TV Channel 4	ABC-TV Channel 8	CBS-TV Channel 5

NASHVILLE, TENNESSEE



The beautiful lakes in back of Tennessee Valley dams have a significant economic effect. More than 42 million person-day visits a year are made by vacationers, especially fishermen. Good fishing is reported throughout the year in the valley. Tennssee Valley Authority estimates over 15 million pounds of game and commercial fish are taken from the lakes each year. Spring and autumn are considered the best months for fishing in TVA lakes, particularly the large storage lakes on tributary rivers. Scenery from the Smokies is outstanding, finally tapering off into gentle, rolling hills. Impoundment of the lakes has given the nation one of its finest recreational areas.

shot it on the way south and west, landing in Knoxville, Nashville and other markets.

Now the cities have an important industrial structure, and the way things are going the isolated airport, 14 miles from all three, will be city-surrounded right up to the runways. At least that's the feeling around Bristol, Johnson City and Kingsport. Depending on how big a chunk of the two-state area is counted, the metropolitan area comprises from 100,000 to 130,000 people; a four-county tab will run up the figure to 185,000 and 300,000 live within commuting distance, according to local estimates.

More
men, women,
children (& dogs)
view W J H L - T V than
the other station in the rich
Tri-Cities (Johnson City-Kingsport-
Bristol). Check the ARB ratings. You'll see!

ID: Pearson National Representatives knows this too!

Many of the large industries in this rich triangle are expanding. In Kingsport, Tennessee Eastman, a huge complex with 8,500 employes, recently rerouted the Holston River to make way for expansion. American Saint-Gobain is among the nation's largest glass plants, turning out continuous sheets. J. P. Stevens, Mead Corp., Penn-Dixie cement and Kingsport Press, a gigantic printing plant, are also there. Kingsport has 36,000 people.

Bristol (Va. and Tenn.) is split right down the main street by the Tennessee and Virginia border but otherwise it's a compact community. Industries include Monroe Calculating Machine, Raytheon, Sperry Farragut, Bristol Steel & Iron, Universal Moulded Fiber and S. E. Massengale. Population by late estimate is 39,000.

Johnson City has 35,000 people. Plants include garment mills, Magnavox furniture, Artcraft, Pharmaseal Labs (hospital supplies) and an array of other furniture plants that take advantage of the timber supplies.

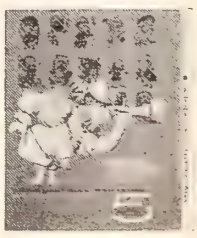
An aid to retailing is the single credit card good at major stores in the tri-city area which, for those interested in geographic tidbits, is farther from Memphis (537 highway miles) than the distance from Boston to Washington.

The agriculture is good in this hilly country, including dairy products, beef



sell me!

You've got something to sell? So sell me! There are lots of young housewives just like me in the greater Tri-Cities area. (It's the 19th largest market in the Southeast.) All of us buy, when we're sold. How are we sold? Ask Meeker or Jim Ayers. They know. And they have a booklet that gives you the facts briefly on the 22 largest markets in the Southeast, Tri-Cities included. If you've got something to sell, listen: Tri-Cities offers you (1) good size, (2) low entry cost, (3) dominant TV, (4) lots of gals like me who **like** to be sold. So sell me! Sell us **all** on **WCYB-TV**



Offices and Studio: Bristol, Tenn.-Va.

This is the booklet mentioned. Write for it today.



The 1963 National Headliner Medal for outstanding local coverage of news events: awarded to WMPS



1963 marks the 30th Annual Headliner Award given for outstanding efforts in the entire news disseminating industry. WMPS was specifically honored for its coverage of the Mississippi University campus riots last fall. This kind of recognition is a tribute to WMPS' thorough, accurate and immediate coverage of the news. It is also a measure of WMPS' programming with a purpose.

RADIO MEMPHIS WMPS

THE Plough STATIONS

RADIO ATLANTA	RADIO BALTIMORE	RADIO BOSTON	RADIO CHICAGO	RADIO MEMPHIS
WPLO	WCAO	WCOP	WJJD	WMPS
AM-FM	AM-FM	AM-FM	AM-FM	AM-FM

Represented Nationally by Stone Representatives, Inc. New York Chicago Los Angeles Boston Atlanta San Francisco Seattle





Reduction and fabrication of aluminum provide employment for thousands in Tennessee. Smelting plant of Aluminum Company of America (left) is located 15 miles south of Knoxville. Alcoa generates much of the electricity it uses. Metallic aluminum is produced by an electrolytic process (right). Alumina (partially refined bauxite ore) is converted into aluminum ingots. Impact of aluminum industry is important in TVA area.

cattle and a highly flavored tobacco that's fine for filter cigarettes.

There are four colleges in the area. TVA is a recreational as well as industrial advantage. The Holston River barge channel is slated eventually for enlargement and the TVA ties will be even closer. Transportation facilities are good, with highway, air, and rail arteries. Urban renewal projects are under way. The tri-cities area is busy planning for the future.

Alabama resources—rich and abundant

WEALTH OF BLACK SOIL, PLENTIFUL WATER PLUS IRON, OTHER MINERALS

The state of Alabama, taking a long-range view, boasts proudly that its natural blessings are unsurpassed among the 50 states.

In the north are modest mountains and a chain of man-made lakes belonging to the Tennessee Valley Authority's facilities. There is the man-made Space Capital of the Universe, at Huntsville—zenith of the famed Space Crescent ranging from Houston on the west to Cape Canaveral on the east.

Through one of Mother Nature's freaks, northern Alabama's Tennessee River flows north and west to join the Ohio at Paducah, Ky., in a roundabout but low-cost transport facility. On the other hand the south-flowing Coosa River is underdeveloped as a deep-channel barge route from Rome, Ga., to Montgomery, Alabama's central-state capital, on into its Gulf-bound Alabama River.

The natural mixup becomes even more intricate at the state's largest city, Birmingham, located between Montgomery and the northern tier. Birmingham is a few miles east of the Warrior River, which has a 9-foot barge trough tying the city with the Tombigbee, southbound to Mobile, where ocean freighters come from the Gulf of Mexico.

Many Resources ▪ Alabama has rivers everywhere plus underground water, iron ore, magnesium, limestone, coal and a center-state belt of luxurious black mud that supports a rich agricultural economy. Onward and southward, Alabama has forests (lumber, paper and pulp), more rivers, a Gulf coast and salt.

Alabama has all this, yet its mid-1963 blessings were haunted by social problems that supplied portents of trouble—temporary, it was hoped—and by the longtime need for sympathetic understanding among racial groups. It hopes that its April and May racial disturbances won't leave serious economic scars.

But much of the thinking of those having the state's future at heart is centered around efforts to solidify local economic gains surpassing the growth rate of the nation as a whole.

Alabamans think of the $16.5 billion worth of goods manufactured in a decade; of third rank in poultry production; of the nation's third greatest rate of increase in median family income (up 116.3% in a decade). All this, and more, on the plus side.

Alabama's recent growth factors include these symbols of the state's industrial speedup:

▪ Its $81.2 million National Aeronautics & Space Administration allotment is second only to California; Marshall Space Flight Center at Huntsville is NASA's largest facility.

▪ Industrial activity in 1962 was up 10% over 1961 compared to 7% for the U. S. as a whole.

▪ Retail sales in 1962 up 10% to all-time record.

▪ Coal output up 13%; unemployment fell from 7.5% to just under 6%.

▪ Bank debits and other finance indexes up 5% to 20%; farm receipts up 5% (cotton 10%); industrial energy consumption up 10%.

The indexes were compiled by the Bureau of Business Research, University of Alabama. Of 29 economic barometers, only three showed declines—cement consumption, trade employment and Birmingham department store sales.

Around the state business activity was good in such markets as Birmingham, Anniston, Dothan, Gadsden, Decatur, Huntsville, Mobile, Montgomery, Selma, Florence (Tri-Cities area) and Tuscaloosa.

Walter Bouldin, president of Alabama Power Co., said 450 large new industries have located in its service area in a decade, with capital investment of $420 million and 45,000 new jobs. He predicted even faster growth in the next 10 years. In 1962 the company saw $133 million in new and expanded industry in its area.

In the first quarter of 1963, according to Governor George C. Wallace, nearly $100 million in new plant investment was reported, twice as much as the entire first half of 1962. Republic Steel announced a $20 million modernization project in Gadsden, joining the Tennessee Coal & Iron at Birmingham in put-

a whopping
69%
increase in
three years

WTVY's total homes reached from 6 P.M. to 10 P.M. has increased steadily each year as shown in the following figures taken from the year-end ARB Reports.

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ting in new furnaces. TCI (U. S. Steel) is the largest steel plant in the South; Republic is next. Other 1963 expansion projects are Container Corp., $20 million; Marathon Southern, $9.2 million and International Paper, $4.5 million. Alabama Power Co. announced $208 million in new and expanded facilities during the next three years. Alabama Power's revenue doubled from $71 million in 1953 to $143 million in 1962.

Rich in Water ▪ Alabamans beam whenever the subject of water is mentioned. The 9-foot Warrior-Tombigbee Waterway is one of the busiest in the Southeast, with over 6 million tons a year moving over its 463-mile route from Birmingham to Mobile. Expressed in ton-mile terms, the figure is 1,561 million. This is more than all the traffic on the nine other inland river systems that flow into the Atlantic Ocean and Gulf from Savannah River, Georgia, in the east to Pearl River, Mississippi, in the west. At its mouth the Warrior-Tombigbee connects with the Mobile ship channel and Gulf Intracoastal Waterway. Mobile port handles 16 million tons of commerce every year.

A state-prepared industrial location map shows 67 major plants that located along Alabama's rivers because of the waterways.

The state's drainage system comprises 26 rivers and a web of smaller streams plus enormous underground water supplies. The river system is next only to the Mississippi-Missouri network, with 1,500 miles of navigable or potentially-navigable waterways. When the Coosa-Alabama waterway is deepened to nine feet from Montgomery to the Tombigbee and the Coosa becomes a through route from Montgomery to Rome, Ga., and the Tombigbee cutoff from the Tennessee above Muscle Shoals to Demopolis, Alabamans will be blessed with unequalled facilities for continued industrial growth.

Feeling Muscles ▪ "Alabama is an awakening giant, from its necklace of lakes and dams in the north to its timbered areas in the south," said Leonard Beard, director of the Planning & Industrial Development Board. Banks and department stores have set new records. Airlines, railroads and Southern Bell had a good year.

Total trading (imports and exports) in Mobile customs district was $275 million. General Walter E. Todd, assistant planning-industrial director, said Alabama went from 18th to 15th place among all states in manufacturers' expenditures for new plant and equipment during the last four years. The rise of 116.3% in median family income during the 1950-60 decade was the third fastest in the nation. Farmers collected over $500 million last year in the cash market.

The Atlanta Federal Reserve Bank ascribed rising economic activity in the last two years to increased spending and income, expanded production and more employment (nonfarm employment rose 4.7% in 1961-62). Unemployment dropped from 7% to 5.3% in two years as total personal income increased 8.7%.

BIRMINGHAM WOOS INDUSTRY

180 new firms, employing 20,000 workers added to city's total resources within past 12 years

A thoughtful spot in one of the South's most troubled cities in mid-spring of 1963 was the office of Glenn Taylor, executive director of Birmingham's Committee of 100. This pioneer agency in the field of industry procurement had reason to be troubled as local race agitation hurtled the city into worldwide journalistic notoriety.

If the atmosphere appeared calm, the hearts of Mr. Taylor and his committeemen weren't. Naturally the committee was concerned about the impression local racial activities would make on northern industrialists who were on the list of prospects who might move their plants to Birmingham or start new ones in this metropolitan market of 660,000 and trade center for 1.8 million people.

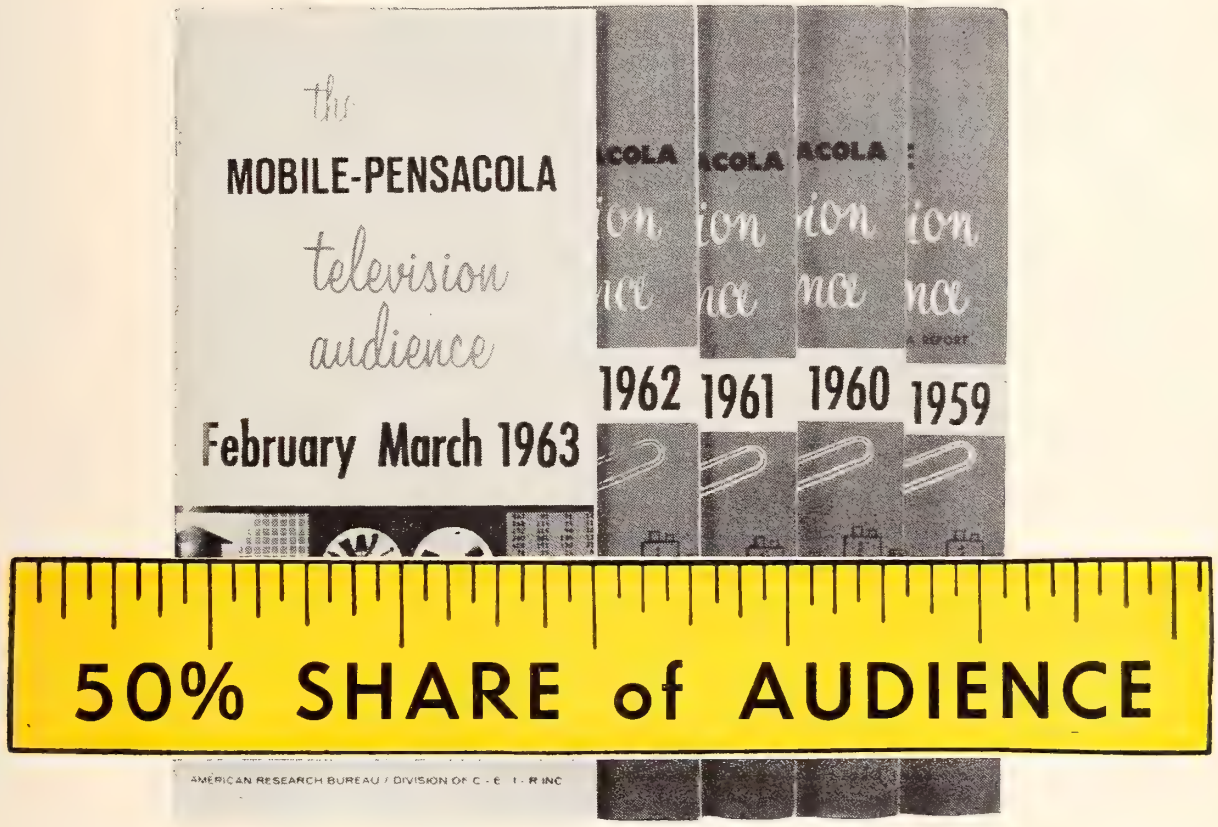
Fresh back from plant-hunting tours around the nation, Mr. Taylor reported industrial prospects had spoken well of Birmingham until the day a mail man from Baltimore, carrying an integration sign, was fatally shot in the eastern part of the state. That helped trigger Negro incidents in Birmingham. The publicity brought adverse letters from other states and even foreign countries, a few of them violently insulting.

Move Ahead ▪ At this point the Committee of 100, one of the first industry-getting agencies in the land, had to make a decision. Should it panic, sit tight a few weeks or go right ahead with the drive to bring more jobs to Birmingham. The members reviewed a chart showing department stores down 4% from the first four months of 1963.

"We decided to move right ahead,"

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Mr. Taylor said. "Some of our adverse letters came from northern industries who said they wouldn't consider Birmingham after the agitation, but curiously some of these came from cities where similar racial demonstrations were occurring."

"Dozens of major factors influence an industry's selection of a site," Mr. Taylor explained. One of them, of course, is local racial disturbance. But the Committee of 100 didn't stop. It stayed hot on the trail of new electronics and metal-processing plants that had been looking favorably on the city, believing the late April and May troubles were temporary and wouldn't seriously impede the city's efforts to diversify and expand industry to support its steel, mining and fabricating structure.

Many of the members of the committee and the related chamber of commerce noted that most business was proceeding as usual and that life in Birmingham hadn't changed except for disturbances confined to a limited area. They observed there had been no violence between races and many felt journalistic accounts of police tactics had been exaggerated. Finally, they said, that while downtown retailing had suffered, much of the slack had been taken up in the big suburban shopping centers.

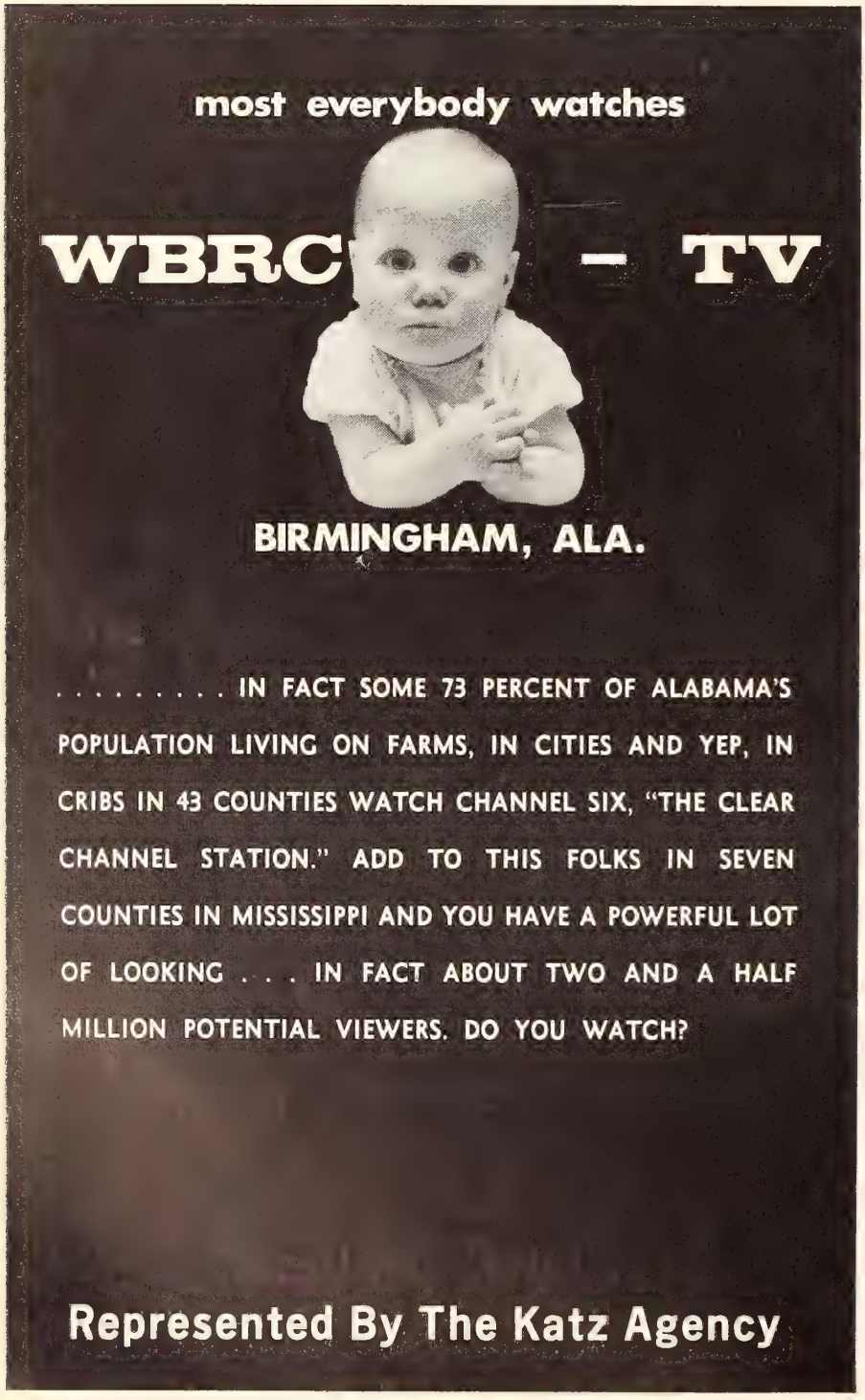
Suburban Shopping Good ▪ The June 1 index of the Atlanta Federal Reserve Board showed sales of selected department stores were down 17% from the same week in 1962. Atlanta was down 9%, New Orleans 3% and Mobile 2%; Miami and Jacksonville, Fla., were up 10% and Tampa-St. Petersburg 18%, at the other extreme. But in Birmingham they contended the department store index did not reflect total sales and they said that business generally was not seriously affected; people still went about their business as usual and suburban shopping, not truly reflected in the index, was described as increasing. The city's department stores showed a decline last year from 1961.

While living in the national spotlight, Birmingham was working on its civic problems. A newly elected city council of nine members took office at the end of May, replacing a former three-man ruling body. Two of the 18 candidates for nine posts were Negroes who were defeated. New housing projects have been going up for Negro groups. Recent expenditures for Negro schools total $11.8 million compared to $13 million for white schools (47.5% of school building funds for 44% of the school population). Negroes comprise two-fifths of the local population, many having migrated northward in the last two decades.

As in other southern cities, Birmingham civic leaders plead for moderation in solving a long-standing problem. The city already is planning for its centennial in 1971. Its greeting to the rest of the world at the airport and in promotion material, reads "It's nice to have you in Birmingham."

The excitement over racial problems tends to outweigh in some economic minds the city's important market traits. City population is roughly 345,000; the metropolitan area totals around 660,000 as of mid-1963 with an income of over $1 billion a year that accounts for 24% of Alabama's retail sales, according to local sources. Incidentally, retail sales went up 55% in the 1950-61 period.

A new $22 million water system takes advantage of the network of rivers that criss-crosses the state. This water resource is often called Alabama's greatest natural blessing. Combined with local iron ore, coal and limestone, Birmingham naturally developed the biggest iron-steel complex south of Maryland. Tennessee Coal & Iron, a U. S. Steel division, is the largest private employer





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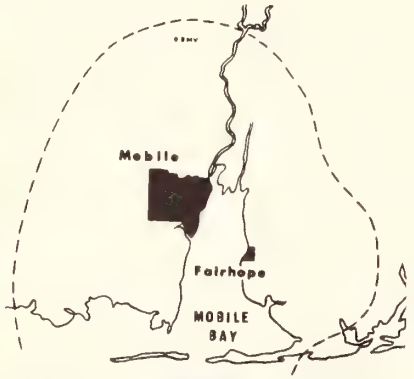
TCI has 22,000 employes. Other large Birmingham industries—Hayes International (aeronautics, space) 5,000; U. S. Pipe & Foundry 3,800; Woodward Iron Co. 1,600; American Cast Iron Pipe 1,100; Stockham Valves & Fittings 1,100; Pullman Standard Car, 900. The University of Alabama medical complex employs 3,800.

Fine Record ▪ In a 12-year period the Committee of 100 was active in acquisition of 180 new firms (employing nearly 20,000) having a $142 million capital investment. Expansions included 193 plants employing 9,600 with investment of $118 million. This program, led by transportation equipment, was helpful in meeting the general downward trend in the steel industry.

Birmingham's labor force consists of 250,000, with 57,000 employed in industry. The Warrior coal fields have a 66 billion ton supply. The trade area has a half-billion dollar agricultural income. A 467-mile 9-foot channel in the Warrior-Tombigbee rivers puts Birmingham in direct contact with Mobile, the Gulf Intracoastal Waterway and the whole national waterways system. The Warrior-Tombigbee naturally is the route used for much of Birmingham's consumption and production of heavy materials (the city is the world's largest producer of cast iron pipe).

From Alabama's steel mills, including TCI, Republic and others, come byproducts such as chemicals and soil-building materials. Steel furnaces are being modernized and capacity increased. The Committee of 100 is shooting for a minimum of 8,000 new industrial jobs a year but would be happier with 10,000 in its second decade. It's doing a job first undertaken more than a decade ago (see Mid-Gulf Story, BROADCASTING, June 27, 1955).

Symbol of City ▪ This hill-bordered city is best viewed from atop Red Mountain—or Big Red as it's often dubbed. Birmingham natives and their visiting friends get the full impact from The Club, perched near the famed Vulcan statue that symbolizes the steel industry. The night view from The Club is one of the South's spectacular sights. Old Vulcan, 55 feet tall on a 124-foot pedestal, is the largest iron figure ever cast. With torch in outstretched hand, Vulcan has watched over Birmingham since the 1904 world's fair at St. Louis where it was a city exhibit.



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MOBILE GETS ECONOMIC LIFT

Growing portion of Gulf commerce shifting eastward to add to port city's prosperity

The eastward shift of new Gulf Coast industry to the New Orleans-Gulfport-Biloxi-Pascagoula-Mobile strip is giving the Mobile metropolitan area another economic lift. Petroleum, chemicals, primary metals, shipping, waterways and new highways are responsible for the freshest outlook it has enjoyed since Fort Louis de la Mobile was built on a Mobile Bay site in 1702.

Mobile has nearly every physical facility a market can use except a snow-capped mountain and ski lift. It's on Mobile Bay with protected docks serving ocean-going and inland waterways traffic. Rainfall is good, surface water is all around and the ground water (deep well) supply seems inexhaustible.

There's Spanish moss dangling from Mobile's old trees, giving the city an aura of antiquity and charm, but there's no moss on the economic structure.

Transportation and heavy industries are basic. A quarter-billion dollars in new plants appeared during the last decade, providing jobs for 10,000. Many are fabricating plants. The area's paper industry is growing fast, supported by a good lumber supply. Agricultural products abound. Like many other southern markets Mobile is drawing closer to major consuming regions to the north as its transport facilities improve.

The main mineral resource is the Citronelle oil field, producing two-thirds of Alabama's oil; 21,000 barrels are pumped daily from 350 active wells. Less than 40 miles away Standard Oil (Kentucky) is completing a $125 million refinery, which Mobile figures will join salt deposits in giving a boost to its own chemical industry.

Ship Channel ▪ With the Alabama State Docks as a major facility, the Mobile ship channel is being deepened from 36 to 40 feet. Present port tonnage is over 15 million tons a year. The state docks rate among the nation's best and a terminal railroad ties into rail lines. Over 100 ship lines serve the port and barge traffic moves over the Warrior-Tombigbee system and Gulf Intracoastal Waterway. New river projects include eventual service to Rome, Ga., along the Coosa-Alabama route and the Tennessee-Tombigbee shortcut from Florence, Ala. Thus Mobile is a key interchange point.

Among major plant investments since early 1955 are International Paper (newsprint) $20 million; Scott Paper $18 million; Alabama Power $30 million at Barry steam plant; Olin Mathieson Chemical $8 million; Alabama Power expansion at Barry $11.8 million, and Scott Paper another $20 million, both in 1959; another Scott project in 1961 totaling $4.5 million; Henderson Sugar Refinery $12 million; Diamond Alkali (chlorine and caustic) $5 million; Stauffer Chemical $2 million, and International Paper $4.5 million. In addition Brookley Air Force Base had several major projects and a number of chemical and cement plants were enlarged.

Alcoa's alumina plant is called the largest on the North American continent; capacity is 5 million pounds a day. If smelted, this could be rolled into enough 12-inch household foil to reach over twice around the world.

Mobile's trade area reaches into southern Alabama, southeastern Mississippi and northwestern Florida. A "Let's Build Southwest Alabama" program has been started. Shipbuilding and ship repair are big industries. Interstate highway links are being built. Drydocks are called the largest south of Newport News, Va. A medical center is being enlarged, serving a wide area. A new $2 million Mobile College is being constructed and the University of Alabama's center in Mobile will move into new quarters.

Brookley Air Force Base employs over 16,000. It has its own navy and docks, serving two aircraft carriers and

numerous other assorted ships.

Population Booms ▪ The population of Mobile (city) aided by annexations, went up 57% from 1950 to 1960, according to the U. S. Census, bringing it over the 200,000 mark. Currently the city's total is estimated over 226,000 and growing. It's about one-third Negro. The census showed a 36% increase for Mobile County from 1950 to 1960, reaching 314,000 (currently 338,000). Some 50-odd miles to the east is Pensacola, Fla., another important market. From a TV service standpoint the Mobile-Pensacola area provides an area of over a million people and is a distribution point for 2 million.

The Mobile visitor with an eye for tourist charm is quickly involved in a maze of historic spots and gorgeous gardens.

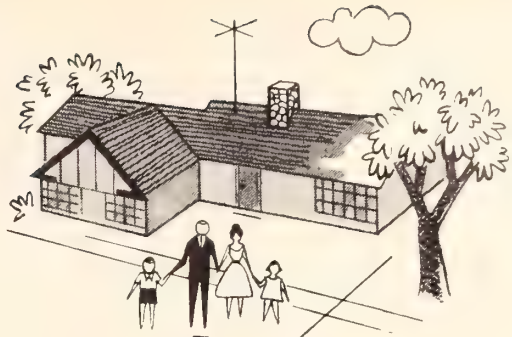
But Mobile to the marketer is a growing industrial and transportation community with an air base that feeds $100 million yearly on top of the civil economy through payrolls and base expenditures. A new auditorium will open next year, joining Mobile College in new cultural facilities. Lying four miles out in the Gulf and 30 miles to the south is Dauphin Island, offering resort and residential facilities. Acutely needed is a proposed second tunnel under the Mobile River.

Space is Huntsville's not-so-secret weapon

The most exciting business community in all the land could be the miracle city of Huntsville, tucked up in the northeastern corner of Alabama within reach of the Tennessee Valley waterways system.

Huntsville is like no other American city. Once it boasted of its gushing spring, emerging from a cliff in the heart of the city under the First National Bank. Local citizens used to talk about faintly recalled episodes involving the James Boys, who frequented the city in connection with financial forays or perhaps to stand trial before a packed jury. And they spoke with equal reverence of the time John Hunt came south out of Tennessee in 1805, slaked his thirst at the pool and built a log house that spawned a town within a few years.

Now Huntsville is talking about the present and future—the present and future of space exploration. For Huntsville has adopted a label, "Space Center of the Universe." Its recent population growth, due to the George C. Marshall Space Flight Center, is almost too much to record on an old-fashioned adding machine—from 13,000 to 90,000 in 20 years. And public utility officials, who keep a household count,



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said the figure passed the 100,000 mark June 1.

Local businessmen spoke glibly in terms of billions of dollars as they contemplated the excitement at the Redstone Arsenal's 45,000-acre satellite and missile center. Even school kids knew that Saturn I (No. 7) engine was on the racks in the building where these monsters are assembled.

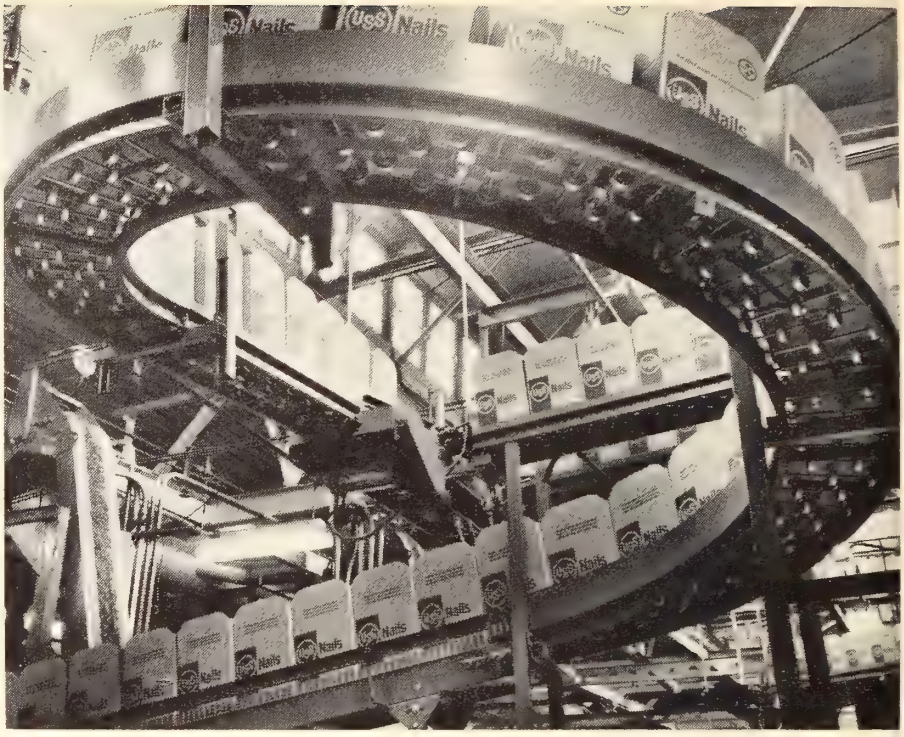
Really it's hard to keep up to date at Huntsville. A $60 million expansion is planned at the arsenal; total investment is over $100 million; 7,000 persons with a $60 million payroll work at the center, largest installation of National Aeronautics and Space Administration. Its job is to provide the giant rockets that will take man to the moon as Dr. Wernher von Braun and his cohorts figure out ways of exploring space.

Space Age Relatives ▪ In all, there are 25,000 people at Redstone, NASA and the Army missile school. And around Huntsville are related projects such as a new University of Alabama research center; an adjacent Research Park where 2,500 are eventually expected to work on Redstone contracts; an industrial center, with 4,000 employes and a $28 million payroll.

Huntsville combines the sophisticated facilities of the space era and the elderly facade of a once sleepy town. Across the street from the old court house are stores painted gaudily with promotional messages typical of a past century. Obviously Huntsville has outgrown its britches but the local folk are working on a $6 million urban renewal program plus a new court house and city hall, another $5 million.

The Tennessee River is 11 miles to the south, providing a smooth barge ride for finished rockets enroute to Cape Canaveral, Fla. Huntsville is the northernmost point in the Houston-Canaveral space crescent.

Among major local employers are Boeing 750, Brown Engineering 2,500, Chrysler 1,900, General Electric 450, Hayes International 700, Huntsville Manufacturing 1,200, Safety First Shoes 725 and Thiokol Chemical 2,000.



Iron and steel provide the heart of Birmingham's economy and have held this rank many decades. But fabricating of steel is becoming more important. Here is a view of a new finishing and packing facility recently installed at U. S. Steel's Tennessee Coal & Iron Division wire plant. Nails are automatically cleaned and packaged, moving along the conveyor to a device that seals cartons and prints the identification of type and size on each package. All types of steel products are fabricated in Birmingham.

MILITARY COMPLEX AIDS MONTGOMERY

Millions are added to state capital's growing economy

Eventually most discussions of the Montgomery economy get around to one of its major components—the Maxwell and Gunter complex operated by the Air Force. The luncheon chats of businessmen symbolize the community by their range from the historic, including the inauguration of Jefferson Davis as Confederacy president and the sacking of the city by the Yankees, to the latest in aeronautic and sophisticated missile weaponry.

Alabama's capital, with a metropolitan area population of 181,000 (Montgomery county), gets its income from the military, other federal government agencies, the state and local governments, and some 200 industries whose output includes 80% of all Victorian reproduction furniture made in this country.

The state government's growth has forced some of the staff into available buildings beyond walking distance from the Capitol itself. And the Capitol has been a center of excitement as racial tensions mount with an assist from the militant Governor George C. Wallace.

Originally Maxwell Field flight school was founded shortly after the turn of the century by the Wright Brothers. It now represents an investment of $114 million with total annual operating costs of $79 million. The latter figure means that a third-of-a-million dollars is poured every day into Montgomery's economy from this one source.

Air Force Impact ▪ One of every 16 employed civilians in the area works at the base; one in seven families is an Air Force family, military or civilian; 6,700 families live off the base, of

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which 43% own their homes; 5,600 people live on the base. Maxwell-Gunter personnel own and operate 12,500 automobiles.

The early history of Montgomery starts with its founding on the Alabama River in 1819 followed by an 1837 charter. It was picked as state capital in 1846. After the Civil War—pardon please, War Between the States—the cotton market was inactive. Things began to pick up in the 1870s and again Montgomery was a cotton trading center as business and industry recovered. The first electric street car rattled down the city's muddy arteries in 1885 and the first cotton mill was set up in 1881.

Modern Montgomery is a city of 149,000, the trading center for a 13-county area of nearly a half-million people and is the largest Central Alabama city. Retail sales this year are expected to exceed $225 million. The 230 manufacturing firms hire 7,000 people and have a payroll of $24.5 million. The metropolitan population is nearly two-thirds white.

Steamboats once rounded the Alabama River's bends. There's still important barge traffic with Mobile but the river is less than the 9-foot depth of the Warrior-Tombigbee channel. There is a plan pending to build a channel up the Coosa River to Rome, Ga. This would provide a diagonal waterway across the state, northeast-southwest, and provide a shortcut from northwestern Georgia to the Gulf.

Meat, Too ▪ Montgomery county is an important livestock area, with the capital city as marketing center moving a quarter-million head a year. Processing plants must import some of their fed cattle. Cash farm income for the county was $13.4 million last year, headed by beef cattle $4.5 million, dairy cattle $4.2 million, poultry $1.6 million and cotton $1.5 million. Livestock and horse shows are important events. A year end feature is the Blue-Gray football game.

Educational facilities include Huntington College, 1,000; Alabama State College for Negroes, 1,700; University of Alabama, Montgomery Center, 600; Alabama Christian College, 200.

Other markets have shared industrial boom

DOTHAN, MUSCLE SHOALS AREA MOVING FORWARD

One of the major economic uplift achievements of the century, the Tennessee Valley Authority development, provided a setting for the tri-city market of Florence, Sheffield and Tuscumbia in the northwestern corner of Alabama known as Muscle Shoals. Northern Alabama cities were floundering in economic stagnation prior to TVA. The mid-1963 version of this market shows a busy navigable channel dotted with barges and towboats, large and small industries and a series of enticing lakes.

Now Florence and its sister cities are the center of a five-county population estimated at 360,000. Cheap power is available, making the area one of the high per-capita users of electricity. Reynolds aluminum is one of many plants in the area. River traffic moves through the locks and 9-foot channel from Knoxville to Paducah and the Mississippi River at the rate of 2 billion ton miles a year. Wilson Dam supports a lake 16 miles long. Wheeler Dam backs up another lake 74 miles and Guntersville Dam impounds another lake. These supplanted the plunging rapids that once dropped 135 feet in 40 miles. Total shoreline in the area is 1,700 miles.

Florence is the main shopping and distribution area in the tri-cities section. The town of Muscle Shoals is a small community. Besides aluminum and electricity the area is an important producer of textiles, meat, fertilizer, frozen food, lumber and dairy products. Educational facilities include Florence State College with 1,500 students.

Decatur's seven-mile industrial waterfront gives the city a waterway via the Tennessee River and strategic waterfront sites for industry. This TVA market touches Wheeler Lake, impounded by TVA's Wheeler Dam. The city has a population of 32,000; Morgan county is around 65,000. Population is 83.6% white. New major plants include Marks Oxygen Co., Electric Autolite, Minnesota Mining & Manufacturing and Fruehauf Trailer. Industries include processing plants for milk, grain, cotton, timber, pulpwood, broilers, poultry products, legumes and livestock. Thirty-five industries with $100 million investment line the waterfront. They include metal fabricators, chemicals and building materials. Redstone Arsenal, rocket-missile center, is 26 miles to the east.

Dothan's agricultural importance is symbolized every year by its annual National Peanut Festival, an autumn event, but a list of other products brings farm income in the immediate area (Houston county) to $18 million. Cattle, hogs, poultry, grain, cotton and dairy products are included.

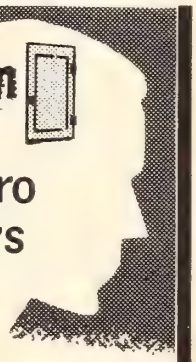
Selma is a farm marketing center in the heart of the Black Soil Belt. It has industries oriented to farm products.

Population of Dothan increased 45% during the 1950-60 decade and the pace continues. Helping the growth are a number of large and small industries, including Dothan Hosiery, Hayes Aircraft, Hedstrom Union, E. W. Twitchell auto seat fabrics, and Warner Brothers garments. The retail trade territory (14 counties in Alabama, Florida and Georgia) had a 1960 population of 289,000. Dothan proper has 33,000.

Waterway connection to the whole inland system is available from Columbia, 18 miles to the east, via the 9-foot channel of the Chattahoochee at Apalachicola where a tiein is made with the Gulf system. Alabama has state docks at Columbia. Dothan is circled by a fast highway. Its navigation, power, highway and rail services are cited as reasons for anticipated growth.

Steel Components ▪ Gadsden and Tuscaloosa, each around 60,000, vie for the title of Alabama's fifth city. Each has claims to economic and cultural fame. Each city is about 55 miles from Birmingham. Gadsden has all the raw materials needed to produce manganese steel—iron, manganese, coal and limestone. This combination led to industrial development. Big plants include Republic Steel, Goodyear Tire and Allis-Chalmers.

Tuscaloosa has refineries, cotton and lumber mills, fabricating and chemical plants, a tire factory and a cotton mill. It is the home of University of Alabama, with an enrollment of 14,000. Stillman College is a Negro institution.



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It's time to apply a discriminating sense of values to one key aspect of the racial situation—the growth of the Negro market.

While agitators protest lack of equality and current historians report in dramatic detail the fire-hosing of demonstrators, barking of police dogs, the rise of the southern Negro's economic status is submerged if not absolutely ignored in journalism of the day.

Putting it quickly, the Negro—

- Has doubled total personal income in a little over a decade.
- Enjoys faster integration progress in the marketplace than elsewhere in the community.
- Has spendable or discretionary income equal to a white buying unit with a 50% higher financial intake.
- Often buys higher-priced brands of food, garments and nonessentials than white people.
- Does above-average radio listening and TV viewing, and responds to well-conceived advertising messages.

The northern observer who spends a month in the Mid-South talking to businessmen, civic leaders, cab drivers, store clerks and career salesmen who work the region will return with the conviction that day-to-day portrayals of the integration problem fail to report or to understand the economy of the southern Negro.

And many southern white people contend few of the current reports and commentaries attempt to equate the drama of mob demonstrations with the social progress of the last decade, perferring to emphasize the negative by focusing on equality yet to be attained and the spreading sweep of the integration movement.

The social and moral problems involved in integration are intricate and solemn; by comparison the study of the Negro as a market is simple and encouraging to those who start out with this widely accepted buying factor:

- 20 million Negroes, one-ninth of the population, account for 10% of total U.S. buying.

With this in mind, the blanket grouping of the Negro as a low-income customer shows a serious failure to understand what happens to the household dollar. And it obviously ignores studies showing from 40% to 60% or more Negro families own homes and autos, depending on the southern community.

Serious analyses of the southern Negro market ascribe the higher ratio of uncommitteed family income to less spending for recreation such as country clubs, home swimming pools and flossy resort hotels, naturally due to limited opportunities. Housing, too, takes less of the family income. Instead the money goes for quality foods, expensive shoes and autos.

Actual demonstrations in southern cities usually involve relatively few Negroes—a few hundred, say, in a community with 100,000 or more residents. During the agitation Negroes continue to buy at the normal rate; they may change shopping areas or boycott a particular product, but they keep on buying. Most broadcasters contacted in the Mid-South said they had not lost business to any serious extent during periods of agitation, with the exception of some retail accounts.

Those who would sell to the Negro must recognize basic living habits. Many Negro homes are matriarchal, a trait that has existed since the slave days. The mother or grandmother strongly influences spending at the grocery store or haberdashery and often dominates the family. Nearly half of Negro women work in many cities, leaving the grandmother to take charge of child-rearing.

An interesting and effective approach to the national Negro buyer has been made by Pet Milk Co. with its *Showcase* transcribed radio series in 30 top markets, divided about evenly between North and South. "Surveys show Negroes not only lisen to *Showcase* but they recall program content," said Robert W. Vannesse, product advertising specialist at Pet Milk (Garner Advertising Co. is agency).

The program consists of good music, entertainment and interviews with prominent Negroes. "This type of program is appropriate to the Negro market," Mr. Vannesse said. "It provides the proper environment for the commercial message." He said the company, which recently renewed *Showcase* for another year, just hasn't given much thought to local agitation in such cities as Birmingham, Chicago, Greensboro, New York and other areas. "We think *Showcase* is good for us, for Negro radio and for communities," he said. The commercials are not unusual except that a Negro voice is used. Emphasis is placed on use of Pet evaporated milk for infant feeding and table use.

Numerous studies have been done about Negro buying habits. All emphasize brand loyalty (Maxwell House coffee is a favorite) and point to the need for a study of the family characteristics, food preferences and the increases in personal income. One study shows 4.4 persons per Negro family compared to the over-all national average of 3.6.

An estimated 70 radio stations specialize in serving the Negro market. They stress the need for an understanding of the Negro.

What's coming in the national move to raise the Negro's equality can't be predicted. Integration progress is spotty but gains have been made in recent years all around the South. At the moment it would appear that the Negro will continue to equal and often outspend the average white family at the store unless an economic holacaust develops out of the present touchy situation.

The marketing lessons are obvious. Negroes are attaining higher economic levels as their social status improves and as they benefit from moves to provide them with equal job opportunity.

As the cotton-picking image of the southern Negro disappears, more and better media campaigns will be directed to this specialized market. The Negro's pride in his race and his particular preferences in food, clothing and other commodities must be understood by those who allocate marketing money.



Don't Slam Your Mind in the Negro Consumer's Face...

Get posted now. We have the facts to show you how to manage this market and avoid pitfalls.

IT'S NOW OR NEVER

You cannot ignore the market . . . you cannot ignore the problems. Get 2 for 1 results with a Negro market appeal in the Ok stations. Plus sales and plus public relations.

The Gold Coast Of The Gulf Coast

ONE SPOT on all six stations at multiple discounts . . . one bill one booking.

$26.52

the OK Group

New Orleans, La.

Call Bernard Howard & Co., Inc. National Reps.

Mississippi outgrows poor-folk economy

INDUSTRIAL GROWTH HAS SET BUSINESS INDICATORS SOARING

An economic observer who tours the state of Mississippi in 1963 is confronted with an industrial transformation that is pushing business indicators upward at a pace far above the national average.

The state is fast getting the processing and fabricating facilities that mark modern prosperity. A half-billion dollars will be spent for a Saturn rocket test facility just off the Gulf coast. The biggest refinery ever built at one time has gone into production at Pascagoula, on the Gulf, and Ingalls shipyard turns out atomic submarines and cargo ships.

Jackson, the capital, is rebuilding its downtown and is getting a jet-age airport; the old one will be turned into an industrial park. Old Natchez, historic Vicksburg and Greenville are taking advantage of Mississippi River barge routes. Gulfport has improved port facilities; Biloxi, biggest city on the coast, is surrounded by wealth-producing industrial, waterway, food and defense installations.

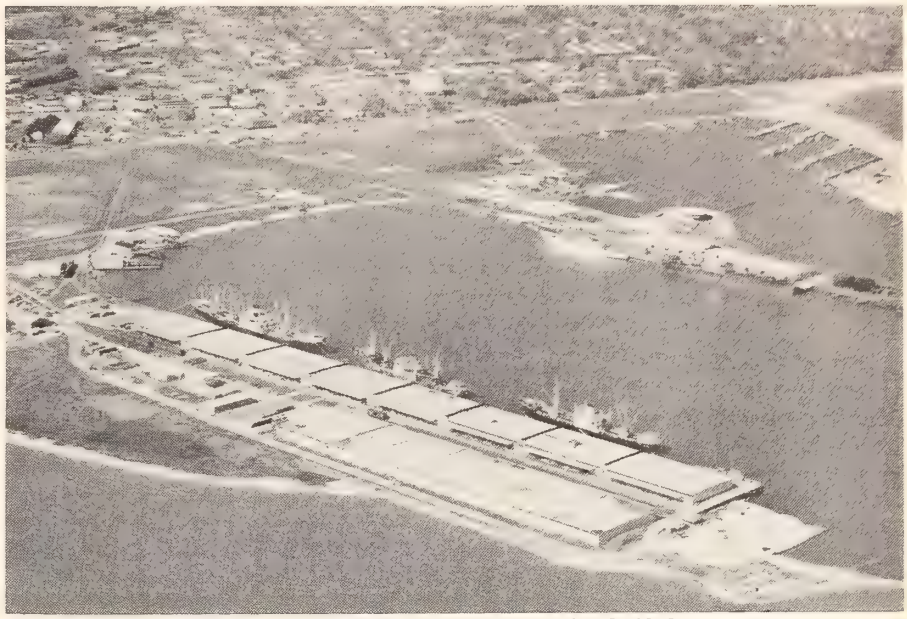
The 2,200,000 people are enjoying a fast-rising average income as more industries appear and the state moves out of the poor-folk economy of a quarter-century back. Cotton is still important; once it was dominant but now it's one of many crops. Little farms are being blended into big ones as automation takes over agriculture.

Natural Resources ▪ Mississippi is one of the top 10 oil and gas states, a resource that has helped attract industry along with salt domes and other mineral deposits, mild climate, forests, nine major rivers, lakes, the Gulf of Mexico, unlimited ground water and water transportation. A newer industry of importance is the growing tourist business.

Looking ahead, Mississippi contemplates better waterways, new routes such as the proposed Tennessee Tombigbee cutoff, local industrial parks and the statewide appreciation of the need to continue aggressive promotion of new industry.

Business people like to quote an economic quip that goes like this—cattle and chemicals are moving east, cotton west, Negroes north, money and industry south.

The symptoms are apparent around the state. Last year was the best in history from an economic standpoint. Racial incidents at Oxford, where the University of Mississippi is located, and recent demonstrations in Jackson are deeply regretted because of the effect elsewhere on the state's image. But businessmen, keenly aware of the social issues, insist the overall impact on the economy had not been of major importance up to early June. They add that the economic level of the Negro is moving skyward and point out new schools and colleges in discussing cultural progress (see Negro market story, page 96).



State-owned port at Gulfport is key factor in Gulf Coast economy

Business Indicators ▪ If business in Mississippi suffered because of the Meredith incident at Oxford, key indicators don't show it. Here are examples taken from the statewide business review compiled and published by Mississippi State University:

Retail sales—October 1962 (peak of the crisis) $237 million; October 1961 $224 million; November 1962 $242 million, 13% above November 1961 when total was $214 million; December 1962 $287 million; December 1961 $261 million.

Sales tax collections—October, 1962 up 24% over October 1961; November 1962, 5.9% over November 1961; December 1962, 4.5% over December 1961.

Much has happened in the state in recent decades that lies behind the comparatively smooth transition toward a balanced economy. Mississippians were naturally embarrassed in the 1930s as the nation started emerging slowly from the depression. The state was dependent on cotton, other crops mostly from small farms, service industries, a group of cities and towns and scattered small sawmills and other plants. The wooded counties were studded with little sawmills—Peckerwood sawmills they were called at the time.

The land was fertile, especially the rich Delta and other soils. A flood in



Don't Slam Your Mind in the Negro Consumer's Face...

Look into this important subject . . . the only place you can go to get extra business at low cost.

In the 3 Top Markets
In the Negro South.

More than 1,500,000 Negroes in the coverage area, whose family income has doubled in the past 10 years.

#1 New Orleans—WBOK
#2 Houston—KYOK
#3 Memphis—WLOK

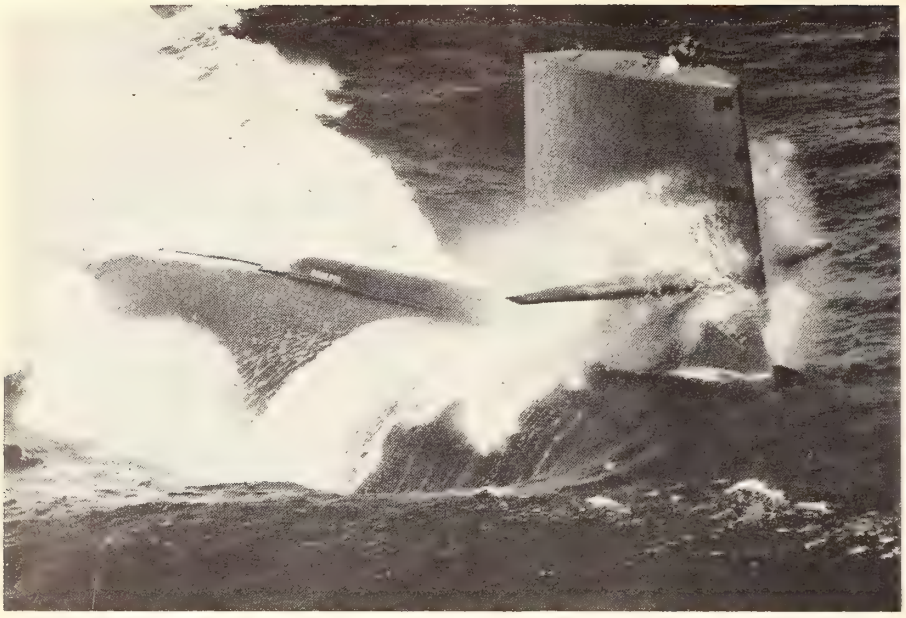
Buy one spot in all three cities, get multiple discount at this amazing low price

$16.25

the OK Group

New Orleans, La.

Call Bernard Howard & Co., Inc. National Reps.



A Pascagoula-built nuclear submarine, the Sculpin, submerges. The big Ingalls shipyard has a new contract to build two more nuclear subs.

the 1920's had ravished Mississippi River areas but the federal government was solving that problem. With the Mississippi River on the west, the Gulf on the south and ample water supplies and mineral resources, the state had what industry needs but was lagging in industrial development.

The Big Hunt ▪ In 1936 the break came—the decision to go out hunting for industry. "Balance Agriculture With Industry" was the name given to the move, which has been imitated in various ways by many states and cities. In essence BAWI allowed communities and other political subdivisions to finance plant sites and put up buildings through bond issues approved by the voters, with the sites and buildings to be rented to industries.

Results were encouraging until World War II provided a new stimulus. The state then formed an agricultural-industrial board to administer BAWI and related programs. And in 1960 the plan was broadened by adoption of a bill of rights for business and industry and a graduated reduction of the state income tax. Gov. Ross Barnett has beat a path around the nation to sell industrialists on the state's merits, traveling 36,000 miles on sales missions. The state constitution has a right-to-work clause.

BAWI gets much of the credit for an increase in manufacturing employment from 59,200 in 1939 to 127,500 at the end of 1962—9,000 new jobs coming in 1962 alone. Over $100 million in bond issues has been approved by the public. BAWI has been gathering new momentum in the present decade as many industrial bond issues have been approved.

In mid-1963 manufacturing employment has passed the 130,000 mark. Agriculture still employes 170,000 but the industrial ratio is improving. The newer big industries and space project on the Gulf will add to employment and training facilities are being emphasized around the state.

New Plants ▪ Capital investment in new Mississippi industry is $300 million. A number of big plants such as the Standard Oil refinery now being completed at Pascagoula, Ingalls Shipbuilding in the same city, Armstrong Tire at Natchez, American Bosch Arma at Columbus, Reliance Manufacturing at Hattiesburg—the list is growing every year—have been attracted by BAWI.

The economy reflects the impact as wages, finance, general business and industry are increasing at a pace that exceeds the national pace. Probably the star achievement of BAWI is the Standard Oil refinery. A special act of the legislature cleared up problems of site acquisition and financing details.

Mississippi is looking forward. The recent growth and future prospects are illustrated by the modern markets distributed around a state that once started running out of economic bragging material after the cotton crop had been duly eulogized.

AIRPORT TO INDUSTRY

Jackson finds the road to economic acceleration; new jet-age field one of many projects underway

What do you do with a used airport? Mississippi's capital city, caught in the delightful squeeze of economic acceleration, saw this problem coming up as it undertook the building of a facility to handle jet-age traffic.

The new $11 million airport was nearing the ready stage in the late spring. When it's finished the Chamber of Commerce will operate the old airport as an industrial park—1,200 flat acres for industry with a network of surface transport facilities. It's located close to downtown. A runway or two may be retained for private use.

That's the sort of thing that's going on around Jackson, a metropolitan area of 200,000 whose elder citizens remember when it was a crossroads town of 7,000. Only 7,000 in 1900, a century after it had been founded as Le Fleur's Bluff, a Pearl River trading post. After World War II Jackson helped lead the New South movement by taking advantage of its central location in Mississippi and the South plus the river and other natural gifts.

Reservoir Project ▪ Another major Jackson project is the Pearl River Valley Reservoir. Jackson is proud that the $25 million reservoir required no federal funds. Ultimately it will cover 43,000 acres, providing industrial sites, homes and recreational facilities for the Middle South. Most important it will provide Jackson with all the water it can use until the year 2,000, when population is expected to be over the half-million figure.

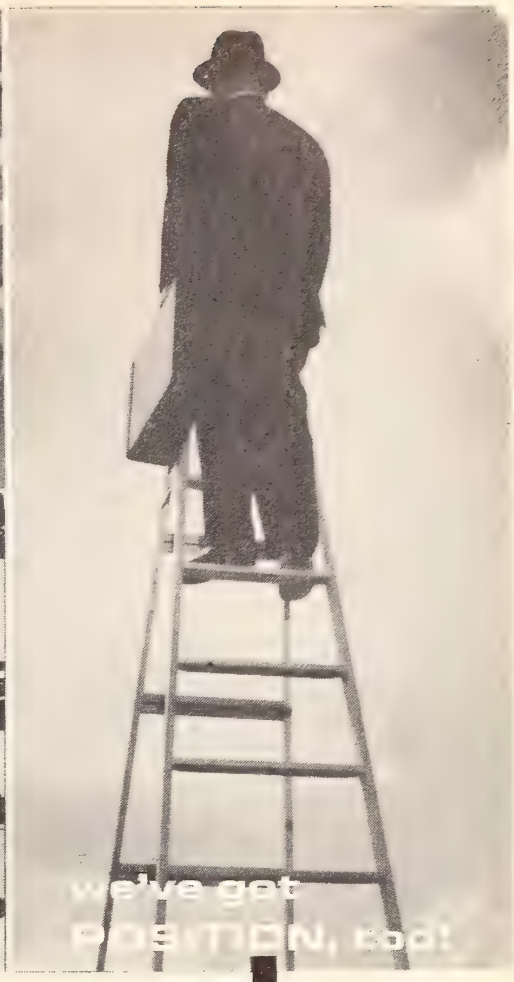
Most everything in Jackson is some kind of a center. The city is in the geographic center of the state and the south. It's a financial center for the state. It's a rail and highway crossroads; an education center, a distribution center, a livestock marketing center, a poultry center and a petroleum center.

Retail business in Jackson has increased 75% in a decade and is over the $300 million mark; wholesale business is up 50%. The Jackson wholesale area fans out to over 100 counties. Over 300 industries turn out 400 products. The work force is near 90,000, with over 11,000 directly employed in metal, missile, electronic, lumber, food, garment, appliance, heavy machinery and other plants. Such names as Continental Can, Vickers, General Electric, Armstrong Cork, Blaw-Knox, Borden, Knox Glass, Pet Milk, Swift and Ralston-Purina.

Downtown Reshaped ▪ New buildings and traffic arteries are reshaping the downtown. New medical facilities are valued at $33 million, including a veterans hospital and University of Mississippi center. With less than 7% of the state's population, Jackson does one-







WYOU
TAMPA-ST.PETE

WENN
BIRMINGHAM

WOKJ
JACKSON

KOKA
SHREVEPORT

KOKY
LITTLE ROCK

MBC

10,000 WATTS
IN ALL DIRECTIONS
Florida's Most Powerful Ebony Voice

5,000 WATTS
The Top-rated Ebony Voice in Alabama's 1st Metro Market

5,000 WATTS
Consistently – the Nation's Highest Rated Negro-appeal Station.
Soon – NIGHT & DAY.

10,000 WATTS
IN ALL DIRECTIONS
The Southwest's Most Powerful Ebony Voice.
NIGHT & DAY.

5,000 WATTS
Arkansas' Only All Negro-appeal Station.

"the Nation's highest rated Negro group"*

*Average rating position on Pulse and Hooper General Audience Surveys over a 2 year period... as compared with other Negro group operations in similar or larger markets.

(Excluding Tampa – our newest facility – which captured 34% of the Total Negro Audience in the first 30 days of broadcasting.)

mclendon ebony radio

. . . Quality Negro Radio down South

represented nationally by **BERNARD HOWARD & CO.** – NEW YORK • CHICAGO • ATLANTA • SAN FRANCISCO • LOS ANGELES

fifth of the state's merchandising business. The rate of increase in retail sales is in the first ten in the nation and both per capita and family income are high. Jackson boasts it's retail gain exceeded the national average for six of eight quarters in a two-year period. Family income is estimated to surpass 30 other metropolitan markets in the Southeast, local business sources explain. Auto sales per household lead the South.

A number of oil companies headquarter in Jackson, handy to over 3,000 producing wells within 100 miles. The Mississippi oil production is ninth in the nation.

Cultural and educational facilities include four senior colleges in the city and several nearby. They have over 6,000 students. Three of the colleges are for Negroes. The city has a symphony orchestra and opera guild. A modern $4 million coliseum will seat 10,000.

Jackson is focal point for Mississippi and the middle point of the Mid-South

GULF COAST TEEMS WITH INDUSTRY

Canneries, factories and space preparations contribute

One of the brightest spots, if not the brightest, along the nation's southern border is the Mississippi Gulf Coast, a three-county strip that is becoming intensely industrialized.

Three principal markets are Biloxi in the center, contiguous Gulfport to the west and Pascagoula to the east. The three coastal counties have a total population of 205,000, not including an estimated 5 million tourists who come in all during the year to spend $100 million around the wide 27-mile beach and parkway built a few years ago.

Coastal people talk in terms of Saturn moon shots, fission tests, air defense, food processing, shipbuilding and plain ordinary world commerce in products such as bananas, fertilizer and chemicals. The biggest economic unit in the area presently is Keesler Air Force Base, with 25,000 on duty and an immense hospital facility. Payroll runs $77 million a year. But more exciting is the development of a half-billion dollar rocket testing base.

Canneries Busy ▪ Biloxi is a seafood center with around 1,800 boats based in the area. Seafood canning employs 12,000; half the oysters and a fourth of the canned shrimp in the U. S. come out of Biloxi canneries. A colorful fete, the Blessing of the Fleet and Marine Show, takes place each June. City population of Biloxi is 46,000. It's studded with fancy and moderately priced resort hotels. The city's port potential is exciting as the coastal economy sets a fast pace.

Together Biloxi and Gulfport, which is an important seaport, have a population of 78,000. Both blend the recreational charm of the seaside with business and industrial centers located a short distance inland. The waterfront port is state-owned and a $10 million improvement project is under way. This will include more warehousing and a banana terminal. Jute, cotton bagging and fertilizer are among products sent all over the world.

One of the important aids to economic growth is the Harrison county inland industrial channel running 12 miles from St. Louis Bay to Biloxi Bay, connecting with the intracoastal waterway. At first the channel will be 12 feet deep; later it will be cut to 30 feet for ocean traffic. The channel will offer industrial sites and complete transportation facilities.

Pascagoula Area ▪ The dominant industrial section of Mississippi's Gulf Coast is located at Pascagoula. Ingalls Shipbuilding Corp. (Litton Industries)





WTOK-TV's thirty-two county coverage in Mississippi and Alabama offers advertisers one of the nation's most efficient media buys. Before completing your next market list, take a close look at WTOK-TV. Here are three good reasons why:

1. 138,600 Television Homes
2. $462,263,000 Retail Sales
3. $748,903,000 Effective Buying Income

WTOK-TV
MERIDIAN, MISSISSIPPI
CHANNEL 11
CBS PRIMARY AFFILIATE
NBC - ABC
THE MEEKER COMPANY REPRESENTATIVES
MAXIMUM POWER 316,000 WATTS
MISSISSIPPI'S FIRST
VHF TELEVISION STATION



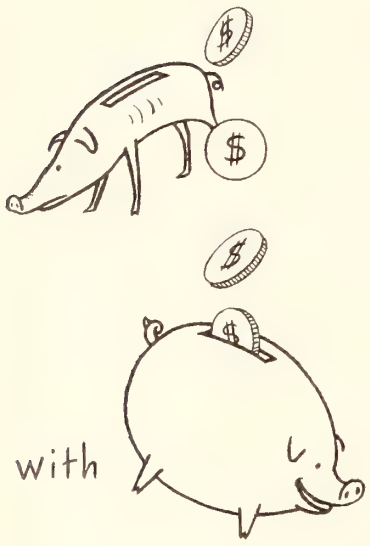
Television Magazine Ranking Top 100 Markets for 1963

70	Baton Rouge	290,800
71	Ames-Des Moines	285,900
72	Mobile-Pensacola	281,100
73	Jackson	274,500
75	Salt Lake City	266,900
76	Spokane	264,400
77	Phoenix	253,100
78	Madison	249,800
79	Knoxville	247,300
80	Cape Girardeau, Mo.-Paducah, Ky.-Harrisburg, Ill.	238,900

JACKSON METRO AREA Growth Record 1952-1962

Population	+ 43.4
Electric Customers	+ 83.1
Gas Customers	+ 64.6
Telephones	+ 100.7
Vehicle Registrations	+ 94.9
Airline Passengers	+ 103.0
Dwelling Units	+ 48.1
School Enrollment	+ 103.2
Post Office Receipts	+ 103.5
Bank Deposits	+ 118.5
Bank Clearings	— 90.7
Savings & Loan Assets	+ 374.7
Building Permits	+ 206.2
Retail Sales	+ 74.7
Wholesale Sales	+ 25.2

YOU GET
RESULTS
in
South
Mississippi



with

WLOX-TV abc

NATIONAL
REPRESENTATIVE:
HAL HOLMAN

SOUTHERN
REPRESENTATIVE:
JAMES S. AYERS

STUDIOS IN
BUENA VISTA HOTEL
BILOXI, MISS.

has 5,000 workers who turn out nuclear submarines and tenders, cargo and passenger ships, barges and other products. Quaker Oats, Continental Can, BVD, Coastal Chemical and H. K. Porter are among other local industries. Ingalls was reported to have picked up $150 million in new business in a recent 13-month period. Once it had 21 ships on the ways.

Newest Pascagoula installation is the $125 million Standard Oil (Ky.) refinery, a mid-1963 addition to the coastal area. It's called the biggest refinery ever built at one time and is expected to attract other industries. Pascagoula's port improvement program is under way. Estimated 1963 tonnage is placed at 3½ million.

The westernmost coastal county, Hancock, is the site of the rocket test unit. A substantial hunk of Southern Mississippi will be reshaped for the estimated $500 million space test operation. The Pearl River will be deepened and straightened so moon-shot boosters can be barged on the intracoastal waterway from New Orleans and routed to the test site, 35 miles away. Work on the $200-million first stage of the test facility, slated to use a peak of 3,000 workers, will take two years.

The 13,500-acre test site near Picayune is surrounded by a 128,000-acre buffer zone (25,000 acres are in Louisiana). All residents will be moved out of the area, with five communities affected. The noisy rocket tests will make the area uninhabitable. A 15-mile network of barges will permit delivery of rocket stages right up to the test stands.

One of the main benefits of all this construction and the ensuing rocket testing will be the service industries that will be attracted to South Mississippi and the Gulf communities. Motels, gas stations—all the facilities of modern living will spring up and will expand the economy of the region.

A 10-mile railroad track was completed in May to serve the rocket center. It's the first trackage for the 2½-century old community of Gainesville.

Meridian's industry undergoing expansion

One of the South's intensive concentrations of industry is found in Meridian, 90 miles east of Jackson near the Alabama boundary. Lauderdale County, the metropolitan area, has a population that's nearing the 70,000 mark but the trade area includes 300,000 people.

As a rail and interstate highway center, Meridian is enlarging its industrial park facilities serving millwork, creosote, plastic, clay pipe and textile interests.

Important among local plants are Flintkote Co., insulating board, 450 employes; Brunley shirt, 365 employes; Meridian Manufacturing, men's clothing, 265 employes; General Box, 250 employes; Acme millwork, 230 employes; Aiden Mills, hosiery, 180 employes and W. S. Dickey, clay pipe, 175 employes. Eastern and southern Mississippi is lush timber country and the forest resources are important in the regional economy.

Livestock and poultry production is growing. A naval air station centers around a $60 million plant. Steel fabricating and construction materials are found along with mineral resources.

Hattiesburg-Laurel trade area prospers

A cohesive market of more than 115,000 plus interlocked communities are centered in the neighboring cities of Hattiesburg and Laurel, in the southeastern part of the state. A fast interstate highway has cut the 28-mile separation of these two markets to a 28-minute drive.

Hattiesburg has 37,000 in the city but Forrest county has 55,000 people. Laurel is a community of 29,000, with 60,000 in Jones county. The trade area ranges out close to 100 miles.

The two markets have forestry prod-

BEFORE...

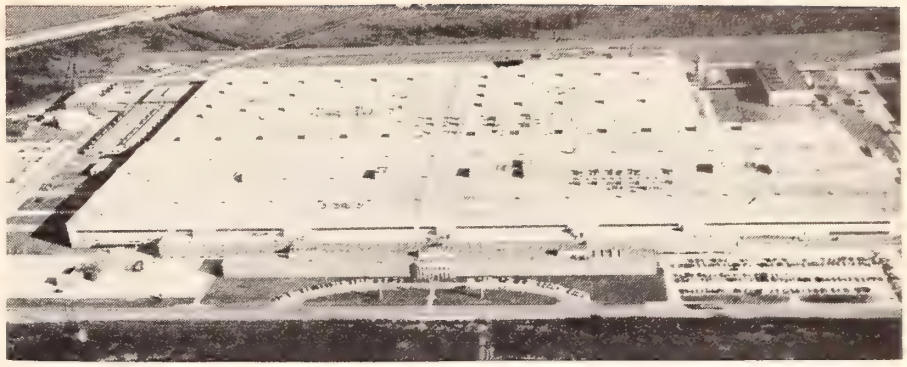


uct industries along with naval stores, textiles, oil field equipment, appliances, tools and textiles. The big Masonite plant (Presdwood) at Laurel is one of the largest if not the largest employer in the state.

At Hattiesburg Hercules Powder has 1,000 employes and Reliance Manufacturing (apparel) 1,100 employes along with Pontiac Eastern Refinery and other industries. The market is excited about an Atomic Energy Commission center employing several hundred people. There's some mystery about it all, but locally it's understood the AEC is planning a test project in one of the nearby salt domes. "The AEC sure will have plenty of salt," one local resident observed.

Other thriving markets throughout the state

Operation, building and servicing of barges and towboats is one of Greenville's main industries. Located in the center of the fertile delta area, Greenville has a population of 44,000 with 82,000 in Washington county. The port has been operating since 1958 and a channel deepening project will insure a 12-foot depth. Main industries include Mohasco Industries (carpets), Chicago Mill & Lumber, Atkins Saw, Borg Warner, U. S. Gypsum and chemicals. Greenville Air Force Base boosts the economy of the delta's main port city. A modern bridge spans the Mississippi to Arkansas.



A new boost to Mid-South economy comes from this immense National Aeronautics and Space installation located at Michoud, New Orleans.

Natchez and its impressive historic background is now known for its industrial and growing waterway industries. Once a victim of Mississippi floods, the city is now protected by levees. Local population of the market, founded in 1716 by Bienville, French explorer, is 25,000. Industries include Armstrong Tire, 1,000 employes; International Paper, 1,800 employes. Mississippi Power & Light has a big facility. Other local plants include Cargill grain elevator and California Co. petroleum installations.

Vicksburg prefers to think of its port and industrial parks instead of the War Between the States, when it yielded to northern gunnery. The rail bridge is the only one between Memphis and Baton Rouge. The Yazoo Canal connects the Mississippi with Yazoo, Greenwood and Belzoni on the Yazoo River. Westinghouse, LeTourneau and Anderson Tully hardwood are among local plants.

Clarksdale, 22,000 population and located just east of the Mississippi River, has American Hardware along with rubber and food processing plants. It's the northernmost community near the river.

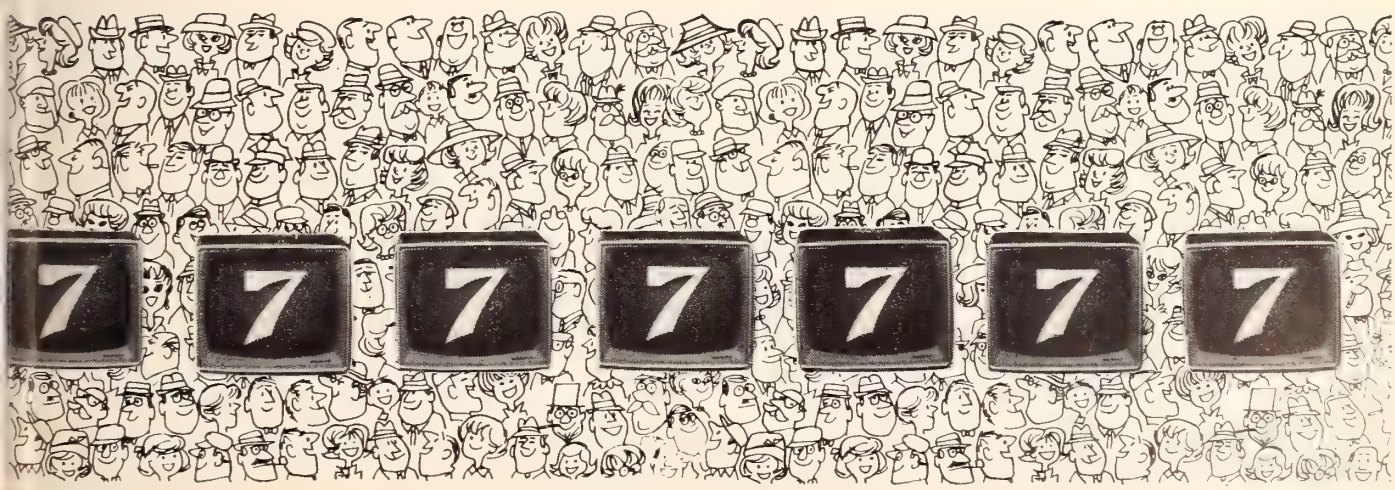
AFTER...

WDAM-TV *now*

MAXIMUM POWER !!

Hattiesburg-Laurel, Miss.

Let a WEED man wDAM you !!



Concerted drive built Arkansas image

532 PLANTS HAVE LOCATED IN STATE WITHIN PAST SEVEN YEARS

Over eight full years have passed since the state of Arkansas formally proclaimed a state of economic emergency.

That was the day—March 5, 1955—the legislature decided something desperate had to be done if Arkansas, a poor farm state, was to avoid getting lost in the national upswing.

Something was done. A lot was done—so much that Arkansas now can boast of a self-development record that matches or even surpasses any other reconstruction achievement in recent American history.

For today's Arkansas is a blend of natural and man-made facilities that should be inspected by all who pretend to economic sophistication. The state by sheer energy and guts has built up its industrial structure at a faster rate than any of the other 49, judging by a close look at the record.

It's easy to recall the vaudeville and radio jokes of past decades; the drawling, bucolic derogations of comedian Bob Burns, a Van Buren native, and the historic impact of a novel, *Slow Train Through Arkansas.*

Image Trouble ▪ For sheer image misery, Arkansas had no peer among the states. It had to face up to the fact that the natives were steadily migrating to more active areas—400,000 in the post-war decade. Per capita income was $1,062 against the 1955 national average of $1,847. Mechanized agriculture, especially cotton, was letting workers go and when they left the farms they often left Arkansas.

A look around the nation showed how other areas were providing jobs for displaced workers in new and expanded industry. Arkansas was an agricultural state; like neighboring industry it recognized the need to shore up existing industry and bring in new plants.

Soon the Arkansas Industrial Development Commission was in operation, with a transplanted easterner, Winthrop Rockefeller, as chairman. Mr. Rockefeller had moved to Arkansas in 1953, setting up headquarters on a 7,500-acre ranch on Petit Jean mountain 45 miles northwest of Little Rock. The ranch, now famed as Winrock Farms, became a world-famed center of soil conservation practices and restoration of depleted land. In addition Mr. Rockefeller bought Santa Gertrudis cattle and his annual May auction brings prices above $50,000 for a bull as cattlemen come from many nations.

Selection of Mr. Rockefeller, a Republican, shocked some of the politically-minded element in this Democrat-dominated state. But an emergency existed and the selection was generally popular. He soon had the aid of the University of Arkansas industrial research center, a citizens panel and a system of financing plant construction.

Promotion First ▪ First off, the dedicated commission staff set out on one of the biggest promotional jobs within memory of observers, who watched in sheer amazement. The staff started out on the first page of the Dun & Bradstreet corporation catalog and began calling every industrial corporation with a rating of "B" or better. That meant 30,000 telephone contacts. The calls began to bring in nibbles and a list of live prospects was developed after follow-up calls.

This was only part of the program. The staff hit the road and everyone on the commission became an efficient missionary spreading the tidings about a state with tremendous water supplies and rivers, mountains, forests, minerals, fertile delta soil and a good labor supply.

After a year AIDC announced a 150% increase in new manufacturing jobs over any of the previous years. Not sensational yet satisfying because it meant $31 million in industry payrolls—a lot of money for Arkansas at that time.

Thus the inferiority complex began to dissipate. The industrial missionaries had something tangible to talk about. They've been talking ever since and the results are conspicuous. Every community in the state has its own development agency. Media have cooperated actively in the continuing campaign.

Commenting on the 30,000 industrial contacts, Mr. Rockefeller said, "The proof of success in the AIDC approach is found in the fact that 523 new plants have located in Arkansas in the last seven years; general and special state revenues have increased 50% in six years; our per capita income has risen sharply. Arkansas leads the South and is second in the nation in the ratio of new industry jobs per capita of population between 1955 and 1961."

Craig M. Smith, senior administrator of AIDC, added, "Arkansas is in a front position to take advantage of this general situation. We are at the crossroads of consumer markets in the Midwest and Southwest. The build-up for new industry is leading to new and exciting heights." The 30,000 list has now been whittled down to 6,000 firms that are classed as good prospects.

After the years of effort, Arkansas now has an industrial directory that includes dozens of blue-chip corporations



New, attractive manufacturing plants are sprouting around the Arkansas landscape as the state wages a highly successful effort to attract industry. Here are two typical plants—American Machine & Foundry Co. cycle division (top) and Teletype Corp. Both are located in the Little Rock area but all parts of the state are benefiting as industrial growth proceeds.

that have installed plants in the state. Last year was tops, with 13,385 new jobs announced in the first three quarters. The value of manufactured goods now exceeds agriculture's contribution to the economy.

Growing Now ▪ The out-migration has been slowed down and the population has been increasing since 1956 (from 1.7 million to 1.83 million). Per capita personal income rose 8% in 1961, 10% in 1962 and is still rising. Wages are higher. The economic picture is cheerful and so are Arkansans.

New, modern industries have required higher skills and Arkansas has met the demand. It's developing advanced technical and scientific training to supply needs of the space age.

Agriculture has done well, bringing in $800 million in 1962. Principal crops are soybeans, cotton, rice, livestock and poultry. The state plans to take advantage of its fertile eastern plains by developing food crops for processing. It will encourage livestock, poultry and fruit production. The forestry industries promise future growth.

Arkansas Power & Light, member of a Mid-South promotional group, has a $21 million 1963 construction program. Arkansas Louisiana Gas plans to spend $13 million for pipeline facilities alone. Southwestern Bell plans to spend $17.5 million this year. In all, private construction may exceed $300 million. Arkansas Rural Electric is starting a $22.6 million plant. New highways are appearing—and they're needed; others are on the boards.

An exciting project that will give all Arkansas a lift is the Arkansas River seaway. The present construction pace indicates a $1.2 billion federal outlay will tie Tulsa, Okla., Fort Smith and Pine Bluff into the national waterways system by 1970. This 500-mile, starting at Catoosa, Okla., 15 miles east of Tulsa, will give the vast Arkansas River Basin (8 million people) a 9-foot channel to the Mississippi and the entire national waterways system.

The waterway, with its lakes and dams, was pushed through Congress by the late Senator Robert S. Kerr (D-Okla.). Its potential is exciting to those who have watched areas grow after waterways were built. And federal engineers are now studying a proposal to run a 9-foot channel to Oklahoma City. Promises held forth by Senator Kerr include a saving of $10 a ton on steel sent to Tulsa from Pittsburgh; $2 a ton saving on fertilizer; 13 cents a bushel on wheat; flood control and big lakes.

Already a number of industries have picked sites in anticipation of the new waterway and others are keeping the area in mind for future projects.

That's the new look in Arkansas, once a poor farm state.

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LITTLE ROCK: NERVE CENTER

Construction is booming in city; downtown area draws bulk of trade with six department stores

About 2½ centuries after the founding of Little Rock in 1722 by Bernard de la Harpe and his fellow French explorers the metropolis, currently populated by 265,000 people, will celebrate two major civic events.

First, Little Rock will become a seaport as the 9-foot waterway in the Arkansas River reaches the center en route to Tulsa, Okla., where it will be opened in 1970 under the present schedule. With its new waterway, Little Rock will tie directly into the Mississippi in southeastern Arkansas, possibly by 1968.

Next, Little Rock will be nearing completion of a series of extensive downtown improvement projects, known as Main Street 1969. The whole improvement program includes removal of a half-dozen slums, dolling up of the downtown, modern housing projects and a developing industrial park, Little Rock Industrial District, on the outskirts of the city.

The acreage of downtown Little Rock is extensive, with plenty of room for development. Tall, modern structures are bunched within a few blocks some distance from the State Capitol. The new Tower Building is a break away from most modern skyscrapers and the interior shows ingenuity and charm in its decor.

Downtown Prospers ▪ While there are attractive suburbs scattered around the adjacent hills, Little Rock remains downtown-minded. North Little Rock, across the river, and Jacksonville are growing but the central city still is the nerve center and its quota of six major department stores is double or triple the usual quota for markets this size. Newest on the scene is National Bellas Hess, a $1 million discount-type department store.

Bernard de la Harpe was a disillusioned and discouraged explorer when he camped at the site in 1722. He had been plodding up the Arkansas in search of an enormous rock of solid emerald. All he found was a little limestone formation which he or one of his followers dubbed La Petite Roche, which is French for the little rock.

The metropolitan area combines industry, government, distribution, and military elements whose influence fans out to a trading area embracing three-quarters of a million people.

Over 300 Little Rock industries employ 15,500 people in processing and manufacturing, up 23% in a five-year period; annual industrial payroll $55 million; total employment by all industries averages 83,000. Industrial use of electrical power has zoomed. Largest local industry is U. S. Time Corp., where 2,000 employes make Polaroid cameras and Timex watches. Newest local industries are Jacuzzi Bros., 400 employes, pumps; Orbit Valve and Dow Smith (plastic pipe).

State, local and federal governments provide employment for 17,300. Education is a major employer, including such University of Arkansas facilities as a developing $18 million medical center, graduate technical training that's expected to attract modern industries, and the industrial-research-extension center. Little Rock University has 1,780 students. Other institutions include Arkansas Law School, Arkansas Baptist College, Shorter College, Philander Smith College. Among cultural attractions is a million-dollar art center. A huge coliseum and an auditorium round out this aspect of Little Rock.

Military Complex ▪ The military entity is built around a Strategic Air Command base and an $80 million cluster of Titan II intercontinental missile silos

INDEXES OF ARKANSAS GROWTH, 1950-1962*

Year	Bank Checks, Six Cities	Retail and Use Taxes	Life Insurance Sales	Industrial Electric Power
1950	84	82	67	...
1951	94	90	67	...
1952	93	94	76	...
1953	96	97	87	93
1954	98	98	92	102
1955	106	105	121	106
1956	114	107	150	111
1957	119	104	193	107
1958	125	107	214	116
1959	142	120	272	143
1960	141	123	242	166
1961	150	128	263	173
1962	167	143	274	198

* Sources: 1950-1960—"Arkansas Economic Indexes" (University of Arkansas, Bureau of Business & Economic Research; "Arkansas Business Bulletin." 1961-1962—Calculated from data supplied by the Bureau.

means a $43 million annual payroll. Wholesale and retail distribution services supply much of Arkansas. Little Rock naturally is an outlet for much of the rice, soybeans and other crops as well as livestock and cotton. It is located at the western edge of Eastern Arkansas' extensive delta. A substantial amount of cotton moves to Memphis, nearby cotton market.

Construction activity is intense, including a $9-million federal office building, college improvements, a $6-million state hospital project and a $1-million junior high school.

Little Rock has expanded in the last decade. It suffered double image trouble in 1957 when it was the scene of school integration disturbances piled on top of its longtime label of a poor capital of a poor state. A few industrial prospects backed off from the city in 1957 but local businessmen say the trouble was temporary.

Now the drive for industry has a momentum of several years and results are showing. New bridges and highway facilities are being built. Slums are disappearing. Little Rock looks ahead to its new channel to the Mississippi waterway system and the Gulf. By that time much of the urban renewal work will have been completed. Little Rock is tooling up for the future.

Fort Smith gains industrial importance

FORT CHAFFEE AND BIG NEW PLANTS ADD PAYROLL

Maybe it's stubborn ancestry or just plain leave-us-alone philosophy familiar to the South. Whatever the reason, the 66,000 residents of this Arkansas River market at the Oklahoma border told the federals to go to and stay put when they approached the community leaders with offers of money tied to a "depressed area" tag.

A temporary closing of Fort Chaffee had cost the market quite a few jobs before Washington had a change of mind and reopened the facility. Sure, Chaffee had been buttoned up for a while. But meantime Fort Smith had acquired a $20 million Norge Division of Borg-Warner Corp., employing 2,400 in refrigeration production—described as the largest plant built in the nation in 1961-62 (24 acres under one roof). So Fort Smith was happy to bust the report that its hand was out for federal aid, preferring the private help of the state's industrial development unit, the University of Arkansas and other facilities.

Emerging from the Arkansas lakes and hills, a motorist is apt to be astonished at Fort Smith's industrial complement. Ohio Rubber has a new $3 million plant; Dixie Cup (American Can) has enlarged its plant. Arkansas timber provides the raw material for major furniture production. Gerber picked the city for a $10 million baby food plant. Population ranks second in the state. About 170 plants employ 10,000 workers with one-third working at furniture plants.

Like Texarkana on the Arkansas-Texas line, Fort Smith has a split geographical personality—part South and part Southwestern. Its ties to Oklahoma and the West are close, and when the 9-foot Arkansas River channel is cut through about 1970, it will be half-brother of Tulsa and Little Rock. New federal and state highways, will strengthen these commercial links and the distribution of livestock and crops.

Between the benefits to come when the fast interstate highway is opened and the 9-foot channel goes into operation, Fort Smith feels it will be in a strategic industrial spot. Meantime, the city is working on its self-financed plan to update facilities for the commerce of future decades.

ARKANSAS' PER CAPITA INCOME GROWTH RANKS 2nd AMONG 50 STATES

During the period of 1957 through 1962, Arkansas' per capita income showed an increase of 34% — second largest growth rate among the 50 states. (Source: U. S. Department of Commerce, April 1963 Survey of Current Business.)





KARK-TV CONSISTENTLY DOMINATES THE GROWING ARKANSAS MARKET

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Thriving smaller cities dot Arkansas's map

HOT SPRINGS HAS NEARLY TWO MILLION VISITORS IN YEAR

Outside Arkansas the most discussed city in the state is Hot Springs. A local promotion piece terms it "more than another health and pleasure resort." This could be the civic understatement of the era. An inquiring stranger was told by a knowledgeable gasoline dispenser, "You can do about anything you're man enough to do." Which accounts for at least some of the 1,874,043 visitors who went to Hot Springs last year in search of health and/or pleasure.

The health attributes of this mountain city are well known. Judging by a fast check of license auto plates at the Vapors, a night club that was doing a flourishing business at 4 p.m., the pleasure side of Hot Springs draws lovers of craps and slot machines from hundreds, even thousands, of miles, especially when Oaklawn Park Jockey Club is engaged in seasonal improvement of the breed.

Hot Springs National Park is justifiably famed for its springs and they have a daily flow of a million gallons of 143-degree water. A fast dual highway links the area with Little Rock. The healing waters attract the sick and the physically handicapped from all over the world. The city of Hot Springs has a population of 30,000 (48,000 in Garland county). The motels, hotels, rest homes and hospitals can accommodate 30,000 patrons at a time. With all these facilities, the area naturally is a favorite convention spot.

Jonesboro, in the heart of the vast delta, has one of the two top rice mills in the world. Cotton and rice are the principal crops. Arkansas State College has an enrollment of 3,000. The city has a population of 22,000. Main industries include Arkansas Rice Growers Association, Crane Co., (brass fittings, 400 employes), Frolic Footwear (750 employes) and General Electric (motors, 580 employes).

Waterway's Influence ▪ The industrial city of Pine Bluff, like Little Rock, figures the Arkansas Waterway will stimulate its growing economy. International Paper is a top industry, with a $40-million plant whose 1,100 employes produce 400 tons of paper a day. It's located 44 miles to the southeast of Little Rock. Population is 45,000, largest in southeastern Arkansas where new industries are starting to reshape the area. When the deep-channel waterway is opened, Pine Bluff will be perhaps 70 miles from the Mississippi River.

Helena, to the east, is close to the Mississippi. Industries include a Mohawk Rubber plant with 400 employes and there's a new Mississippi bridge. Stuttgart has rice mills and is happy to proclaim its location on a migratory bird flyway, which is great for mallard shooting in pinoak timber and around stump-studded reservoirs. The University of Arkansas is located at Fayetteville, in the northwestern part of the state. Crosset is getting a new George-Pacific plant in 1964. It will make facial, toilet and napkin tissues.

The geographic schizophrenia of Texarkana is forgotten when the business figures are perused. The city has a population of 93,000—two-thirds in Bowie county, Texas and the rest in Miller county, Arkansas. Among facilities are a $5-million expansion at North American Car Corp. and an announced $11-million Cooper Tire & Rubber plant. New roads are appearing and three large shopping centers are on the way. Red River Arsenal is the largest industry, supported by wood products, government, agriculture, tourism and distribution. The central city is split by State Line, the main street. Lake Texarkana, biggest in Texas, is 15 minutes away. Historic lore traces back to frontier days when Jim Bowie invented the Bowie knife and provided a name for the western side of the market. A large statue of Bowie is complete with Bowie knife and rifle. Texarkana is trading center for a three-state area (Texas, Arkansas, Louisiana).

El Dorado, a market of 50,000 (Union county), spreads its trade influence southward into Louisiana and eastward to and across the Mississippi River—an area of three-quarters of a million people. Within the general area are five International Paper mills and other large industries. Largest employer is Monsanta (fertilizer, Lion Oil), 1,100. Murphy Oil, American Oil, Columbia Carbon and Prescolite Lamps are large employers. The American Oil plant has over 500 employes. There are five colleges in the area. The city is west of the cotton and rice-growing plains. Sport fishing is important.

From Fayetteville to Texarkana to Blytheville to Crossett—all across and up and down the state can be seen the signs of industrial vigor. That's why those who are inspiring and observing the growth are firm optomists.

"With its timber, delta soil, rivers and ground water, bauxite and coal, improving transportation, advanced educational resources and aggressive industrial development program, Arkansas has sound reasons to anticipate future growth," said Dr. Ethel B. Jones, of the University of Arkansas industrial research-extension unit in Little Rock.

Industry takes over land of Evangeline

PROUD LIST OF NATIONAL FIRSTS, SECONDS PROVE LOUISIANA IMPORTANCE

Within two decades the mossy bayous, rivers and plains of old Louisiana and the land of Evangeline have exploded into a collection of chemical, petrochemical, fabricating and space-age facilities that are reshaping its economy.

Refineries glow at night along the rivers and shorelines. Long tows move up and down and across the 8,600 miles of waterways. Ships from all over the world enter and leave the inland ports of New Orleans, Baton Rouge and Lake Charles. Timber areas feed lumber industries.

Offshore platforms mark the sites of underwater oil wells. Broad fields yield crops of rice, sweet potatoes and sugar. Fishing fleets ply the Gulf of Mexico and individuals draw food suplies from the lakes, rivers and bayous. Around populous centers new highways, bridges and industrial plants are hastening the industrialization that broadens Louisiana's economic base.

Statistics ▪ Louisiana and its 3.4 million citizens cite a series of national ratings that show the state's growing importance in the national scene:

First in U. S.—salt, alumina (partially refined bauxite), sugarcane, strawberries, fur pelts, sweet potatoes.

Second—crude oil, natural gas, sulphur, rice, hardwood timber, clam and oyster shells for industry and construction.

Third—seafood.

Petroleum reserves are estimated to be one-sixth of the nation's total, natural gas one-fourth. Since 1953, state records show, three-fourths of all the new oil and gas discoveries in the nation have been in Louisiana and its offshore areas. One estimate of offshore oil alone is 100 million barrels, and there's a big reserve of natural gas.

Last year was a busy one in Louisiana. The reactivated Michoud missile assembly plant employs 5,000 and is expected to double by 1964 when it will have a $70 milion payroll. The year brought $157 million in new manufacturing construction, state officials report. This included $86 million invested in 16 parishes. Among industrial lines projected during the year were metal $27 million; electric power $20 million; paper products $12 million; food products $10 million. The combined facilities will mean 7,618 permanent jobs.

Petrochemical Migration ▪ Just a decade ago the South's petrochemical industry was concentrated along the Texas Gulf coast and inland to Houston. Now the growth trend is eastward along the Louisiana, Mississippi and Alabama coastlines, fanning out in all directions from New Orleans. Production of ethylene, the building block of petrochemistry, is increasing.

Between New Orleans and Baton Rouge the Mississippi's banks are lined by $2 billion plus worth of modern chemical and other industries. The spectacle is awe-inspiring to the northerner who still thinks of the Mid-South in terms of cotton bales and Spanish moss. The rapid development of the area is attracting satellite processing industries and plants that serve spage-age industries.

The land of Evangeline, immortalized by Longfellow, is still a recreational haven and scene of charm. "They who dwell here have named it the Eden of Louisiana," Longfellow wrote of the Acadian country. The colorful Cajuns still inhabit the bayous but their peculiar patois is gradually disappearing.

Louisianans, with French and Spanish background, love their festivals. New Orleans, Lafayette and other cities have extravagent Mardi Gras celebrations. Crosley has a rice festival, Opelousas its Yambilee in honor of the sweet potato crop, Shreveport a state fair, Lafayette an azalea festival and New Iberia a sugar cane fete, to mention a few.

Furs, Too ▪ The bayous and woods are breeding grounds for small animals who provide pelts for a substantial fur crop. Reforestration is strengthening the timber resources and the state on short notice can supply the makings for even more pulp and paper plants. A valuation of $6 billion has been placed on the forests; annual production is rated at $500 million.

Louisiana is a state of diversification. The southern portion is flat and subtropical. To the west are Lafayette and Lake Charles, once smallish towns but now substantial industrial markets. North of Baton Rouge the flats develop a roll. Monroe is growing and Shreveport in the northwest talks in terms of the Southwest, Texas being only 30 miles away.

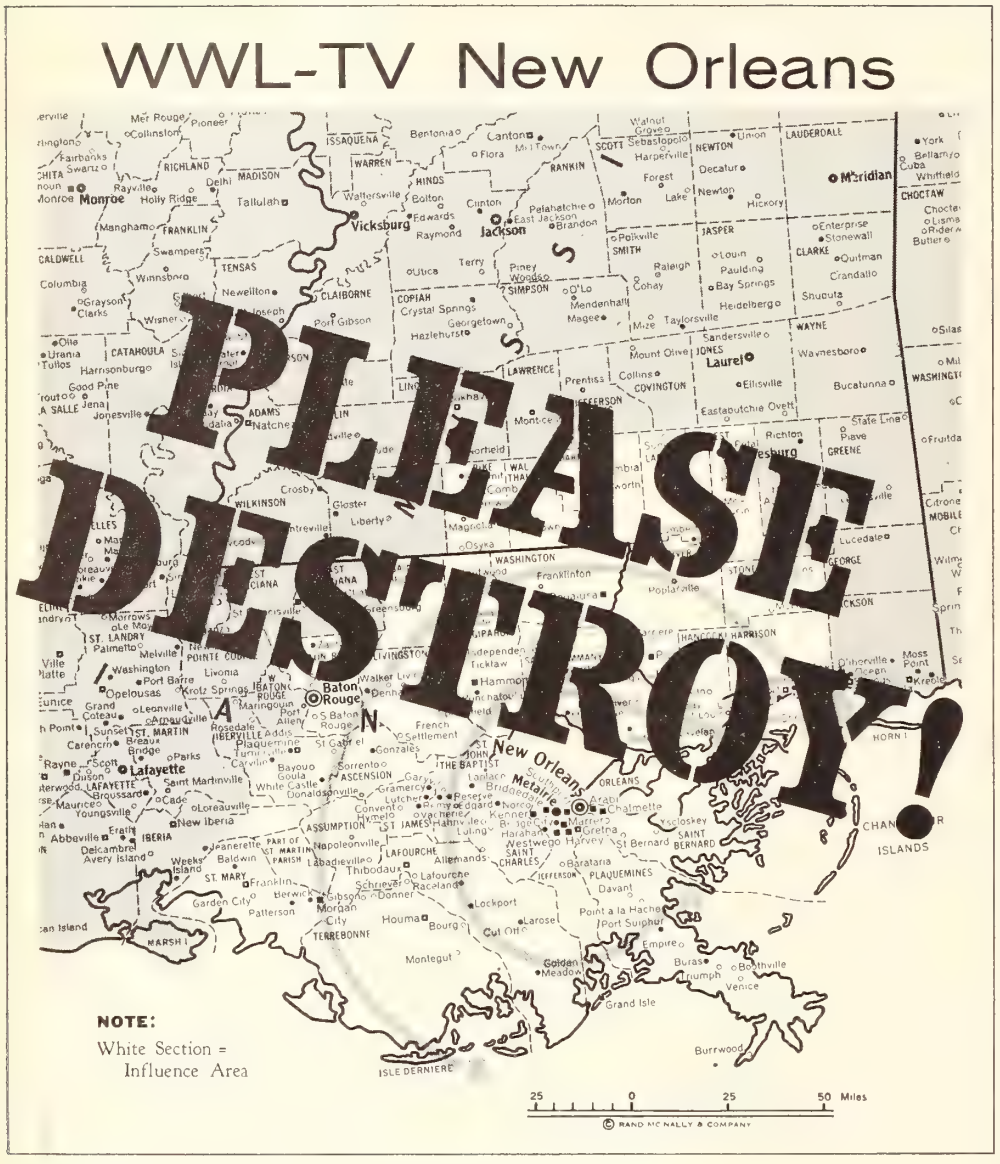
Looking into the '60s, Louisiana and other southern areas base their admittedly bright prospects on a number of elements, according to *Ties*, published by the Southern Railway system. They are: raw materials close at hand, labor supply, markets, water supply, electric power, fuel and transportation. "These and others will be considered by each new industry in the light of its own peculiar needs," *Ties* noted, recalling the key role railroads played in linking the manufacturing North to the raw materials South.

Now Louisiana and its neighboring Mid-South states are providing industry with favorable sites, productive labor and needed materials.

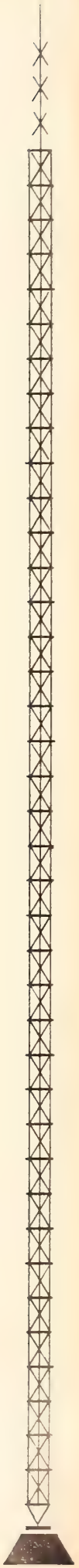
Sites Available ▪ Louisiana's markets match, and often excel, northern cities, in availability of good plant sites, favorable labor, expanding consumer mar-



The Mississippi River Gulf Outlet (foreground) cuts 40 miles from the winding Mississippi River route down the delta (background). This alternate route has a 36-foot depth, accommodating large ocean freighters.



This New Orleans Television Coverage Map is obsolete — *because* - - - - - - -



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(C. E. Hooper, New Orleans Radio Audience Index, April-May, 1963)

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kets, far superior water supply, alert public utilities, available fuel and facilities to move materials and goods.

The deep-water port at Lake Charles, the Mississippi and two shortcuts—Baton Rouge to Morgan City and New Orleans to the Gulf— supplement Old Man River in hitching the world to mid-America, in connecting Pittsburgh, Sioux City and Knoxville to the rest of the world.

U. S. Rubber is cooking a new chemical to reduce tire cracking; Avondale Shipyard at New Orleans is building a cargo ship, the SS Christopher Lykes; Michoud is in the Space Crescent; nonfarm employment is up in the state; agriculture is being automated. At the handsome skyscraper Capitol building in Baton Rouge a staff of experts is hunting new industries to provide more jobs. That's the way it's going.

This churning state is what's left of the original Louisiana Territory, one-eighteenth of the real estate deal in which Thomas Jefferson was suckered into paying $15 million to Napoleon Bonaparte, a famous general who didn't know a cannon from a hole in an oil-rich bayou.

NEW ORLEANS NEAR MILLION

Big port at mouth of Mississippi business hub; strategic position in space age crescent important

New Orleans is going through an upheaval. Its once-shabby downtown is dotted with modern buildings and more are rising. There's a new city hall, state office and other civic buildings. Big hospitals are expanding the medical complex. Commerce facilities are larger. Colleges are full. Luckily for tourists not much is new in the French Quarter, with the exception of the Royal Orleans Hotel which melts into the Old Europe decor.

But New Orleans has a new goal. It's getting ready to join the ranks of million-population metropolitan areas. A good guess would place the mid-1963 population (four parishes) at 925,000. Payrolls this year are expected to exceed $1.5 billion. At the present rate of expansion, the goal should be reached in three or four years and New Orleans will then be a member of the select one-million markets.

Visitors who remember the sleepy pace of pre-war New Orleans are astounded at what they see in 1963. It now is a business hub of the Mid-South from which commerce radiates in all directions. It's a leading business, financial and industrial market, a wholesale-retail market, a convention city and a tourist's delight.

The port itself is worthy of another glance, for those who haven't been there for few years. It handles 26% more foreign commerce than any Gulf competitor, running $1.7 billion. As a natural gateway for the mid-continental area, it is focal point for thousands of miles of waterway and a transshipment point for commerce that reaches over the entire world. It is gateway for 55% of the total continental United States, two-fifths of the population, 38% of retail sales, 31% of manufactured goods, 63% of farm produce and 62% of mined minerals. And a 10-year port improvement program involves an expenditure of $128 million.

Talk Of Commerce ▪ When New Orleans businessmen get into a discussion of local conditions the subject inevitably turns to commerce—domestic and foreign, ocean-going and barge. "Gateway to the World" is a favorite description as commerce moves over the 2,470 miles of the Mississippi River Valley and 6,000 miles of inland waterways. The port facilities run along a 25-mile strip and branch out into adjacent canals. And a long-range $125 million expansion program will be completed in 1971. Over 130 steamship lines make regular calls at the Crescent City.

Star-gazing with commercial deliberation into the future, the Crescent City likes to contemplate its strategic position in the famed Space Crescent collection of space-age facilities running from Houston on the West to Huntsville and Cape Canaveral.

Many of the $2 billion plus collection of industrial plants lining the Mississippi River between New Orleans and Baton Rouge will be involved in growth of the space-missile industry. At New Orleans the Michoud plant, 2 million square feet, has been picked for assembly of Saturn boosters that will be the first stage of moon shots and outer space exploration. Nearby is a new computer facility. The 10,000 eventual employes at Michoud will give the economy a big boost as around 45 boosters are built. And an hour or less away by road will be the new test facility at Picayune, Miss.

Trading Area ▪ The basic trading area of New Orleans comprises 14 parishes in Louisiana and five counties in Mississippi with a population of 1.5 million and retail sales of $1.7 billion. Within a 300-mile radius are nearly 9 million people.

All the attention devoted to New Or-

leans' new construction, its rank as second U. S. port and the balmy seductiveness of the French Quarter often ignore the fact that the city has 900 plants employing 45,000 people who get paid $235 million a year. Postwar investment in plants has exceeded $1.2 billion, a figure many northern metropolises would love to claim.

While the industrial complex is highly diversified—everything from aluminium to food and wallboard—New Orleans is especially happy about the eastward shift of the petrochemical industry from Texas.

The water supply moving past the foot of Canal Street equals total daily consumption of water in the nation. The river is 2,200 feet wide at that point, has a bankside depth of 30 to 60 feet and mid-stream depth that gets down as far as 180 feet. An interim channel has been dredged to take traffic to the Gulf, avoiding the winding delta waters. By 1967 it will be widened to permit two-way traffic all the way.

International Flavor ▪ Among New Orleans projects is an International Center, to be built at river side. Meantime International House and International Trade Mart are providing education and service facilities for foreign businessmen and all dealing in foreign trade.

The city has several advanced educational institutions—Tulane and Loyola Universities, Louisiana State University in New Orleans, H. Sophie Newcomb College for women and St. Mary's Dominican College. Louisiana State and Tulane have medical schools in the city. Dillard, Xavier and Southern Universities provide education for Negroes.

New Orleans is profiting from the developing petroleum industries.

Old New Orleans isn't old any more.

BATON ROUGE INDUSTRIAL CENTER

Rail, barge, ocean commerce carry oil, chemicals

Baton Rouge has transportation coming out of its ears. Facilities for ocean ships, barge lines, rail cargoes and highways abound and the transfer of cargoes from one to another is big business in the capital of Louisiana.

It's where the sea starts. Big freighters ply the 200-plus mile route from the Gulf of Mexico to tie up at Port Allen or some of the private industrial ports. They feed or draw from the industries that line the river. Locally, it's pointed out, the port is the ninth largest in the nation.

A network of railroads accounted in a recent month for 8,000 carloadings, exceeded in the state only by New Orleans. The port has 12 miles of terminal trackage. But ocean ships, barge lines and highways all participate in handing the raw materials used and materials produced at any one site.

Main port facilities are located just south of Port Allen, across the Mississippi from downtown Baton Rouge. There's a general cargo dock, grain elevator and wharf. Less spectacular are the tieup points for the fleets of barges that move up and down the river, and into the short-cut canal leading to Morgan City on the Gulf, Intracoastal Waterway, west of New Orleans—a saving of 165 miles of twisting river. At the foot of the steep levee, lying right under the Capitol House hotel and across the riverside Louisville & Nashville Railroad tracks, is the Chotin barge line repair facility and docks.

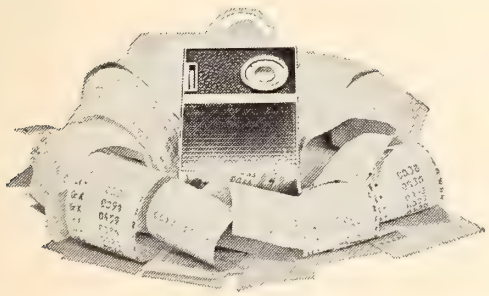
Any direction you look in Baton Rouge there's a new industry. And up and down river there are such new giants as the $55-million Ormet Corp. aluminum refinery.

Borden, Morton Chemical, Revere, Allied Chemical—the names are legion.

Market influence is spreading to 350,000 households, among the first 50 markets in the nation.

More Transit Facilities ▪ Tied closely

Radio registers best of all media at New Orleans check-out counters . . .



and what radio does best in New Orleans . . . WTIX does better

Why? Because WTIX is a STORZ station, with Storz Station ideas, news concepts, features, entertainment and community service, all custom-tailored to the special needs of the more than 2,500,000 people of the WTIX area. Proof of the pudding? Pulse* shows WTIX first in the morning; tied for first in the afternoon. Hooper** shows WTIX first morning and afternoon. Let your Eastman man show you why you get more of what you buy radio for with

* New Orleans Metropolitan Area, 6 a.m.-6 p.m., Mon.-Fri., Jan.-Feb., 1963
** New Orleans Radio Audience Index, 7 a.m.-6 p.m., Mon.-Fri., Apr.-May, 1963

The **STORZ** Station in New Orleans. 5,000 watts on 690 kc. Represented by: Robert Eastman & Co. WTIX

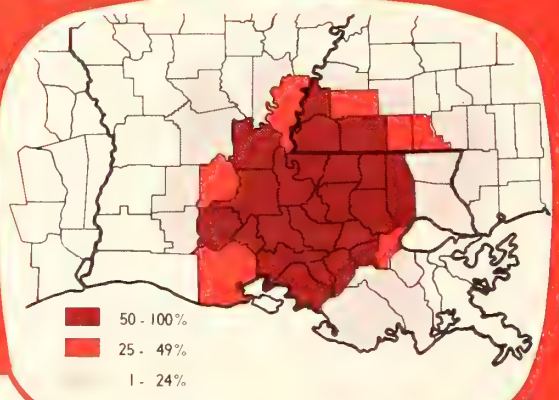
Affiliated with: **WHB** Kansas City · **WDGY** Minneapolis-St. Paul · **WQAM** Miami · **KOMA** Oklahoma City · **KXOK** St. Louis

AMERICA'S 70TH TV MARKET
AS DELIVERED BY WBRZ, BATON ROUGE

The 290,800 television homes (Television Magazine, March 1963) establish Baton Rouge as America's 70th TV market, ahead of such markets as Salt Lake City, Phoenix, Jackson, Miss., and Mobile-Pensacola. WBRZ's total Net Weekly Circulation—229,300 homes—ranks 74th among all television stations, and its Net Weekly Nighttime Circulation—220,900 homes—ranks 75th, nationally (ARB Television Market Analysis—1962).

22 Counties with over 50% Coverage

Most recent NCS establishes WBRZ's 44-county total coverage area. Nighttime penetration extends into 22 Louisiana and Mississippi counties with 50% or better coverage. It serves an additional seven counties with 25-50% coverage.



Prime Time Audience

Average evening homes delivered, 6:30 - 10 P.M., Monday - Sunday is 54,400 homes (Feb. - Mar. '63 ARB reports).

Highest Income, Sales in Louisiana

The Baton Rouge metro CSI/HH—$6,782—is 26% above the state average; Retail Sales/HH—$4,463—is 22% over average. Both figures are the highest in Louisiana. WBRZ's total market includes 1,630,200 people who spend over $1.4 billion.
Source: SRDS CM Data May '63

Lowest Cost-Per-Thousand in Louisiana

WBRZ continues to deliver Louisiana's lowest cost/M—$2.64—for one minute, prime time, 6:30 - 10:00 P.M. Monday - Sunday . . . 16% to 28% lower than the leading New Orleans stations . . . 19¢ lower than the leading Shreveport station (Feb. - Mar. '63 ARB reports; rates-SRDS April '63).

Call Hollingbery or **WBRZ** Channel 2 ABC NBC
Baton Rouge, La.

into Baton Rouge's big industries and transport facilities is a pipe line system. All this is a lot of transportation, but coming up are the new Mississippi Bridge and more express highways. Work is now underway on some of the basic units of the bridge. Finally there's a special barge canal with terminal facilities that serve several major plants. And a small downtown airport supplements the commercial plane terminal.

The city naturally is becoming a scientific community, with its major universities, state capital and chemical industries. Louisiana State University has an enrollment of 12,200 on what is becoming one of the more attractive campus facilities in the nation.

A favorite sightseeing spot of the South, the State Capitol soars 450 feet on a landscaped garden of 27 acres.

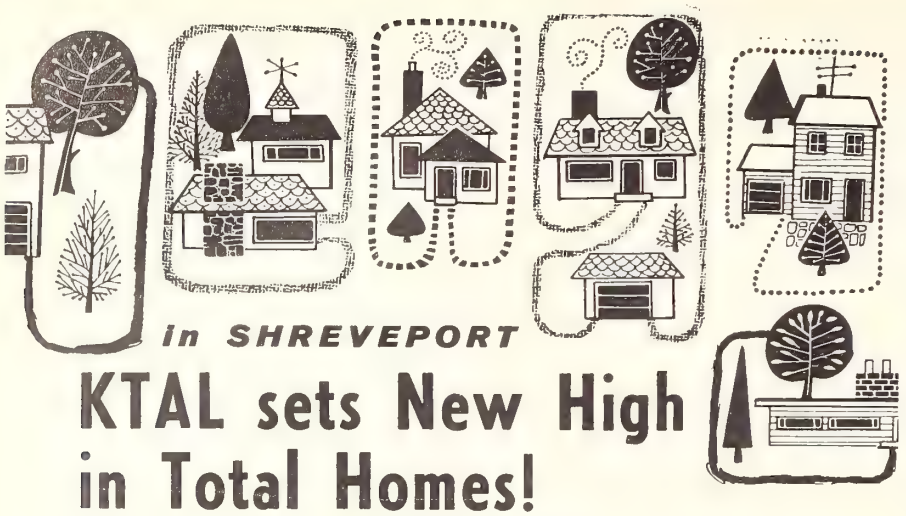
Reading downriver, Baton Rouge's array of big industries includes: St Francisville Paper Co., operated by Crown-Zellerbach with what is called the world's biggest paper machine producing 250 tons a day of coated printing paper for magazines. The machine is so big it has a name—"The Delta King," adapted perhaps from the old stern-wheeler the "Delta Queen."

W. R. Grace & Co., Foster-Grant Plastics, Plantation Pipeline, U. S. Rubber, Copolymer Rubber, and a strange dome that looks like the sun sinking below the horizon—these are some of the industries above the city. The dome is a repair shop for railroad tank cars. It's pretty snooty for a heavy industry. The original Kaiser aluminum plant and Ideal Cement Co. are located at the present Mississippi River bridge.

Within a mile or so of the skyscraper state Capitol is the Humble Oil Refinery, where 5,000 Baton Rouge residents work. It's one of the nation's biggest and has been operating over a half-century. Next door is Ethyl Corp., biggest anti-knock maker for gasoline. Allied Chemical, General Chemicals, Ideal Cement, Solvay and Kaiser Chemical have their own industrial docks. Other plants are U. S. Rubber; Copolymer Rubber, Gulf States Utilities, Delta-Southern fabricating — the parade goes on and on—on down the river toward New Orleans.

Looking around, Baton Rouge citizens note the city has grown from 35,000 to 160,000 since 1940, up 355%; the parish from 88,000 to 245,000; the immediate trade area is now nearing a half-million. The long Port Allen lock is largest on the 1,100-mile Gulf's network of waterways. Median local income is above the national average; unemployment is down to 4.1%; two years ago it was 6.7%. The state government employs 5,000 and has a $20 million payroll. In all, 15,000 are employed locally in government and education.


NATCHEZ
ARMSTRONG RUBBER CO.
INTERNATIONAL PAPER CO
CINCINNATI RUBBER CO
JOHNS-MANSVILLE
The WAFB-TV Coverage Area's industrial citizens read like a "Who's Who in American Business."
CROWN ZELLERBACH PAPER CO
UNION TANK CAR CO
REYNOLDS METALS
U. S. RUBBER PLASTICS
FOSTER GRANT CHEM
W. R. GRACE PLASTICS
COOK CHEM.
IDEAL CEMENT
STUPP CORP
STAUFFER CHEM
U. S. RUBBER
SOLVAY CHEM.
KAISER ALUMINUM
ETHYL CORP.
COPOLYMER RUBBER
HUMBLE OIL REFINERY
GENERAL CHEM
BATON ROUGE
DELTA TANK
PORT OF BATON ROUGE
DOW CHEMICAL
U. S. RUBBER CHEMICALS
MORTON CHEMICAL
BORDEN CHEMICAL
UNION OIL
MONOCHEM
WYANDOTTE CHEM
ORMET CORP
GOLIAD CORP
FREEPORT SULPHUR
OLIN-REVERE METALS
KAISER ALUMINUM
I. E. DUPONT CO
SHELL OIL REFINERY
THE INDUSTRIAL BATON ROUGE MARKET
JOINS THE SPACE AGE
The SPACE AGE has come to the Mid-South and BATON ROUGE is in the middle of it all!
. . . The Capital City of Louisiana
. . . The Chemical Center of the South
. . . The World's Most Complete Oil Center
. . . The Farthest Inland Deep-water Port on the Mississippi River
. . . A Center of Education
. . . and Now . . .
SPACE AGE DEVELOPMENT!
Join the excitement of the expanding commerce and heavy industry that lights the deep south sky by floating your message on the 316,000 watt Channel 9 beam into more than 348,180* television homes.
Retail Sales upward of $1,392,397,000* in Louisiana's Spendingest Market!
. . . WAFB-TV—The First in Baton Rouge
with—The Best of CBS
and—The Pick of ABC
(*Source—SRDS)
ONLY BATON ROUGE TELEVISION CAN REACH THIS GIANT INDUSTRIAL MARKET!
BATON ROUGE
CHANNEL 9
WAFB-TV
Observing Ten Years of Service Among Industrial Giants!



in SHREVEPORT

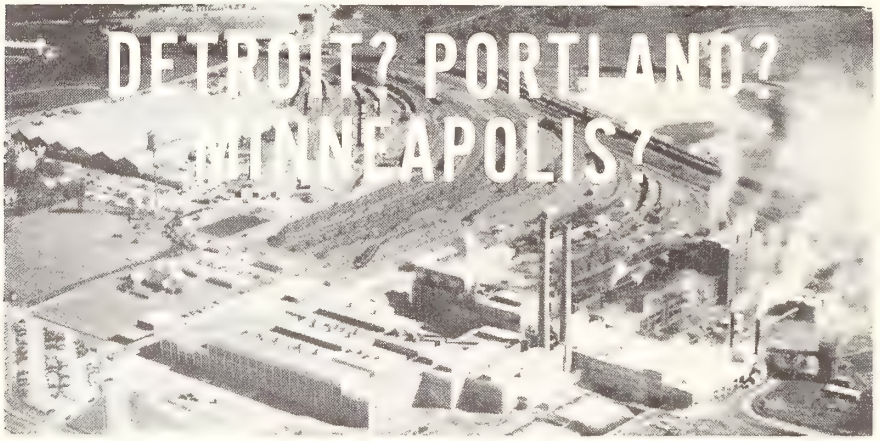
KTAL sets New High in Total Homes!

*Take your choice -- **ARB*** or **NSI*** -- they both confirm that Kay-Tall now delivers more homes than any other station in Shreveport!*

	ARB*	NSI*
KTAL-TV	**56,500**	**51,900**
Sta. B	49,300	50,700
Sta. C	42,500	41,900

BLAIR TELEVISION **ktal☆tv** CHANNEL 6 NBC for SHREVEPORT

*Feb./Mar. '63 ARB; Mar. '63 NSI. 6:30-10PM Mon.-Sun.



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 69% SHARE OF AUDIENCE

According to Feb-Mar 1963 ARB we average 69% share of audience from 9 a.m. to midnight, 7 days a week in Monroe metropolitan trade area.

KNOE-TV

Channel 8
Monroe, Louisiana
The only commercial TV station licensed to Monroe.

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: Forest Products Division, Olin-Mathieson Chemical Corporation, West Monroe, Louisiana.

OIL IN SHREVEPORT

City looks west for much of its commerce

Two summers ago a daring Texan set out to prove that he could haul a cargo from Pittsburgh, Pa., to Dennison, Tex., navigating the Red River for the first time since steamboat captain Henry Miller Shreve cleared a log jam in 1833 and pulled up at the site of what is now Shreveport.

Now there's an active organization promoting a major project similar to the Arkansas River deepening. It would be costly and take years. But it would tie eastern Texas to the national waterway system and open the last undeveloped river in the nation, providing lakes and flood control. Engineering studies are under way.

Look to the West ▪ Shreveport is technically in Louisiana and the South but much of its commerce and thinking is directed to Texas, 30 miles to the west, and the Southwest. Census figures show it is Louisiana's second city. Its mid-1963 metropolitan population is figured at 290,000, a year away from the 300,000 figure. Shreveport also calls itself the capital and distribution center of Ark-La-Tex, a separate economic state embracing the area where the three states of Arkansas, Louisiana and Texas meet.

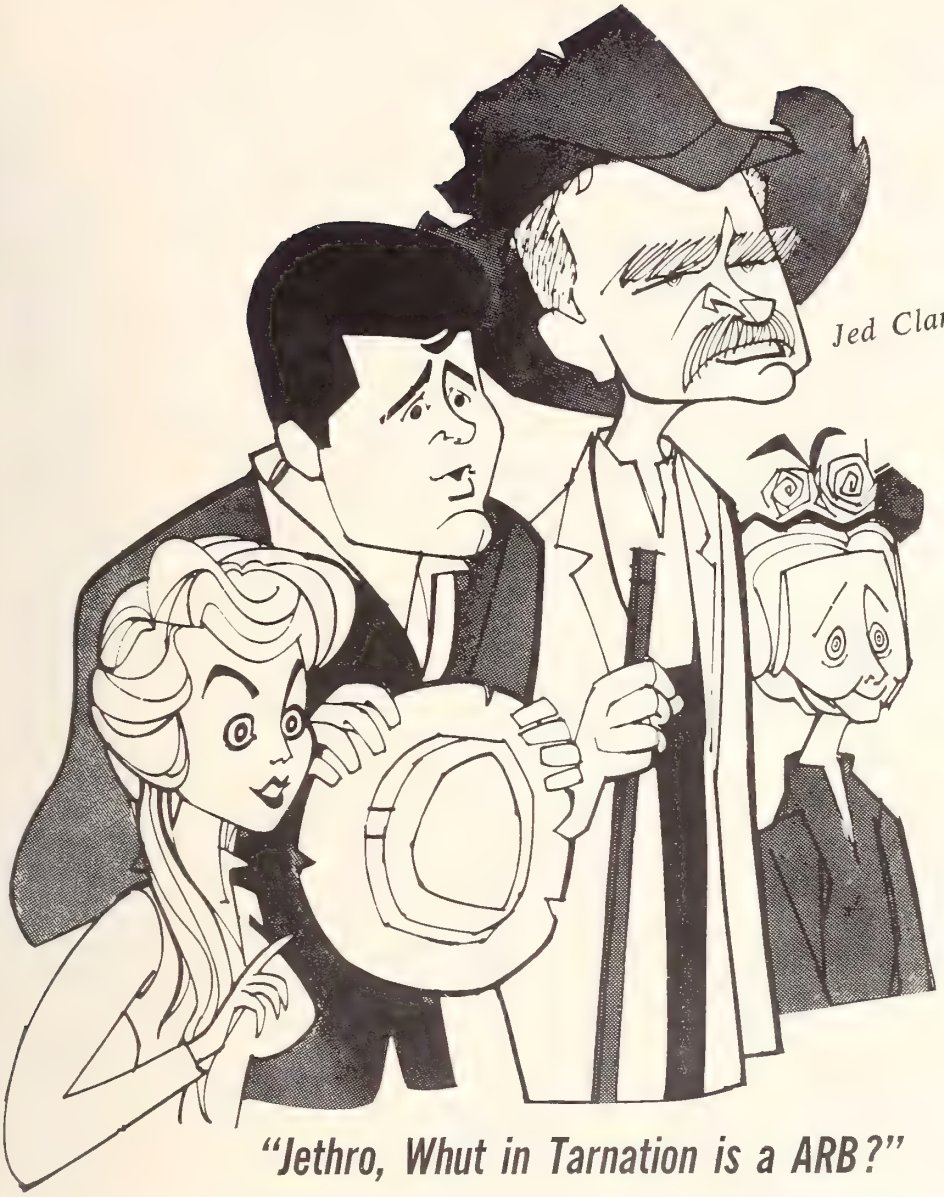
The biggest business in the Shreveport metropolitan area is Barksdale Air Base, across the river at Bossier. This vast facility pours $3.5 million a month into the metropolitan area's annual net income of a half-billion dollars.

Shreveport has nearly 400 manufacturing plants turning out 1,000 products. Largest new industry is the $9.8 million AMF Beaird plant in Slack Industrial Park, one of several parks in the city. Beaird turns out heavy metal products.

Pipeline Capital ▪ The city is often called the nation's pipeline capital. Ark-La-Tex is one of the great oil and gas centers, owing much of its development to these resources. Four-hundred separate fields produce up to 150 million barrels of oil yearly; reserves are a tenth of the nation's total. Three gas transmission companies handle a fifth of the nation's natural gas. Fifteen refineries have a capacity near 200,000 barrels a day.

Larger Shreveport industries include glass, millwork plants, refineries, roofing, garments, oilfield equipment, paper, steel castings and food.

If the proposed 12-foot channel is dredged to the Mississippi, Ark-La-Tex will be neighbors with Pittsburgh, Knoxville, Canaveral, New Orleans and the Texas Gulf Coast.



Jed Clampett asks his nephew:

"Jethro, Whut in Tarnation is a ARB?"

JETHRO: *Not "arb," Uncle Jed, it's A-R-B . . . a TV ratin' that sez how many folks are watchin' us on TV.*

GRANNY: *You mean we'uns is bein' spied on!*

JETHRO: *Yes ma'am and the ARB* book says over 342,000 folks watch us every week down in Ark-La-Tex on just only KSLA-TV.*

JED: *Wal now, ain't that nice. But jest what is a Ark-La-Tex?*

(Let us answer that one)

Ark-La-Tex is where the folks in 367,000 TV homes turn to KSLA-TV for 5 of the top 10 shows; 11 of the top 20; and in daytime, 9 of the top Daily Dozen. On local news — way ahead; on national news — same story. Smart folks in the Ark-La-Tex!

Ask our reps, Harrington, Righter and Parsons for the full story. Ratings aren't everything, but we agree with Jed, "Now, ain't that nice."

KSLA-TV

SHREVEPORT, LOUISIANA

LAFAYETTE

One-Third...

The Wealthiest Third

of Louisiana

is yours with

KLFY-TV's new

1298-foot antenna

KLFY-TV IS SOUTHWEST LOUISIANA

With one efficient buy KLFY-TV delivers an estimated 199,000 potential TV homes—including Alexandria and Lake Charles—giving complete coverage of the 20 southwest Louisiana parishes.

KLFY-TV

Channel 10

FULL POWER

Lafayette, Louisiana

Sold Nationally by

AVERY KNODEL INC

Prosperity, legends abound in Lafayette

A visitor in Lafayette is in for several surprises when he turns on a radio or television set. For this is Evangeline country, and there's apt to be a French coffee or beer commercial or Cajun music from time to time. The Cajun patois, which can't be written, is strongly French.

The local residents—53,000 in the city and 68,000 in Lafayette parish—are lovers of fetes. Rice at Crowley, sweet potatoes at Opelousas, dairying at Abbeville and sugar cane at New Iberia inspire festivals. The Lafayette Mardi Gras, local folk boast, is better than the one at New Orleans and draws 100,000 people. Most any unusual event can trigger a wingding. The Cajun food is a culinary treat.

Cajun legends abound. But Cajuns long ago started leaving the bayous and their income is equal to or above the general average. While Lafayette isn't a basic industrial city, it is surrounded by agricultural communities that process the crops. More than 600 concerns in the oil industry have offices and warehouses in Lafayette.

Besides rice, sugar cane, cotton and sweet potatoes, the area produces corn, truck crops, dairy foods, poultry and cattle. Lafayette is a key business center. Crowley is called the rice capital of the nation. Many of the industries are in the construction field. Three large salt mines are located nearby. The bayous support trapping.

University of Southwest Louisiana has 6,000 students. The city is becoming a leading medical center.

Lake Charles hub of coast oil region

Of the three major Louisiana seaports, Lake Charles is nearest to the Gulf—34 miles distant. Over 18 million tons of cargo traverse the channel in a year; a new 40-foot channel will accommodate the largest tankers.

With its strategic location, Lake Charles has two-score manufacturing plants valued at over $1 billion and more are under construction. After all, Lake Charles's 34-mile route to the Gulf compares with 107 for New Orleans and Baton Rouge's 237 miles.

As hub of the coastal oil region, Lake Charles and Calcasieu parish have over 60 producing fields with an output of 75,000 barrels a day. Pipelines reach out in all directions. Refineries and chemical plants are hinged to oil and gas.

Major industries in the area include Cities Service and Continental refineries, total of 3,100 employes; Firestone synthetic rubber, 725 employes; Gulf States Utilities, 350 employes; W. R. Grace & Co. (Davison Chemical), 175 employes; Hercules Powder, 150 employes; Lone Star Cement; Louisiana State Rice Milling; Olin Mathieson Chemical, 730 employes; Pittsburgh Plate Glass (chemical division) 530 employes; Petroleum Chemicals, 770 employes. The total industrial payroll is $43 million.

Mid-1963 population of the city is 68,800; Calcasieu parish totals 160,000.

Chennault Air Force Base is a major element in the economy.

75 industrial plants in Alexandria-Pineville

The dual market of Alexandria and Pineville, its sister city across the Red River, provides a trade area for 12 parishes in the exact center of Louisiana. The two cities are contiguous except for bureaucratic maneuvering and have a mid-1963 population of 117,000 (Rapides parish). The 12-parish trade area includes 355,000 people who spend a quarter-billion dollars at stores.

The 75 Alexandria-Pineville industrial plants turn out wood flooring, food, valves, pulp, petroleum and natural gas, cottonseed oil, cane products, naval stores and carbon black. Crops include rice, soybeans, cotton and cane. Federal, state and other public agencies and private welfare institutions employ 9,000 with a payroll of $28 million, and the veterans hospital, with a staff of 580, has a $3.3 million payroll.

A third year of operation has just been completed by Louisiana State University at Alexandria, which has a complete program of studies.

Major gas fields in northeast Louisiana

The twin cities of northeast Louisiana, Monroe and West Monroe, are trade center for 375,000 people. Their industries draw from the forests, farms and underground riches of the area. Monroe has a 57,000 population, West Monroe 17,000 and Ouachita parish 110,000. The trade influence extends into Arkansas.

This gas-producing area is one of the major fields in the nation. Pipelines of large diameter radiate around the nation, fed by over 2,000 gas wells that supply 225 million cubic feet daily. It's claimed locally that Monroe is the "Crossroads of Pipelines" because more of them converge at the spot than anywhere else.

Industries include Olin Mathieson's kraft paper and bag plant; Commercial Solvents; Thermatonic Carbon, carbon black; United Gas; Selig Manufacturing Co., furniture; along with other chemical, furniture and lumber plants.

the subcommittee's report concluded that network option time practices could curtail a station licensee from selecting programing "believed best suited to the needs of the community." The report further stated that it could give the networks control of prime hours and network advertisers an advantage over non-network advertisers.

"I am therefore gratified," Representative Celler wrote, that the commission "has evolved from the initial limited restriction on television time optioning—from 3 to 2½ hours—announced in September of 1960, to the incisive and final disposition" of the practice.

Court orders hearing on WKIP 1 kw request

A federal court in Washington has told the FCC it must hold a hearing on the request of fulltime Class IV WKIP Poughkeepsie, N. Y., for a boost in power from 250 w to 1 kw and to move its antenna about 2¼ miles from its present "rooftop" site.

The unanimous three-judge U. S. Court of Appeals panel said the FCC must hear objections by WEOK, also Poughkeepsie, charging increased overlap between WKIP and commonly owned WGNY Newburgh, N. Y., about 15 miles away. Both stations are owned by George W. Bingham.

The FCC noted the overlap but approved the WKIP application on the ground it met policy permitting Class IV stations to increase daytime power to 1 kw unless disqualifying factors were raised.

In the decision by Circuit Judge J. Skelly Wright, for himself and Chief Judge David L. Bazelon and Judge Warren E. Burger, the court said that the antenna move and the resulting overlap increase (to 570 square miles and 80,646 people, approximately double the existing overlap) made it necessary to hold a hearing.

The court also said the FCC made no findings of fact in disposing of the WEOK petition for a hearing on the WKIP application.

FCC grants Pape request

A request by Pape Television Inc., licensee of WALA-AM-TV Mobile, Ala., was granted last Wednesday (June 11) by the FCC. The revocation hearing on the stations' licenses was stopped until the commission acts on Pape's petition for reconsideration of the show cause order (BROADCASTING, June 3, May 20, March 11).

Commissioners Cox and Loevinger did not participate.

GAB opposes FCC fee on mobile radio units

The Georgia Association of Broadcasters last week told the FCC that the $30 filing fee for applications for mobile units will discriminate against the smaller stations in that state. There were also a number of opposing comments from nonbroadcasters.

The commission adopted the filing fees, which range up to $100, last month (BROADCASTING, May 13). The commission has indicated that the fees will enable it to recover about one-fourth of its $14.5 million appropriation for the 1963 fiscal year.

GAB said that one station in Georgia has 16 mobile units and would have to pay $30 per unit in filing fees. But a large construction firm in the same city would only have to pay $100 dollars to maintain a much larger fleet of mobile units, GAB said.

The association said that the filing fees could damage news coverage and could curtail local programing if the number of mobile units operated by a station is decreased.

Among the non-broadcasters opposing the filing fees were the National Aviation Trades Association and the American Petroleum Institute.

Dual role for the newest commissioner

Lee Loevinger, former assistant attorney general, was sworn in Tuesday (June 11) as a member of the FCC. The oath was administered by Supreme Court Justice Byron R. White, a former colleague of Mr. Loevinger's at the Justice Department.

Commissioner Loevinger, appointed to serve the five years remaining of former Chairman Newton N. Minow's term, retains one of the posts he filled as chief of the Justice Department's antitrust division. He will continue as a delegate of the U. S. and vice chairman of the Restrictive Business Practices Committee of the Organization for Economic Cooperation and Development.

Attorney General Robert Kennedy announced this last week in naming Commissioner Loevinger a special assistant to deal with restrictive business practices affecting international trade.



Justice White (l) and Commissioner Loevinger
Newest FCC member is sworn in

PHILOSOPHY VS. REALITY

Two communications lawyers argue pros and cons of FCC's right to control radio-TV programing

Two Washington communications lawyers debated the FCC's right to look at programing last week in Washington, and the end result of their exchange was summed up by a third lawyer in the audience as:

"An argument between philosophy and reality."

The debaters were W. Theodore Pierson, of Pierson, Ball & Dowd, and Harry M. Plotkin, former FCC associate general counsel, now with Arent, Fox, Kintner, Plotkin & Kahn.

The debate took place before a luncheon meeting of the Federal Communications Bar Association.

Mr. Pierson took the affirmative of the resolution: "Resolved that the FCC should have no regulatory control over program content in radio and television." Mr. Plotkin argued for the negative.

Mr. Pierson maintained that although the weight of 36 years of broadcasting regulation could be used to affirm the FCC's right to look into programing, basically the commission should not have anything to do with the content of programs. Mr. Pierson is the author of a monograph written for a special FCBA committee on the "no censorship" provision of the Communications Act (Section 326), in which he recommended that it be revised by Congress explicitly to prohibit the FCC from considering programing at all.

Mr. Plotkin argued not only that the FCC has the authority to look at programing from an overall viewpoint, but that it should have this authority. He warned however that the bar must be alert to keep the commission away from the content of specific programs.

The debate:

Legality Aside ▪ Mr. Pierson started off by declaring he was not going to present a legal argument. After 36 years of FCC rulings, and with the acquiescence of most broadcasters (and in some cases where they have even urged it), it would be "fruitless" he said, to attempt a legal argument against the FCC's activity.

The progress of society, Mr. Pierson said, is dependent on the freedom of the people to think, to create and to communicate. In the field of thought, he declared, there should be the lightest counterbalance to this freedom.

In this light, the broadcaster is no different from a newspaper, magazine or book publisher or a movie producer or educators or lecturers, he said. The broadcaster's function is like that of a newspaper editor; he must be a moderator to determine what goes on the air and what does not, he said.

"The central issue," Mr. Pierson said, "is many moderators or one. The former is the way of diversity and creativity. The latter is the way of conformity and non-creativity."

It is beyond the capacity of any man or group of men to understand the complex needs and desires of our pluralistic society sufficiently to evaluate the performance of 5,000 stations in 1,500 communities who each broadcast from 10 to 24 hours every day, he noted.

Whatever dissatisfaction there is with radio and TV programs, Mr. Pierson stated, can be laid partly at the door of the commission.

"Like a jealous parent," Mr. Pierson concluded, "the commission can prevent the broadcaster from ever maturing by continuing to treat him as a helpless and irresponsible child—all the while carefully avoiding a real court test of its powers."

No Question ▪ Mr. Plotkin maintained that the commission's power in the field of programing is beyond doubt.

"I just do not see how any objective person can read the opinions of the courts, the relevant legislative history, the consistent administrative practice and come to any conclusion other than that the commission has extensive authority in the programing field," he said.

After listing congressional bipartisan support for this view, Mr. Plotkin expressed his own attitude: "I believe it is desirable for the commission to have such power."

Broadcasting stations, it has been determined Mr. Plotkin said, should be privately owned "with a concomitant obligation on the part of the private



Mr. Plotkin (l) vs. Mr. Pierson
Debate FCC's role in programing

Different perspective

Harry Plotkin, in his debate with W. Theodore Pierson last week on the FCC's authority to consider programing, couldn't resist an aside with himself as the principal.

Noting that many of the procedures he was arguing against were developed or perpetuated during his tenure at the FCC (he was associate general counsel of the commission from 1943 to 1951), Mr. Plotkin added:

"But we all learn from experience. There is an insight which those of us who represent stations have which commission personnel do not necessarily have. The commission people are as sincere as we are, but their perspective is not always the same as ours."

operators to utilize the facilities in the public interest." He then continued:

"Government supervision is necessary to make sure that this objective is met. The profit system is geared to make profit. There is nothing wrong with profits, but public service and profits are not necessarily the same."

The commission does and should have, Mr. Plotkin stated, the authority to prescribe standards of quality to be met by broadcasters. But, he warned: "While the commission has authority and responsibility in this field, I do think the exercise of the authority must be scrutinized with great care at all times. . . It is important that the commission processes not have a dampening or stifling effect on communications.

To overcome ill effects on stations where complaints about programs are filed with the FCC, Mr. Plotkin suggested a revision in the procedures now used (the FCC sends a copy of the complaint to the station asking for comments, the station submits its comments on the complaint and the FCC finally makes a determination)—all the while holding up the station's applications for renewal, facilities changes or ownership transfers.

Mr. Plotkin's recommendations:

- The FCC should first make a determination whether there is any basis for the complaint and if not so notify the complainant with a copy to the station.
- If a prima facie case seems to have been made the commission should not only send the complaint to the station but should indicate its area of concern.
- All complaints and commission correspondence with the station and vice versa should be made part of the public files.
- The commission should act expeditiously on complaints and should notify the station of its decision.

Double Exam ▪ A feature of the debate was a cross-examination of each of the principal speakers by the other.

In response to Mr. Pierson's questions, Mr. Plotkin contended that the government should require "communicators" to serve the public interest if it has the constitutional basis to do so. For broadcasting, the government has this power, he noted. It even has some authority over newspapers and magazines, he added; the second class mailing privilege requires no more than a certain percentage of commercial matter in each publication.

On the return cross examination by Mr. Plotkin, Mr. Pierson maintained that broadcasters must be considered responsible citizens (otherwise they shouldn't have been licensed) and that the FCC must go no further than examining the effort made by a station to get both sides of an issue.

ARE JOINT RATES BEING USED?

FCC looking into common ownership fiscal, personnel ties

The FCC is making a concerted effort to determine whether broadcasting stations and newspapers under common ownership in the same communities employ joint rates. The commission also wants to know if stations and newspapers use the same staffs.

Letters requesting this information are being sent to newspaper-connected radio and television stations as their licenses come up for renewal. The first inquiries went to affected stations whose renewal date was June 1—those in New York and New Jersey.

The letters are a direct outgrowth of the House Antitrust Subcommittee hearing on the concentration of ownership of news media (BROADCASTING, March 18, et seq.).

Thus far, the replies to the letters have not resulted in the deferral of any license renewal. In fact, one staff member said he believes that no instance of joint rates has been uncovered.

He also said it was uncertain what the commission's reaction would be if a station reported it engaged in the practice. "It would depend on the fact situation." he said.

The commission, however, would be concerned about situations in which joint rates were used to restrain competition—particularly when the competition being restrained was another commission licensee.

An Old Worry ▪ FCC officials said last week that, because of the implications of anticompetitive practices involved, the commission has long been concerned about newspaper-connected stations employing joint rates.

However, the commission in the past had inquired about the practice only after receiving complaints. It decided to raise the question routinely after the subcommittee asked what information the agency had on use of joint rates.

"We found we didn't have a consistent practice for determining this," one FCC official said. "So we thought we ought to have some means of keeping current on newspaper licensees."

The proposal to send the letters was initiated by the staff. Some commissioners last week said they were unaware that inquiries were being sent routinely. Staff members, however, said the commission was informed of the plan to send them at the time it approved the statement to be delivered at the subcommittee hearing.

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*—Source SRDS—January-February 1963 Pulse.

REVISED FORM IN SIGHT

Proposed typical week and composite week may be eliminated in new TV program reporting form

FCC adoption of a revised program reporting form for television stations finally appeared to be in sight last week, three years after the commission began the task of reworking the document to bring it in line with its 1960 statement on programing policy.

This became the general view when it was learned that a special committee of three commissioners has made considerable progress in its efforts to resolve outstanding differences over the form. The commissioners—Frederick W. Ford, Robert T. Bartley and Kenneth A. Cox—still have a number of details to iron out before they can submit their version to the full commission. But the major portion of their work is said to be behind them.

One major change reportedly agreed on calls for the elimination of the proposed typical week and composite week, along with the requirement that applicants report percentages of various types of programing.

Instead, the applicant would report, in two tables, actual programs proposed and those that were carried. These would be identified by title, source, time-slot and frequency, and would be broken down according to the 14 categories the 1960 policy statement said were "usually necessary" to satisfy community interests and needs.

These include opportunities for local self-expression; use of local talent, children, religious, educational, public affairs, agricultural, news and sports programs; editorials; political broadcasts; weather and market reports; service to minority groups, and entertainment.

Annual Reports ▪ The committee is also understood to have agreed that the reporting form should be completed annually instead of every three years at renewal time, as at present. The feeling is that broadcasters cannot be expected to anticipate their programing plans three years in advance.

Other reporting-form elements on which basic agreement has been reached would require an applicant to:

- Submit a statement on what he has done to survey audience needs in terms of the 14 categories and on how he has determined that those needs should be met.
- List special programs proposed (both local and network), by types.
- Explain differences between programs proposed and those actually carried.
- Report commercial continuity, in a proposed and composite week, on the basis of percentages of total broadcast time.

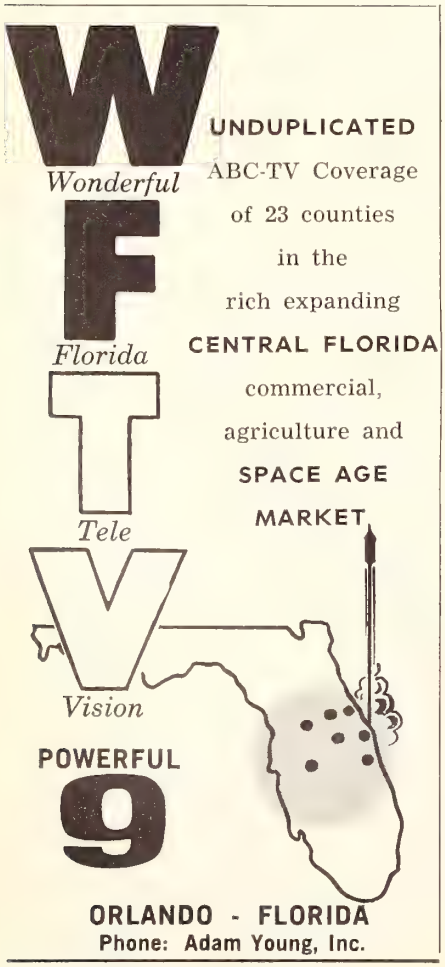
Agreement on these elements reflects a successful melding of the originally divergent views of the three committee members. Commissioner Ford had favored a form stressing a narrative statement by the applicant on his survey of community needs, his evaluation of those needs and on programing proposed to meet them.

Bartley Wanted Details ▪ Commissioner Bartley wanted specific questions to elicit detailed answers. And Commissioner Cox, reflecting the views of the staff, favored retaining the typical and composite weeks. He had also suggested that the programing reported on be broken down according to the 14 categories.

Adoption of a revised form is a high-priority item with the commission. Members are hopeful that, by providing data not readily available from the present form, it will eliminate the need for letters to applicants seeking additional information—particularly those dealing with local live programing.

There is a strong possibility that once the commission adopts a revised form, it will publish the instructions it gives the staff on how to evaluate applications—something it has never done. Former Chairman Newton N. Minow said last January this would be done (BROADCASTING, Feb. 4). No final decision has been made, but a number of commissioners feel broadcasters should know the standards being used by the commission to review their applications.

Another question remaining is whether the broadcasting industry will be invited to comment on what, in effect, will be a revision of a revised form. The form, as originally revised, was the subject of a proposed rulemaking proceding in July 1961. There was no unanimity last week on whether the form, in view of the additional working over it is receiving, should be put out for further comments.



A solution for the regulatory headache?

WITNESSES ENDORSE PERMANENT ADMINISTRATIVE GROUP

A Senate judiciary subcommittee last week trotted out one of the Kennedy administration's favorite ideas for revamping and improving the regulatory agencies.

A permanent administrative conference, proposed last year by the President's temporary administrative conference, is what this country needs to help solve some of its regulatory headaches, the Subcommittee on Administrative Practice and Procedure was told during last week's hearing on a bill to set up such a conference.

A host of men who played key roles in the temporary conference testified that a permanent version would be valuable—some said as valuable to the agencies as the Permanent Judicial Conference has been to the Nation's court system.

The measure is one of three reform bills offered in the Senate this month (BROADCASTING, June 10). None of these, all referred to this subcommittee, would approach the proposal of former FCC Chairman Newton N. Minow to revamp the FCC by dividing its functions.

Although the administrative conference bill (S. 1664) is a Kennedy administration measure, no partisan opposition to it was raised.

Spokesmen for executive agencies and men who had worked with the temporary conference in 1961-62

(BROADCASTING, Jan. 14) paraded to the witness stand to praise the measure last week.

Senator Edward V. Long (D-Mo.), subcommittee chairman, defended the legislation in an opening statement: "It must also be made crystal clear that this bill would *not* create a 'super agency'; it would *not* create another administrative agency for purposes of regulation; it *would* create a new body to review the procedures of the existing agencies and to seek to effectuate much needed and frequently recognized reforms within those agencies. Its powers would be purely recommendatory."

Max D. Paglin, FCC general counsel and vice chairman of the council of the former administrative conference, conveyed the commission's endorsement of the bill and said it was his personal belief that "the spirit of cooperation which prevailed" and served as a catylist for fresh perspectives before "is perhaps the most important benefit" a permanent conference could produce.

Webster P. Maxson, Department of Justice, pointed out that the earlier conference produced information which showed that "there were pending before 32 federal agencies . . . a total of 93,473 formal administrative proceedings" during fiscal 1962.

Who short spaces whom

In a story on WTEN(TV) Albany's going on the air at short spacing, BROADCASTING mistakenly identified the short-spaced channel 10 outlet as WHEC-TV Rochester, N. Y. The correct station is WJAR-TV Providence, R. I., some 150 miles away. WTEN is protecting WJAR-TV by suppressing radiation in the direction of the Providence station.

Henry on time standards: 'just studying'

FCC Chairman E. William Henry said last week the commission won't adopt a rule on commercial time standards that would "put anyone out of business."

The new chairman sought to reassure broadcasters on this point in an interview with Linton Wells, Washington correspondent for the Storer Stations.



Mr. Henry

Asked about the commission's proposed rulemaking to adopt the NAB code on commercial time standards as an FCC rule, Chairman Henry said the agency is only studying the matter.

But he, said he didn't think the commission could adopt the same standards for all stations "unless it's a floor all can live with."

"In my view," he added, "we won't put anyone out of business."

In another interview last week—with Martin Agronsky on NBC's *Today* show Tuesday (June 11)—the new chairman indicated again he would work for additional regulation of the broadcasting industry as a means of providing programing to serve minority tastes.

The chairman stressed—as he has in the past—his view that broadcasters are unduly concerned with catering to a mass audience. He said he hoped the commission would adopt rules "to require more diversity in programing, more public service programing, more programing aimed at meeting the needs of all the people."

He didn't say what rules he had in mind. But in a speech last month, he suggested the FCC re-evaluate its policy on sustaining time to determine whether it should use the percentage of such programing in judging a station's performance at renewal time (AT DEADLINE May 6).

Chairman Henry said he thinks President Kennedy's views on broadcasting and its regulation are similar to his. Replying to a question from Mr. Agronsky, he said he hadn't discussed his philosophy of his job with the President in detail. But, he said he "would think" their views "coincide."

In both interviews last week, the chairman said he didn't think the commission's action in eliminating option time will, as some observers have suggested, result in affiliates taking fewer network public affairs programs.

"The practical aspects of the situation are such," he said on the *Today* show, "that network influence in broadcasting will continue even without option time."

In his review with the Storer correspondent, Chairman Henry indicated he had a personal problem to overcome—how to get out from under the shadow of his colorful predecessor, former Chairman Newton N. Minow. Asked what approach he would take in his new position, Chairman Henry said, "I'll try to be myself—that's the best way to follow a difficult act."

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Is CATV 'subservient' to broadcasters?

LAWYERS TELL NCTA THAT IS EFFECT OF CARTER MOUNTAIN DECISION

"Carter Mountain is here to stay and you'd better learn to live with it" was the gloomy message the National Community Antenna Association received from a panel of attorneys last week at the 12th annual NCTA convention, held June 10-14 at the Olympic hotel in Seattle, Wash.

The lawyers seemed stunned by the court decision upholding the right of the FCC to use its regulatory powers over microwave relay systems to prevent a community antenna system from using its microwave service to invade the area served by a television station if the commission feels this would result in economic hardship for the broadcaster and degraded service to the public (BROADCASTING, May 27). Jack Cole noted that the decision described the interests of the listening-viewing public as "paramount" and observed that this "dramatic departure from precedent" means that the formerly equal communication services are now "subservient to the broadcast services."

Mr. Cole said it is impossible to say whether the commission will take the Carter Mountain decision as a signal to try to regulate all community television antenna operations directly . He added, "but I believe the FCC will be encouraged to make this effort." The commission might argue, he said, that to regulate television broadcasting properly it also needs the power to regulate CATV.

He urged the community antenna operators to take every step to overturn the decision, noting that it will probably have to be done through legislation.

NCTA President William Dalton, in his annual report to the membership, pledged that the organization would continue to fight to protect the interests of CATV against "a dedicated attempt of government to regulate this industry." Mr. Dalton called for a five-year plan for NCTA, which has the responsibility of planning for the whole CATV industry, "so that we can decide in what direction we want to go and to grow." NCTA must carry on regardless of the cost, he declared, "for if we fall apart there'll be no one else to pick up the pieces."

A Feeling Of Shock ▪ The atmosphere of the convention—the shocked feeling of businessmen who suddenly find themselves under attack when all they are trying to do is fulfill a community need and make a dollar or two in the process, the "why don't they go away and leave us alone?" attitude, but also the determination to fight for their rights against the government or anyone else—reminded old time broadcasters of the NAB conventions of 30 years ago. "This is where I came in," one veteran of radio and television who is now guiding his company's entry into the CATV field said.

Right now, Mr. Cole stated, the Carter Mountain decision gives any television station the means to block any proposed CATV microwave operation in its service area by complaining about "economic impact and degradation of service to the public." There will be a hearing, he said, "and you'll be involved in a lot of legal and engineering expense and have your operation delayed for a year or two, if you win," he declared.

Jack Matthews described the two kinds of microwave service: common carrier, which requires that half of the users be firms not connected with the operator at renewal time, and private, which can be used exclusively for the operator's own purposes. He pointed out, however, that the FCC has ruled that a CATV microwave service inside the grade A contour of a TV station must not duplicate by bringing in from outside any program also broadcast by that station within a 30-day period before or after the local broadcast. He advised that the safest plan for such an operation would be to add that station's programing to the CATV service, giving added circulation to the station's programs and commercials.

Mr. Dalton called the decision proof that the Circuit Court of Appeals will "accept no evidence as sufficient if the FCC reaches a judgment that a local TV station may be affected." The case was "lost by us and lost by the nation as an active step in creeping socialism," he declared.

Good And Bad ▪ Glenn H. Flinn, concluding his term as national chairman of the NCTA, reported that the year had been good in that it had seen improved relations between the community antenna operators and the broadcasters, but bad because of increased regulation and legislation. "I put regulation first," he commented, "because of backdoor government attempts to regulate us, with or without legislation."

In the past two years, the NCTA has grown from 433 member systems and 17 associates, with 517,000 subscribers, to 532 systems and 36 associates, with 700,000 subscribers, Mr. Flinn reported. James Lanahan, membership committee chairman, said that in the past fiscal year between June 1, 1962, and May 31, 1963, the association had gained 64 systems with 34,346 subscribers but had lost 40 systems with 69,255 subscribers (including the 16 H & B American systems with 32,855 subscribers). Growth of the other member systems, he said, produced a gain of 50,457 subscribers for the year. Jack Crosby, treasurer, said that dues had been $422,688 for the year, an appreciable gain from the anticipated $370,000. (NCTA dues are 5 cents a subscriber per month.)

"Do your customers need and want you or are you in the buggywhip business, offering an outdated service of



Washington Lieutenant Governor John Cherberg welcomed officials of the National Community Television Association to Seattle on KIRO-TV's 'Dan Riley Show.' L to r, above, William Dalton, NCTA president, Lieutenant Governor Cherberg; Glenn Flinn, NCTA national chairman and Mr. Riley.

little value today?" Frank H. Nowaczek, director of research, asked the CATV operators. Noting that television programing is only one kind of information that can be offered and that the 12 VHF channels occupy only 30% of CATV facilities, he counseled his audience to "throw in a new service." This might be weather-time-news, he suggested, and a panel reported on possible techniques.

ETV On CATV ▪ Educational television is a wide open field for CATV to serve, Mr. Nowaczek stated, both in-school and in-home instruction. Gene W. Schneider, Caspar, Wyo., described his cooperation with the local school system which started three years ago when he fed a daily half-hour from a Denver ETV station to 10 schoolrooms. Today, 140 classrooms in 25 schools are getting 2½ hours of daily instruction via CATV and some of the lessons, such as elementary Spanish and French, are repeated in the evening hours for the home audience.

Canadian CATV operators are faced with problems of government regulation, on the provincial as well as the national level, that are just as serious as those confronting the industry in the United States, Kenneth J. Easton, secretary of the National Community Antenna Television Association of Canada, reported. Classified as an electronic system, Canadian CATV is regulated by the Department of Transport, which forbids any use of microwave equipment by a CATV system within the reach of a TV station. But the proposal has been made that since CATV transmits programs to the public, it should be classed as a broadcast service and, like the broadcasters, be put under the rules of the Bureau of Broadcast Governors.

Problems of obtaining franchises and franchise renewals, of operating with or without microwave links and of selling their cable service to more and more customers occupied business sessions of the four-day meeting, but the corridor talk was mainly of who'd bought what and at what price. The brokers reported little business, however. "Everybody wants to buy; no one wants to sell," was one broker's summary of the situation.

The official figures showed registration of 550 delegates, guests and wives, not counting 23 children and 98 exhibitors. Loren B. Stone, manager of Seattle ETV station KCTS-TV, was honored as NCTA's "man of the year" and presented with a plaque. The organization's "halo" award trophies for outstanding achievement were given to Carlsbad (N.M.) Cablevision in the community relations category and also for the best broadcast relations. The Pennsylvania Community Antenna Television Association won a "halo" for the best single special project, and the Community Television Systems of Wyoming got one for the best advertising and promotion.

Planning pays off for Tuscaloosa stations

INTEGRATION COVERAGE POOLED BY FIVE STATIONS

The five commercial radio stations of Tuscaloosa, Ala., were commended last week for the important role they played in the orderly integration of the University of Alabama.

In a coordinated attempt to provide "factual and responsible coverage of an important event," the stations brought in outside help and pooled their news coverage of the enrollment of two Negro students at the university on Tuesday (June 11).

The result was "the best example of public service broadcasting that I have ever seen," according to Tuscaloosa Mayor George Van Tassel.

A spokesman for the stations, WACT, WJRD, WNPT, WTBC and Negro-programed WTUG, said the stations agreed to pool their news operations so the listeners "regardless of what happened would receive this story unvarnished by sensationalism and inaccurate reporting."

The need for such reporting was brought home by a survey made by Tuscaloosa business and civic leaders of other southern cities, where recent educational integration had taken place.

To implement their plan, the stations brought in Starr Smith, a public relations consultant from Montgomery, to coordinate and produce the news broadcasts. Mr. Smith was a special NBC correspondent in the mid-'50's.

Assisting him were Joe Langston, WACT, and Ray Butts, WCOV Montgomery.

The Tuscaloosa Radio News Headquarters was established on the university campus two blocks from Foster Auditorium, where Governor George C. Wallace first refused admittance to the two students and later allowed them to pass after federal intervention.

Network Operation ▪ Reporters from all of the stations covered the city and campus and phoned reports to the news headquarters. The reports were then fed over direct lines to the five stations simultaneously.

Taped promotional spots, telling of the news coverage plans, were used by the stations Sunday and Monday. The Sunday edition of the *Tuscaloosa News* carried a front page story of the

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planned coverage.

The Monday edition of the *News*, in a lead editorial written by its Pulitzer Prize-winning editor-publisher, Buford Boone, said "The stations have agreed among themselves to handle news announcements in 'low key,' meaning without effort to excite or stimulate. The effort will be to inform promptly and accurately. Their policy and procedure are most commendable."

Following the Tuesday coverage, which ended when the students entered their dormitories for the night, other laudatory comments were received from state and university officials.

Womens clubs' panel discusses UHF TV

The future of UHF became a major point in a panel session on television presented Wednesday (June 12) at the annual convention of the General Federation of Women's Clubs in Milwaukee.

The topic, "Is Television Meeting Its Cultural Responsibilities," was discussed by Robert L. Foreman, executive vice president, BBDO; Sylvester L. Weaver, chairman of the board, McCann-Erickson International; Cleveland Amory, author-critic, and actor Robert Young. The moderator was James T. Quirk, publisher of *TV Guide*.

UHF, said Mr. Weaver, provides a new chance to modify the structure of the whole medium. When cities like Cleveland, Milwaukee and Cincinnati become six or eight-station markets, he noted, there will be a great broadening in the scope of TV.

Both Messrs. Weaver and Foreman predicted commercial support for UHF. Advocating UHF additions to present three and four channel markets, they said agencies and advertisers would make the new outlets profitable and enable the UHF's to concentrate on programing designed for their individual communities.

The FCC's network option time ruling (BROADCASTING, June 3) was also seen by Mr. Foreman as a blessing to stations, which will be able to use prime time to program on a local basis.

A pessimistic note on the needs of new stations was offered by Mr. Young. He claimed Hollywood does not have enough creative talent to provide programing (such as today's) for all the new stations which will require it.

Mr. Amory lashed out at news coverage today and offered comments on commercial content and direction.

He said it's "appalling" what's not being done on radio and television. Some newscasts are repeated all day, he charged, with no additions or editorial comment.

On the subject of commercials, he did not mention a particular industry, but said certain habits should be directed toward moderation and not toward youth.

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Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ WISH-AM-FM Indianapolis—Sold by Corinthian Broadcasting to Don W. Burden for $1,250,000. Mr. Burden owns KOIL and KICN-FM Omaha and KISN Portland, Ore.

In announcing the sale, Robert B. McConnell, vice president and general manager of the stations, said: "Our company is primarily a television-oriented company operating television stations in five major markets. We are getting ready to erect a new TV studio building . . . and we determined we could best serve the public of central Indiana by concentrating all our efforts toward the operation of Indiana's leading television station."

Corinthian stations include WISH-TV Indianapolis, WANE-AM-TV Fort Wayne (Ind.), KOTV(TV) Tulsa, KHOU-TV Houston, and KXTV(TV) Sacramento, Calif. The Corinthian group is owned by John Hay Whitney, former U. S. ambassador to Great Britain, owner of *New York Herald-Tribune* and *Parade Magazine* (weekly newspaper Sunday supplement), who also controls New York Herald-Tribune Radio Network (WVIP Mt. Kisco, WVOX-AM-FM New Rochelle, WHGQ Kingston, WFYI Mineola, all New York, and 50% of WCOM-FM Newark, N. J.

Corinthian bought the Indianapolis stations, including WISH-TV, and the Fort Wayne outlets in 1956 for $10 million from C. Bruce McConnell and associates. WISH, founded in 1941, operates fulltime on 1310 kc with 5 kw day and 1 kw night. It is affiliated with CBS. WISH-FM, beginning in 1961, operates on 107.9 mc with 41 kw.

▪ WKNY Kingston, N. Y.: Sold by Joseph J. Close to William H. Rich and Alastair B. Martin for approximately $200,000 cash. Messrs. Rich and Martin are principal owners of Regional Broadcaster group (WMGW-AM-FM Meadville and WPIC Sharon, both Pennsylvania; WGRD Grand Rapids and WTRU Muskegon, both Michigan). Mr. Close continues to own WKNE Keene, N. H.; WBRK Pittsfield, Mass., and WKVT Brattleboro, Vt. WKNY is a fulltime station on 1230 kc with 1 kw day and 250 w night.

▪ WXYJ Jamestown, N. Y.: 87½%

sold by Mark Taylor and Keith Horton to Lowell W. Paxson for $185,000. Burton Waterman, chief engineer of station retains his 12½% interest. Mr. Paxson is program director of WACK Newark, N. Y. WXYJ, which began operating in 1948, is a fulltime 250 w outlet on 1340 kc. Broker: Paul Chapman & Co.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 138).

▪ WHGB Harrisburg, Pa.: Sold by Herbert Kendrick to Herbert Schorr and Stanford Stevens for $200,000 and $1,562 quarterly for eight years to Mr. Kendrick for consulting services and agreement not to compete. WHGB operates fulltime on 1400 kc with 1 kw day and 250 w night.

▪ KMYC-AM-FM Marysville, Calif.: Sold by Jack Sterling and associates to William T. Stubblefield for $220,000 and $5,000 for agreement not to compete. Mr. Stubblefield also owns KTOB Petaluma, Calif. KMYC is a fulltime outlet on 1410 kc with 5 kw day and 1 kw night. KMYC-FM operates on 99.9 mc with 4.9 kw.

▪ WTMC Ocala, Fla.: Sold by R. H. Gunckle Jr. and associations to Robert M. Marks and group for $142,500 and agreement not to compete. WTMC operates on 1290 kc fulltime with 5 kw day and 1 kw night.

▪ KXLR North Little Rock, Ark.: Sold by Devane Clarke, Charles R. Rutherford, James K. Dodson and Leonard E. Hoffman Jr. to F. C. F. F. Mike Lynch and mother for $147,504 for stock and settlement of all claims. Fulltime KXLR operates on 1150 kc with 5 kw day and 1 kw night.

Supreme Court to hear WMCA apportionment suit

Among the state apportionment cases which the U. S. Supreme Court agreed to hear this fall is one involving New York brought by WMCA New York.

The WMCA suit, in the name of R. Peter Straus, president, and eight employes, charges that the New York legislative apportionment is unfair to urban voters, giving more weight to rural residents.

The suit was initiated in 1961. It was dismissed early in 1962, but remanded to the lower court after the Supreme Court's ruling in the Tennessee apportionment case. The lower court again last June rejected the suit, and the appeal was once again carried to the Supreme Court, with last week's result.

Translator operators want review of rules

CITE HIGH POWER FOREIGN AUTOMATIC SYSTEMS

Operators of TV translator facilities (low-power 1 w VHF, up to 100 w UHF automatic TV repeaters) want the FCC to take a new look at the rules limiting use of such translators in both city and rural areas.

At a meeting held June 8-9 in Great Falls, Mont., the Tri-State TV Translator Association pointed to the use of high-power automatic translators in Canada, England and Japan and asked the FCC to review its translator rules. Translators are estimated to serve close to 750,000 U. S. homes (BROADCASTING, Oct. 8, 1962).

Tri-State adopted a series of resolutions calling on the FCC to permit enough power at each translator to cover the area with an adequate signal. It contended, for example, that a 1 w VHF signal is not adequate in many cases, emphasizing cities and remote rural areas. It asked, too, that the FCC grant an increase from 1 w to 10 w for VHF translators.

In other resolutions the association: asked the FCC to revise its rule forbidding station aid to translators outside the station's A contour to allow a case-by-case study; asked the commission to deny a license or license renewal to any TV station whose principals are engaged in the cable or microwave-for-cable television business, citing pay telecasts of important boxing matches and reminding "there is no way for cable TV to serve rural America"; called on stations to announce aurally or visually within 30 seconds any transmission faults; asked the FCC to revise the rules requiring code identification wheels at VHF translators; urged the NAB to work on behalf of multiple, free on-the-air TV signals available to all areas and to discourage all forms of channeled TV and subscription TV that reduce multiple local transmission of broadcast TV signals; proposed a simplified policy of FCC certificates of necessity for translators.

E. B. Craney, Butte, Mont., is Tri-State president. Other officers: Mike Barrett, Leadore, Idaho; LeRoy Abell, Shelby, Mont., and Darwin Hillberry, Riverton, Wyo., vice presidents; J. B. Beamer, Livingston, Mont., secretary.

Higher Power ▪ V. C. Reed, CJLH-TV Lethbridge, Alberta, discussed the need

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for high-power translators, explaining the effective coverage of remote areas in Canada by unattended transmitters. James Sheridan, of the FCC, participated in the discussion. Over 80 delegates attended from the Rocky Mountain area represented by Tri-State.

Joseph Sample, operating KDOK-TV Billings and KXLF-TV Butte, both Montana, charged that the rapid development of community cable TV systems (CATV) in the West "had stunted the growth of free television." He outlined the problems facing a TV station owner in the sparsely populated Montana area and said many owners are wondering if CATV "might spell the doom of all free TV in areas with one station."

Mr. Sample called CATV operators "the parasites of our industry; they create nothing but merely fasten themselves to the local TV stations like leeches and suck their lifeblood." He criticized surveys, citing a finding that 68% of homes in Sheridan county, Wyoming, were able to receive a Salt Lake City station that can be viewed only by the local CATV system. He said only 38% of the homes in the county subscribe to the cable system, indicating the area outside the town of Sheridan had not been surveyed.

GEORGIANS TAKE NAB TO WOODSHED

Hyde, Petersmeyer warn against government controls

The National Association of Broadcasters was chided last Wednesday (June 12) for failing to support the proposed methodology study of the Radio Advertising Bureau.

Hinting that NAB's activity in radio is "submerged to the interests of television," the Georgia Association of Broadcasters board of directors urged the NAB not to duplicate in "effort and expenditure" the RAB study.

(The proposed $200,000 RAB study was outlined last month to the House subcommittee investigating ratings by Edmund C. Bunker, RAB president [BROADCASTING, May 20].)

The GAB board's statement following the group's annual convention (June 8-11) at Pine Mountain, Ga., said "GAB has consistently urged the industry not to splinter its efforts and we feel there is now an excellent opportunity for NAB to work for unity in radio by merging its radio research efforts with those of RAB."

Speaking to the GAB on Tuesday, FCC Commissioner Rosel H. Hyde told the broadcasters "public interest requires that program judgment be made through democratic process rather than through the application of authoritarian procedures."

Telling the GAB that his view is not "in full accord" with the FCC's "official majority view," Commissioner Hyde noted "tremendous public acceptance of broadcast service."

Section 326 of the Communications Act, which deals with the FCC's lack of power of censorship, was termed by the commissioner as a safeguard to broadcasters who fear they are being restricted. "It is my firm conviction," he said, "that your greatest potential in the public interest is to serve as a liberating art. Section 326 was intended to make that possible."

No Great Changes ▪ At the GAB's Monday session, C. Wrede Petersmeyer, president of Corinthian Broadcasting Corp., noted that the Minow era, just past, has not been responsible for great changes. "Most of us are continuing to do what we have always done, and done long before the Minow era began: to respond as best we can to the varied and complex demands of our audiences. . . ."

Discussing the relationship of the FCC and broadcasters, Mr. Petersmeyer said that two years ago "we were faced with regulatory words. Today we are faced with regulatory deeds. The threat is evolving into fact.

"The issue, of course, is the degree to which the government shall control the substance of broadcasting."

Referring to Chairman E. William Henry's use of the word "partnership" to describe the relationship between government and industry, Mr. Petersmeyer told the GAB delegates that the word is not used in the statute itself and that those who use it see "the commission as a senior partner and broadcasters as junior partners."

Lee P. Mehlig, president of the Broadcast Clearing House, speaking to the convention on Tuesday, predicted a growth in advertising revenues by 70%—a gain of $8 billion—by 1973.

But, he told the GAB, "air media won't get their proper share of these increasing budgets unless they shape-up and square-away three vital issues which are doing them a great deal of harm: ratings, rates and paper. Today's patterns have been long established, but must be changed now. They are disserving to TV and radio while serving other media."

CBS promoters to meet

Promotion and information service directors of the five CBS-owned television stations will hold annual meetings on June 20 and 21 at the St. Regis hotel in New York. The meeting will cover various phases of advertising, promotion and publicity, and will be coordinated by Thomas Means and Howard Berk, director, advertising and sales promotion, and director, information services, respectively.

GAB board going to D.C.

The Georgia Association of Broadcasters is going to send its 15-man board of directors to Washington "within the next month" to discuss the FCC's proposals on commercial limitations (BROADCASTING, May 20) with Georgia's congressional delegation.

GAB's newly elected president, Raymond E. Carow, WALB-TV Albany, said the association "will make some definite constructive and helpful suggestions on the FCC's recent proposals" to the state's two senators and 10 congressmen. Mr. Carow also suggested that "broadcaster delegations from the other 49 states" make similar treks to the nation's capital. (For newly elected officers, see page 133).

ABC-TV affiliates at promotion meets

A record attendance was expected at the June 16-19 promotion meetings being held by ABC-TV for primary affiliates' promotion and station managers in Hollywood.

At the same time, the board of governors of the ABC-TV Affiliates Association will meet at the Beverly Hills Hotel on June 19 with American Broadcast-Paramount Theatres and ABC-TV executives. Among the executives: Leonard H. Goldenson, AB-PT president; Everett H. Erlick, vice president, AB-PT, and Michael Boland, ABC's vice president in charge of financial controls.

ABC-TV said last week it expected more than 110 stations will be represented at the promotion meetings. Stars, producers and other principals in next season's network's programs were to join with station and network people for the Sunday evening opener at the Sheraton West hotel.

Work sessions will focus on fall promotion plans to back the new schedule. Two studios—MGM and Revue— will entertain the affiliates at luncheon sessions. The promotion managers also will watch production of various ABC-TV shows on other lots.

Three station promotion managers will make presentations: Casey Cohlmia

of WFAA-TV Dallas; Jack Brembeck of KABC-TV Los Angeles, and Bob Favaro of KSMP-TV Minneapolis.

ABC-TV President Thomas W. Moore will preside at the station managers' sessions. Other ABC-TV executives from New York: vice presidents Julius Barnathan (general manager of the network), Robert L. Coe (TV station relations), Donald Foley (advertising and promotion, broadcast division), and Michael J. Foster (press information). Also attending will be a group of programing executives, ABC-TV western division executives, and James C. Hagerty, ABC's vice president in charge of news, special events and public affairs.

Mr. Foster will be chairman of the promotion managers' sessions, and Mr. Foley and Sidney R. Mesibov, director of special exploitation projects for the TV network, also will speak.

Petry denies reports that firm is to be sold

Recurring reports that Edward Petry & Co., pioneer radio and television representation firm, would be sold were denied last Friday (June 14) in a statement issued by Edward Petry, chairman and Edward E. Voynow, president. The reports had been linked with the sale of the station properties of Transcontinent Television Corp., in which the Petry company has an approximate 13% interest. The Petry statement follows:

"Rumors that stock of Edward Petry & Co. Inc. is for sale to outside interests are wholly without foundation in fact. Not only the immediate but the long-range plans of the Petry company call for the continuing operation of the company in the hands of the same persons who are now responsible for its management. The baseless rumors may have arisen because Edward Petry & Co. Inc. has a substantial investment in stock of Transcontinent Television Corp., the sale of which has been proposed. Obviously, however, the sale of the Transcontinent stock will not have an effect on policy, ownership or management of the Petry company.

CBS Radio adds 3 stations

Three newly signed stations will become active affiliates of CBS Radio in the next two weeks: WIVY Jacksonville, Fla., June 23; WARN Fort Pierce, Fla., effective June 15; WSON Henderson, Ky., effective July 1.

WIVY is on 1050 kc with 1 kw daytime, WARN operates with 1 kw daytime and 500 w nighttime on 1330 kc and WSON is a 500 w daytimer on 860 kc.

INTERNATIONAL

Showcorporation pay $1 million for rights

Showcorporation of America, New York, has acquired world rights to 52 post-'50 RKO feature films for a base price of $1 million. According to a joint statement by John B. Poor, president of RKO General and C. Robert Manby, Showcorporation president, the rights are for theatrical reissue and television first run.

Included in the package are "The Outlaw," "The Naked and the Dead," "Susan Slept Here" and "Back from Eternity" and such stars as Susan Hayward, John Wayne, Jane Russell and Ingrid Bergman.

Showcorporation also has U. S. TV rights to RKO features.

Mr. Manby is now in Europe in connection with the newly acquired film package. While there, he will attend the 13th annual Berlin Film Festival, June 21-July 2 as the U. S. representative of the International Film Importers and Distributors of America.

Canadian medics declare war on cigarettes

The Canadian Medical Association last Tuesday (June 11) approved discussions with the Board of Broadcast Governors, the Canadian Broadcasting Corp., tobacco manufacturers and advertising agencies in a war on cigarette smoking. The association at its annual convention at Toronto decided to ask the Canadian government to declare lung cancer a major public health problem.

The association represents over 16,500 doctors. Its general council recommended stronger enforcement of the law which makes it illegal for children under 16 to buy or smoke tobacco products, to have all cigarette packages labeled to warn of hazards of cigarette smoking, to start a nationwide educational program in all schools and universities with special effort to reach student nurses in hospitals and colleges. It decided to make no recommendations concerning cigarette advertising.

McCann-Erickson buys Spanish ad agency

McCann-Erickson International has expanded into Spain with the purchase of Ruescas Publicidad, a leading Spanish agency with offices in Madrid and Barcelona.

The Ruescas agency will become a wholly owned subsidiary of Mc-Cann-Erickson International with the agency's founder, Francisco Garcia-Ruescas, remaining as chairman and general director of the new firm, Ruescas-McCann-Erickson S. A.

Among advertisers to be served by the new agency are Colgate-Palmolive, International Chemical Industries, Reynolds Tobacco and Olivetti.

The Spanish acquisition was the third such international purchase within the last six months for McCann-Erickson, which now maintains 58 major offices in 24 countries and has some 3,500 overseas employes. In February, McCann-Erickson took over a group of five agencies, Afamal, in South Africa, and late in 1962 purchased an agency in Manila.

CBC bylaw is voided

Following a ruling of the Department of Justice, Ottawa, J. Alphone Ouimet, president of the Canadian Broadcasting Corp., will again preside at meetings of the CBC board of directors. A bylaw had been passed in 1959 making the chairman of the board of directors the chairman of board meetings and Director R. L. Dunsmore had been appointed

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board chairman. CBC appealed and after four years, the Department of Justice announced its interpretation of the validity of the bylaw. Mr. Dunsmore, a nonpermanent member of the board of directors, retains his post as chairman of the CBC finance committee, but not that of chairman of the board of directors.

3d French AM for Ottawa is denied license

The Canadian Department of Transport has refused a license for a new French language 10 kw daytime, 5 kw nighttime station on 1150 kc at Ottawa, for Radio Presige Ltd., Montreal. This is the first instance of the Canadian government turning down a recommendation of the Board of Broadcast Governors. Announcement of the denial was made at Ottawa by Dr. Andrew Stewart, BBG chairman.

In the House of Commons, Transport Minister George McIlraith, said that the recommendation had been turned down on grounds that three French language radio stations were economically too many for the Ottawa area.

Now in operation is CKCH Hull Quebec, across Ottawa River from Ottawa. Recommended for license recently was 10 kw station at Ottawa on 1250 kc for CBC.

There would be too much competition in one market too quickly, the minister said.

Record international gross seen by CBS Films

CBS Films expects to attain a record gross in international sales for the first half of 1963, Ralph M. Baruch, vice president, international sales, reported last week in disclosing new sales in Australia, Nigeria, West Germany, Thailand, Singapore and Korea.

Following the sale in Australia of *The Jackie Gleason Show* (BROADCASTING, June 10), CBS Films has completed new sales there on *The Nurses, The Beverly Hillbillies, True, Zoorama, Playhouse 90* and the *Mighty Mouse Playhouse.*

In addition, CBS Films has signed renewal contracts for *Perry Mason; Rawhide; Have Gun, Will Travel; Gunsmoke; Deputy Dawg* and *The Defenders* with major Australian commercial broadcasters.

CBS Films recently sold 15 program series in Nigeria, seven in Singapore, six in Korea and three in Thailand, according to Mr. Baruch. In addition, agreements have been signed with both television networks in Germany. The new state-owned network, Zewites Deutches Fernsehen, bought on a long-term basis the majority of news and public affairs shows produced by CBS News. The commercial network, ARD, purchased *The Defenders* over a three-year period.

EQUIPMENT & ENGINEERING

Set sales, production for April

Sales of TV and radio receivers dropped in April, but cumulative TV totals for the year remain ahead of the same period last year. Radio year-to-date figures, however, are considerably behind the same period in 1962.

In April, distributor sales of TV sets numbered 395,166 units, a substantial drop from the 601,797 for the month prior. Radio sales were 637,443 for April, a drop from 818,510 in March.

Television production for April totaled 548,637 against 696,435 for the previous month. Radio production amounted to 1,359,769, compared with 1,568,381 the month before.

Sales and production figures, as announced by Electronic Industries Association last week:

Period	Television	(with UHF)	Radio	(with FM)
		SALES		
Jan.-April 1963	2,036,783	....	2,525,337*	....
Jan.-April 1962	1,932,729	....	2,987,497	....
		PRODUCTION		
Jan.-April 1963	2,287,418	(268,631)	5,547,309**	(366,333)
Jan.-April 1962	2,200,201	(185,754)	6,098,498	(304,929)

* Excluding auto radios.
** Includes 2,526,708 auto radios compared with 2,137,627 auto radios previous year's four months.

Technical topics...

Cameras on copters ▪ Photo Instrumentation Corp., New York, has announced rental of "Astrovision" helicopter camera mounts with special "anti-vibratory" platforms. The mounts permit panning in a 125 degree arc and allow a 75 degree vertical tilt. The "Astrovision" rental includes helicopter service as well as a technical advisor if desired.

All in one ▪ A one-component tape recorder head that records, plays back and erases, is now in volume production by Michigan Magnetics Inc., Vermontville, Mich. The metal-faced head has a tapered design that prevents incorrect insertion of reels or tapes. Standard and modified heads carry 12-month warranties.

End talks ▪ General Precision Inc. has terminated negotiation for the acquisition of the TV broadcast operation of Thompson Ramo Wooldridge's Dage Division.

Tape eraser ▪ The Amplifier Corp. of America, New York, has introduced its new heavy-duty professional bulk tape eraser, the Magneraser Senior, designed for use with audio, computer, telemeter, and machine-control tapes; and with 8, 16, and 35 mm sound strips. It completely erases, according to the company, the most severely overloaded tapes, and actually lowers background noise levels 3 to 6 db less than some new (unused) tapes. Price $24.95. Write the manufacturer at 398 Broadway for additional information.

Transatlantic photo service ▪ RCA Communications Inc. is now offering a "customer-to-customer" phototelex service between London and New York. The two-way coaxial cable system may be leased on a time or demand contract. Ancillary services include voice communication facilities during picture transmission for cuing control. Charge for the circuit is $40 for the first 10 minutes and $4 for each additional minute.

FM stereo monitor ▪ Collins Radio Co. has introduced new 900C-1 stereo modulation monitor which permits accurate measuring and monitoring of FM stereo multiplex programs. The unit measures main channel, subchannel, pilot carrier and SCA carrier insertion. Collins also introduced new 26U-2 stereo limiting amplifier to permit maximum modulation with minimum distortion.

New camera from Marconi

Marconi Co. announces completely new, solid state, miniature vidicon TV camera, consisting of the camera and a control unit connected by a lightweight multicore cable. The camera itself is contained in a stainless steel cylinder, weighing 9½ pounds. The control unit weighs 30 pounds. The 321 series equipment operates on international standards (anywhere between 405 and 875 lines) and is completely automatic in operation.

Disappointing half for United Artists

Disappointing receipts of United Artists films should result in a slump for the first half of 1963 as compared with the similar period of 1962, Arthur B. Krim, president of United Artists Corp., told the company's annual stockholders meeting in New York last Tuesday (June 11).

He noted that the first quarter of this year showed a decline in revenue and earnings from last year but expressed the view that the second half of 1963 should improve over the first half of this year. He predicted 1963 would wind up as a "satisfactory" year.

Mr. Krim reported that United Artists is strengthening its position in television, pointing out that the company will be represented with 4½ hours of programing weekly on networks this fall, as compared with one hour weekly last year. The income from these programs will be reflected in 1964, he added.

First quarter through March 30:

	1963	1962
Earned per share	$ 0.32	$ 0.51
Gross income	26,994,000.00	32,065,000.00
Net before taxes	1,084,000.00	1,757,000.00
Income taxes	506,000.00	841,000.00
Net income	587,000.00	916,000.00

Kahn to sell 40,000 Teleprompter shares

Irving B. Kahn, chairman-president of Teleprompter Corp., New York, reported last week he plans to sell 40,000 shares from his personal holdings of Teleprompter common stock to BSF Co., a registered closed-end investment company. The purchase price is $6 a share and Mr. Kahn has the right over a five-year period to repurchase any part or all of the shares at prices ranging from $6.50 to $10 a share.

Mr. Kahn continues to hold approximately 15,000 shares. There are 762,146 shares of Teleprompter stock outstanding, of which 91,026 shares are held by the Western Union Telegraph Co. The sale is expected to be completed this month.

During a board of directors meeting on June 7, Victor Muscat, Robert L. Huffines and Edward Krock, chairman, president, and treasurer respectively of BSF, were elected as three of Teleprompter's nine-man board of directors. They will be nominees for re-election at the company's annual meeting in July. Mr. Kahn remains as board chairman and president of Teleprompter.

About half of Teleprompter's almost $5.5 million gross revenues in 1962 came from its 14 CATV systems, Mr. Kahn told stockholders in the annual report issued June 7. CATV subscribers increased 25.2% and now number over 40,000, he said.

Because of loss operations the company is planning to dispose of three of its divisions, Mr. Kahn said. These are the Communications System and Equipment Division, Weathers Industries Inc. and Conley Electronics Corp. Both Weathers, high fidelity components and stereo systems, and Conley, tape cartridges for broadcasting and industrial use, were acquired last year.

Last month Teleprompter sold its Houghton, Mich., CATV system to the *Chicago Tribune* for $375,000, realizing a profit of more than $100,000 before taxes, Mr. Kahn said. Other Teleprompter cable companies:

Eugene, Springfield and Coquille, Ore.; Cut Bank, Shelby and Great Falls, Mont.; Elmira, N. Y.; Farmington and Silver City, N. M.; Hawaii Kai, Honolulu, Hawaii; Johnstown, Pa.; Liberal, Kan.; Rawlins, Wyo.; Santa Cruz, Calif.

In 1962 Teleprompter had net earnings of $55,957 (BROADCASTING, May 13).

Financial notes . . .

Decca dividend ▪ Decca Records Inc. has announced a regular quarterly dividend of 30 cents a share on its capital stock. The dividend is payable June 28 to stockholders of record June 17. Decca Records is controlled by MCA.

Rollins dividend ▪ Rollins Broadcasting Inc. board voted a regular quarterly dividend on common stock of 10 cents a share and an interim dividend on Class B common of 5 cents a share, payable July 25 to stockholders of record June 25.

Dividend declared ▪ The board of directors of Trans-Lux Corp., New York, declared a 15 cents a share quarterly dividend to be paid on June 28 to stockholders of record as of June 14.

SEC sale and purchase report for May

The following purchases and sales of common stock by officers and directors of registered companies in broadcasting and allied fields have been announced by the Securities & Exchange Commission in its May *Official Summary:*

Macfadden-Bartell—Gerald A. Bartell, bought 1,000, holds 222,072; Lee B. Bartell, bought 200, holds 221,272.

Metromedia Inc.—Robert A. Dreyer, acquired 2,000 on option, holds 2,000; Benedict Gimbel Jr., sold 2,000, retains 11,000; Joseph J. Madden, acquired 250 on option, holds 250 plus 100 through investment club.

Paramount Pictures—Paul Raibourn, bought 900, holds 1,900.

RCA—Kenneth W. Bilby bought 166, holds 4,280; Rodolfo A. Correa, acquired 648 on option, holds 966.

Storer Broadcasting Corp.—Francis W. Sullivan Companies bought 600, holds 2,300 plus 100 in Mr. Sullivan's own name; George B. Storer, sold 439,700 Class B common, retains 418,490 plus 182,750 in trusts (BROADCASTING, April 15).

Taft Broadcasting Co.—Donald L. Chapin sold 500, retains 755.

Seven Arts annual report

Record sales and earnings in all phases of activities of Seven Arts Productions Ltd., Toronto, were reported last week by Eliot Hyman, president, for the fiscal year ended Jan. 31, 1963. Seven Arts Productions Ltd. is engaged in the syndication of feature films and program series to TV; the production of motion pictures and the presentation of plays for the stage.

Fiscal year ended Jan. 31:

	1963	1962
Earnings per share	$ 1.08	$ 0.85
Income	19,407,905.00	15,990,874.00
Earnings before taxes	2,896,793.00	2,055,555.00
Net earnings	1,705,793.00	1,100,555.00



BROADCAST ADVERTISING


Mr. Watchman


Mr. Greene


Mr. Chandler

H. Grady Chandler Jr., Jeffrey A. Greene and **William S. Watchman Jr.** elected VP's of Kenyon & Eckhardt, New York. Mr. Chandler joined agency in May 1962 as marketing group head; Mr. Greene, an account executive, has been with K&E for seven years; and Mr. Watchman, an account supervisor, joined agency in November 1960.

David J. Fitzgibbons, executive VP and director, elected president of Sterling Drug Inc. Mr. Fitzgibbons succeeds **Dr. J. Mark Hiebert,** board chairman. Dr. Hiebert continues as chairman-chief executive officer of company.

Melvin Birnbaum elected VP and director of marketing for J. B. Williams Co., New York. Mr. Birnbaum was previously executive vice president and director of Maradel Products.

H. Earl Hodgson, former president of Aubrey, Finlay, Marley & Hodgson, Chicago, joins Fuller & Smith & Ross, that city, as VP, member of plans board and member of executive staff.


Mr. Lawrence

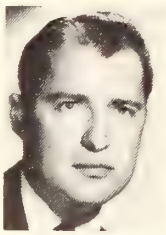
Jack C. Lawrence joins Clinton E. Frank Inc., Chicago-based advertising agency, as broadcast supervisor. For past five years he has been manager of radio-TV department of Drewrys Ltd. U. S. A. Inc. (beer) and before that was with MacFarland Aveyard & Co. and Maxon Inc. **Rue McClain Dolan,** senior writer in both broadcast and print media at Clinton E. Frank, elected vice president.

Caleb J. Penniman, formerly with N. W. Ayer & Son, joins Foote, Cone & Belding, Chicago, as account executive.

Richard J. Babcock, president and publisher of Farm Journal Inc. and vice chairman of Advertising Research Foundation, New York, named chairman of ARF's planning committee. Mr. Babcock succeeds **Lyndon O. Brown,** ARF chairman and senior VP of Dancer-Fitzgerald-Sample, who will continue to serve on committee. **Arthur C. Bryan,** president of Union Carbide Consumer Products Co. and ARF treasurer-director, named to planning committee

James Frankenberry joins Cunningham & Walsh as senior executive on Andrew Jergens account. Mr. Frankenberry was formerly senior VP and account supervisor with Kastor, Hilton, Chesley, Clifford & Atherton. **William Schrepel** and **Robert Harris** named account executives. Mr. Schrepel, formerly of Harper-Atlantic sales, assigned to Braniff International Airways. Mr. Harris, formerly of Wilson, Haight & Welch, will work on United Aircraft account.

Paul E. Menneg and **Leonard H. Roller** elected VP's of Rogers & Cowan Inc., New York public relations firm. Mr. Menneg, who joined R&C in August 1960 as executive director of New York office, will serve as vice president in charge of New York operations. Mr. Roller joined firm two years ago and will serve as vice president for account services-corporate division.


Mr. Marker

Robert S. Marker, former VP and creative director of Leo Burnett Co., Chicago, joins McCann-Erickson, Detroit, as VP. Earlier Mr. Marker was with MacManus, John & Adams as senior VP and creative director with direct responsibility on Pontiac Motor division account.

Herman Raucher joins Maxon Inc. as VP in charge of all creative services for toiletries division of Gillette. Mr. Raucher was formerly VP and copy director at Reach-McClinton. **Robert Gibbons** also joins Maxon as VP and television group head on Gillette account. Mr. Gibbons resigned from McCann-Erickson, New York, where he was television group head.

PAAA elects Rush

J. Milton Rush, manager of Raleigh Premium Center of Brown & Williamson Tobacco Corp., elected board chairman of Premium Advertising Association of America, New York. **William P. Dunham** was re-elected president and chief executive officer, and **Sam D. Thompson,** of The Borden Co., elected chairman of association's executive committee. **Paul J. Allen,** director of merchandising for American Sugar Refining Co., was newly elected to board of directors.


Mr. Brown

Adrian Brown, chairman of plans board and member of board of management of Los Angeles office of McCann-Erickson, elected VP. Mr. Brown joined M-E in 1952 as copy writer and in 1956 became producer-writer in radio-TV production department. In 1957 he was appointed copy group head and shortly thereafter became creative director before taking over his present duties which he will continue to handle as vice president.

Edward E. Van Horn joins Guild, Bascom & Bonfigli Inc. as account executive. Mr. Van Horn was formerly vice president and director of Smith, Henderson & Berey, New York.

Helen Kane, controller of Lewis, Dobrow & Lamb, Washington, D. C., advertising and public relations firm, elected treasurer, replacing **Albert Kinsey,** recently named station manager of WOOK-TV, that city.


Mr. Solomon

Philip Solomon, VP and supervisor of Warner Brothers Pictures account for Blaine Thompson Co., joins Lennen & Newell as vice president and senior executive on Paramount Pictures Corp. account.

Burt M. Toppan Jr., director of stockholder and public relations for Wometco Enterprises, Miami, joins Los Angeles office of Harshe-Rotman & Druck, PR firm, as group supervisor.

Jack R. Shore, formerly of Eli Lilly and Co., Indianapolis, joins Frank Block Associates, St. Louis-based advertising and public relations firm, as account executive.

Don Hoyt, Southern California Gas Co., elected president of Publicity Club of Los Angeles at its annual meeting June 10. He succeeds **Len McLean** of Southern Counties Gas Co.

Rita Patterson, senior creative writer at Maxon Adv., New York, joins Mogul, Williams & Saylor, that city, as senior copywriter.

Alfred V. Hansen, former partner in Charles B. Ripin Associates, New York,

Stevenson to head NCTA


Mr. Stevenson

Fred J. Stevenson, president of Rogers TV Cable Inc., Rogers, Ark., elected national chairman of National Community Television Association last week in Seattle (see story page 124). Other officers elected are **Archer Taylor,** Northwest Video Inc., national vice chairman; **Jack R. Crosby,** Westex Cable Corp., secretary; and **R. L. Stoner,** Eastern Oregon Television Inc., treasurer.

joins copy department of Wermen & Schorr, Philadelphia.

Richard O'Connor appointed sales manager for Pepsi-Cola Bottling Co. of metropolitan Milwaukee.

THE MEDIA


Mr. Abbott


Mr. Wear


Mr. McCauley

Donald H. Wear, VP-general manager of WTPA(TV) Harrisburg, Pa., named VP-general manager of WAPI-AM-FM-TV Birmingham, Ala. Mr. Wear will succeed **Charles F. Grisham,** who is resigning (see story, page 134). Replacing Mr. Wear as general manager at WTPA will be **Paul Abbott,** who will move to Harrisburg from his present post as general manager of WSYE-TV Elmira, N. Y. No successor has been named as yet to replace Mr. Abbott at WSYE-TV. **E. Roy McCauley,** program manager of WTPA, will assume added duties as assistant general manager. All appointments are effective July 1. WTPA(TV), WAPI-TV and WSYE-TV are owned by S. I. Newhouse and family.

Gene Miller, stockholder and VP of Whitehall Stations Inc. (WTAC Flint, Mich.), elected president. **Bob Dell,** former program director of WOLF Syracuse, N. Y., and **Eddie Doucette,** of John E. Pearson Co., join WTAC announcing staff. **Paul Evans** elected WTAC vice president.

A. J. (Blondy) Stahmer, national and regional sales manager of KMCS-FM Seattle, assumes added duties as general manager.

Sidney Shear, head of Shear Adv., Milwaukee, and former ad manager of *Milwaukee Sentinel,* named station manager of KTWN St. Paul, Minn.

Virgil Clemons, sales manager, promoted to station manager of KFMB-AM-FM San Diego, Calif. **Joseph Miller** succeeds Mr. Clemons as sales manager.

James S. Collins appointed station manager of WEAW-AM-FM Evanston, Ill.


Mr. Fliesler

Martin S. Fliesler, VP and director of advertising and sales promotion for WOR-AM-FM-TV New York, where he supervised promotion, research and public relations, appointed VP and general manager of KHJ-AM-FM Los Angeles. Both stations are owned by RKO General Broadcasting. Before joining WOR, Mr. Fliesler was an executive on Revlon account at BBDO, New York.

Raymond E. Carow, general manager of WALB-TV Albany, elected president of Georgia Association of Broadcasters last week, succeeding **C. C. Smith,** president and general manager of WDEC Americus. Other officers elected are **Charles Doss,** WROM Rome, VP for radio; **Ridley Bell,** WRBL-TV Columbus, VP for TV; and **Esther Pruett,** WTOC Savannah, treasurer.

Jim Suggs named national sales manager of KROD-TV El Paso, Tex. Mr. Suggs was formerly sales executive and merchandising director.

Van Weatherspoon, sales supervisor at WBTV(TV) Charlotte, N. C., promoted to regional sales manager. **Daisy B. Scruggs** and **Hugh Price** join WBTV as sales assistant and copywriter. Mr. Price replaces **Jim Rogers,** who moves to Jefferson Productions. **Grady Pridgen,** formerly of sales staff of WBT-AM-FM Charlotte, joins WBTV sales department. Both stations are owned by Jefferson Standard Broadcasting Co.


Mr. Grayson

Sydney A. Grayson, former president and general manager of Grayson Enterprises, owners and operators of KSYD-AM-TV Wichita Falls, Tex., joins Metropolitan Broadcasting Television as general manager of KOVR(TV) (ch. 13) Sacramento, Calif.

Harry H. Packer appointed to local sales staff of WJW-TV Cleveland.

E. Boyd Seghers Jr., broadcast media director at Knox Reeves-Fitzgerald, New Orleans, joins WGN-AM-TV Chicago as sales promotion supervisor.

Rollo Fletcher appointed local-regional sales manager of KCRG-TV Cedar Rapids, Iowa.


Mr. Klein


Mr. Trittler

Oliver T. (Ollie) Trittler, salesman in St. Louis office of Blair Television for past seven years, appointed manager of Blair Television's Los Angeles office, effective July 1. He replaces **Robert F. Klein,** who resigned to join John Cohan Stations as executive VP in charge of all broadcast properties as well as cable TV division now building systems in three coastal California counties. Re-

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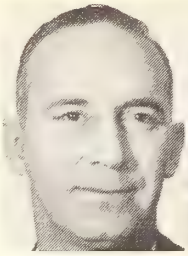
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company name

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CBS Radio Affiliates elect 3 new directors

E. K. Hartenbower, chairman of the affiliate board of CBS Radio Affiliates Association, today (June 17) announced the following election results for Board of Directors in three districts.


Mr. Sanders


Mr. Woodruff


Mr. O'Neill

In District No. 4 (Florida, North Carolina, and South Carolina) **Charles R. Sanders,** assistant general manager of WSPA-AM-FM Spartanburg, S. C., elected to succeed **J. Frank Jarman,** WDNC Durham, N. C.

District No. 5 (Alabama, Arkansas, Georgia, Louisiana, Mississippi, and Tennessee) **James W. Woodruff Jr.,** president and general manager of WRBL-AM-FM Columbus, succeeds **F. C. Sowell,** WLAC Nashville.

In District No. 6 (Illinois, Indiana, Kentucky, Michigan, Ohio, and Wisconsin) **Arthur R. O'Neill,** general manager of WSBT-AM-FM South Bend, Ind., was elected to succeed **F. Ernest Lackey,** WHOP Hopkinsville, Ky.

The three newly elected district directors will serve three years.

placing Mr. Trittler in St. Louis will be **William D. McKinstry,** manager of St. Louis office of Avery-Knodel. Mr. Klein, former general sales manager of KFRE-TV Fresno, Calif., joined Blair TV in 1960. Cohan stations are KSBW-AM-FM-TV Salinas-Monterey; KVEC-AM-FM and KSBY-TV San Luis Obispo, and KNGS Hanford, all California.

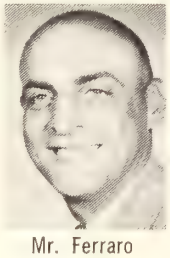
Louis A. Severine, former account executive for Direct Mail Service Inc., joins KDKA-AM-FM Pittsburgh, in similar capacity.


Mr. Grisham

Charles F. Grisham, VP of Newhouse Broadcasting Corp. and general manager of WAPI-AM-FM-TV Birmingham, Ala., since 1957, resigns to become general manager and 25% stockholder of WHNT-TV (ch. 19), new Huntsville, Ala., outlet now under construction with a proposed target date of September. Licensed to North Alabama Broadcasters Inc., WHNT-TV will have visual power of 563 kw and be affiliated with CBS-TV network. Other stockholders of North Alabama Broadcasters Inc. are **Tine W. Davis,** Winn-Dixie Grocery Chain; **Aaron Aronov,** Aronov Realty Co.; and **John C. Godbold,** partner in Montgomery law firm of Godbold, Hobbs and Copeland.

Robert E. Smith, formerly with NBC-TV network sales department, joins Charles Bernard Co., New York, as account executive. Company is headquarters for Country Music Network.

Lee Carlson, since 1961 with Chicago office of ABC-TV Spot Sales, joins ABC-owned WBKB(TV) Chicago as account executive. Formerly, Mr. Carlson was timebuyer at North Adv.


Mr. Ferraro

Angelo L. Ferraro, assistant retail advertising manager for *The Bergen Evening Record,* Hackensack, N. J., appointed general sales manager of WJRZ-AM-FM Newark, N. J. **Kenneth Silverbush,** formerly with Ziff-Davis Publishing Co., joins WJRZ as advertising and promotion director.

Fritz Manes joins Los Angeles office of H-R Television Inc. as account executive. He formerly was in Hollywood NBC Spot Sales office.

LeRoy Collins, president of National Association of Broadcasters, was awarded honorary doctor of laws degree from Millikin University, Decatur, Ill., last week. The NAB head, who made Millikin commencement address, also was cited by university for his "courage, integrity and high principles."

Finally

After three long years of apprenticeship **Ben Waple** has been made official FCC pen-pal (see CLOSED CIRCUIT, May 13).

Mr. Waple, whose name has adorned all commission correspondence since April 1960 above title "Acting Secretary," last week lost the acting nomenclature and became secretary.

A native of Washington, Mr. Waple has been with FCC since 1936, when he became a clerk in its Mail and File division. He has since been assistant chief of Dockets division, administrative assistant in General Counsel's office and assistant secretary of commission.


Mr. Lahey

Lee A. Lahey elected VP of Robert E. Eastman & Co. Mr. Lahey was appointed secretary of representative firm in 1962. **Ed Carrell,** formerly with Post division of General Foods, named manager of Eastman's Dallas office. He succeeds his brother, **Al Carrell,** who has joined New York sales staff of Eastman.

Ray Shouse and **Jeff Dane** named program director and production manager, respectively, at WTAR-TV Norfolk-Newport News, Va. **Bernie Melton** joins WTAR-FM as staff announcer.


Mr. Smart

Harry Smart, VP and sales manager of Blair Television, Chicago, elected president of Chicago chapter of Station Representatives Association for 1963-64. **Robert Kalthoff,** sales manager of Avery-Knodel, elected VP of chapter; **John Boden,** account executive at John Blair Co., elected secretary, and **George Dubinetz,** VP and sales manager of Robert Eastman & Co., elected treasurer.

Donald Phinney appointed marketing and merchandising manager of WGR-AM-FM-TV Buffalo, N. Y. **James H. Gardner** and **Hans J. Mobius** join WGR-TV's sales department.


Mr. Ward

John X. Ward, director of merchandising for WTOP-TV Washington, appointed local sales manager, effective July 1. Mr. Ward joined WTOP-TV in March 1955 on production staff. **Harry F. Langford,** salesman with Walter Leaman Co., Washington food brokers, succeeds Mr. Ward as merchandising director.

John R. Mulligan, managing editor of Fawcett Publications, joins public relations department of Group W, Westinghouse Broadcasting Co., New York, in an executive capacity.

Barbara Cawley joins promotion staff of WEJL Scranton, Pa.

John G. Connolly, member of CBS-TV network press information staff since 1954 and for past two years in charge of sports publicity, named manager of press information for CBS Ra-

dio network. **Philip Sterling,** assistant director of press information for CBS Radio, appointed to press information department of CBS-TV network.

Mike Sachs, senior copy and plans writer with Al Paul Lefton Co., joins WFIL-AM-FM-TV Philadelphia as copy director in promotion department.


Mr. Via

Mansfield C. Via Jr., formerly with WFAA-TV Dallas, joins Peters, Griffin, Woodward, national radio-television sales representative, as TV account executive in Dallas-Ft. Worth office.

Polly Clark, former coordinator of special musical and public relations programs for KMOX St. Louis, appointed director of women's affairs at WORL Boston and host of new on-the-air telephone interview program, *Timely Topics.*

Chuck Crouse, news director of WLKR(FM) Norwalk, Ohio, joins announcing staff of WCLV(FM) Cleveland. Mr. Crouse is former program director of WVKO-FM Columbus, Ohio.

Tom Campbell joins WFLA-AM-FM Tampa, Fla., as air personality.

John Rivers and **Jan Claire** join announcing staff of KAOR Oroville, Calif.

PROGRAMING


Mr. Powell

Norman Powell, son of late Dick Powell, appointed production supervisor of Four Star Television. His immediate responsibilities will be to supervise production of two one-hour series, *Burke's Law,* starring Gene Barry, and *The Robert Taylor Show,* starring Robert Taylor. Mr. Powell, who was associate producer of *Saints and Sinners* and for several shows in *Dick Powell Theatre* series this season, began his career as assistant director at Revue Studios in 1958. He joined Four Star in 1959.

John H. Butler, creative director of Compton Adv.'s San Francisco office, elected president of San Francisco chapter of Academy of Television Arts and Sciences. Other officers elected: **Harold P. See,** KRON-TV San Francisco, first VP; **Ernest Rook,** California Academy of Sciences, second VP; **Kelly Quinn,** actress, secretary; and **Ken Langley,** Tuberculosis and Health Association of California, treasurer.

Malvin Wald and **Jesse Sandler** have been signed to head new documentary division of 20th Century-Fox Television. The two writer-producers have been working for some months with W. R. Higginbotham, in charge of Fox-Movietone News, on more than 20 program formats, from five-minute fillers to 90-minute specials. They will have exclusive access to 90 million feet of film shot by Fox-Movietone since 1919.

Dick Berg, producer at Revue Studios currently set to produce several segments of *The Chrysler Show Hosted by Bob Hope* for 1963-64 season, elected VP. Mr. Berg joined Revue in 1961 and produced studio's *Checkmate* series that year. **Alex Segal** named director of Rod Serling script, "A Killing at Sundial." First of segments of Chrysler show, "Sundial" will go into production late this month.

Don Hershey re-elected president of Screen Directors International Guild. Other officers elected were **Paul V. Falkenberg,** 1st VP; **Robert J. Kingsley,** 2d VP; **Leslie Goldman,** secretary; and **Robert Braverman,** treasurer. Elections were held June 6 at meeting at which membership also voted to approve new three-year contract between SDIG and Film Producers Association of New York. New agreement was said to include wage increases and improved fringe benefits.

William H. Terry, for past six years production manager of Louis de Rochemont Associates, elected VP in charge of production for Sturgis-Grant Productions, New York producers of special-purpose films in medicine, health and allied fields. **Orestes Calpini** appointed art director and head animator at Sturgis-Grant.

Eddie Saeta has been appointed assistant director of *Travels of Jaimie McPheeters,* new one-hour series that MGM-TV is producing for ABC-TV, starting this fall on Sun., 7:30-8:30 p.m. Mr. Saeta had been in similar post at Columbia Pictures.

Roger Hall, formerly manager of Philadelphia orchestra, named manager of Red Seal artists and repertoire, RCA Victor Records. Mr. Hall succeeds **Alan Kayes,** who was named manager of record club operations.

Howie Horwitz, former supervisor of *77 Sunset Strip, Surfside 6* and *Hawaiian Eye,* signed to long-term contract by Screen Gems as executive producer. Mr. Horwitz will also work on development of new projects, primarily in dramatic area for SG's 1964-65 schedule.

Alan Press, director of network operations department of Screen Gems, named promotion production manager, responsible for supervision of production and distribution of all SG on-the-air promotional material for company's network programs.

Mona Skager, former assistant to publicity director of KHJ-TV Los Angeles, joins publicity department of Daystar Productions as administrative assistant to Allan Balter, director of advertising and publicity.

NEWS

Bob Allison, bureau manager in Washington for CBS News, appointed news division's producer-director for Europe, succeeding **Av Westin,** who was recently named producer of *CBS Morning News With Mike Wallace.* Among duties in his new post, Mr. Allison will work closely with CBS News' correspondents in Europe to produce news stories for two half-hour daily news broadcasts on CBS-TV network beginning Sept. 2.

Chuck B. Tudor, former announcer at WRAJ-AM-FM Anna, Ill., joins WINI Murphysboro, Ill., as director of news.

Jack Canfield named news editor of WCHS-TV Charleston, W. Va.

Don Hewitt and **Leslie Midgley** named executive producer and producer, respectively, for this fall's *CBS Evening News With Walter Cronkite*

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(CBS-TV, Monday-Friday, 6:30-7 p.m. EDT). Mr. Cronkite will serve as managing editor and anchorman, and **Ernest Leiser,** CBS-TV assistant general manager, will be overall supervisor. Mr. Midgley was also appointed executive producer of CBS News extras.

Randolph L. White and **William T. Slater** join WLIB-AM-FM New York as night news editor and newscaster-interviewer, respectively.


Professor Brown

Donald E. Brown, professor at University of Illinois College of Journalism and Communications, Urbana, resigns to accept position as professor of mass communications at Arizona State College, Tempe. The Illinois News Broadcasters Association has established a scholarship in honor of Professor Brown, who has been executive secretary of group for past 10 years. **John Cramer,** news director of WILL Urbana, succeeds him as INBA executive secretary.

Walter Turner, former program director of WCYN Cynthiana, Ky., assumes evening news duties at WING Dayton, Ohio.

Don Hillman, news director of KAIL-TV Fresno, Calif., joins news and music staff of KIRV, that city.

Jake Jacobs joins news staff of KGFJ Los Angeles.

Bill Hazlett, newsman formerly with Denver's *Rocky Mountain News*, joins news department of KNXT(TV) Los Angeles as staff writer.

EQUIPMENT & ENGINEERING

Robert L. Werner, executive VP and general attorney of RCA, elected to company's board of directors.

Markus Nowogrodzki, manager of microwave product engineering for RCA electron tube division at Harrison, N. J., named to new post of manager for microwave engineering programs. **Frank E. Vaccaro** succeeds Mr. Nowogrodzki as manager of microwave product engineering, and **Dr. Fred Sterzer** appointed manager of microwave applied research.

AWRT's Washington unit

Simone Poulain, radio-TV projects officer for Department of State, elected president of Washington chapter of American Women in Radio and Television. Other officers elected: **Mary K. Fisher,** WMAL-TV Washington, VP; **Phyllis Lawler,** Society of American Florists, treasurer; **Dudley Harmon,** CBS News, recording secretary; and **Lorie M. Molnar,** attorney, corresponding secretary. Elected directors: **Sophie Altman,** WRC-TV Washington; **Mary A. Guyol,** League of Women Voters; and **Ruth Walter,** Voice of America.

John A. Kenney appointed regional sales manager for Admiral Corp., with headquarters in Atlanta.


Mr. Fezell

George H. Fezell, for past two years divisional merchandising manager for appliances and electronics at Montgomery Ward, joins The Magnavox Co., New York, as corporate VP and sales manager for radio-TV division. Mr. Fezell was with Magnavox from 1956 through January 1960 as VP and general merchandising manager. At same time, Magnavox announced appointments of **Richard Kelly** as eastern sales manager and **Dale Kelly** as western sales manager for firm's consumer products division. **James T. Smith,** general manager of Magnavox's research facility at Torrance, Calif., named director of operations for company's Urbana, Ill., facility. Mr. Smith succeeds **Colonel James W. Anderson,** who resigned.


Mr. Stout

W. Harry Stout, senior vice president and controller for products machine division of U. S. Industries Inc., Chicago, elected vice president in charge of finance for Shure Brothers Inc. (broadcast equipment manufacturer), Evanston, Ill.

Glen Iaggi appointed central area sales manager for semiconductor products division of Motorola Inc., Phoenix, Ariz.


Mr. Nickens

J. C. (Nick) Nickens appointed central district manager of Continental Electronics Cos., subsidiaries of Ling-Temco-Vought, with headquarters at Richardson, Tex. His territory covers 20 states, from Texas east to Florida and north to Wisconsin and North Dakota. Mr. Nickens joins LTV subsidiaries after three years in governmental electronic sales for Collins Radio Co. and more than seven years as producer and director for WOAI-TV San Antonio, Tex.

Frank L. Weston named director of industrial engineering for Oak Manufacturing Co., Crystal Lake, Ill., components manufacturer for electronics and electrical industries. Before joining Oak, Mr. Weston was chief industrial engineer for Acme Steel Co., Chicago.

INTERNATIONAL

Harold E. (Hap) Anderson named manager of special projects at NBC Enterprises. Mr. Anderson will supervise NBC management services and develop investment opportunities overseas. He was formerly an independent consultant for NBC International as consultant to Jamaica Broadcasting Co. in Kingston, Jamaica.

George Middleton Caman, formerly of NBC, joins Kenya Broadcasting Corp., Nairobi, as director general.

A. Mike Allan appointed managing director of Technicolor Ltd., London. Mr. Allan, formerly joint general manager of London plant, joined Technicolor Ltd. shortly after it was formed in 1935. He was also elected to company's board of directors. **George Gunn,** joint general manager of Technicolor Ltd. in charge of sales, and **Paul**



Van Volkenburg, first CBS-TV head, dies


Mr. Van Volkenburg

J. L. (Jack) Van Volkenburg, 59, president of CBS-TV from 1951 to 1956, died in his sleep last Tuesday (June 11) at his home in Merrifield, Minn.

He joined CBS organization in 1932 as sales manager of company-owned KMOX St. Louis, coming from BBDO, Chicago, where he headed agency's radio department. He was named president and general manager of KMOX in 1933.

Mr. Van Volkenburg moved to Chicago in 1936 as assistant to the late H. Leslie Atlass, then CBS VP in charge of network's central division. In 1945 Mr. Van Volkenburg transferred to New York as general sales manager of CBS Radio Spot Sales, and was named VP and director of operations for CBS-TV in May 1948. In July 1951 he was elected CBS-TV president. He retired on Dec. 31, 1956. Mr. Van Volkenburg was called out of retirement to become president of M-E Productions, subsidiary of McCann-Erickson, from June 1960 to October 1961.

Funeral services were held last Friday (June 14) in Brainard, Minn. Mr. Van Volkenburg is survived by his wife, former Kathryn Hurst; his son, J. L. Jr.; his daughter, Mrs. John Nicely, and his mother.

Fassnacht, VP of Technicolor Corp., Hollywood, were also elected to board of directors of Technicolor Ltd.

W. B. C. Burgoyne, owner of CKTB St. Catherines, Ont., and daily *St. Catherines Standard,* elected president of Ontario Chamber of Commerce.

ALLIED FIELDS


Dr. Schulz

Dr. Elmer H. Schulz appointed executive VP and director of Armour Research Foundation, Chicago, which will be renamed IIT Research Institute, effective July 1. He replaces **Dr. Haldon A. Leedy,** who recently was named president of Nuclear-Chicago Corp. Dr. Schulz joined foundation in 1946. He became assistant director for research operations in 1953 and was elected VP of that office in 1958.

Clara S. Logan re-elected president of National Association of Better Radio and Television. New officers elected are James V. Bennett, first VP (Washington); E. G. Knauss, second VP (Cleveland); Frank Orme, third VP (Los Angeles); Mrs. Victor Roberts, treasurer (North Hollywood); Elizabeth Livingston, corresponding secretary (Buffalo, N. Y.); and Gertrude Blackstock, recording secretary (Los Angeles).

Donel W. Price appointed to faculty of Los Angeles State College as television program supervisor. He is also working toward Ph.D. in communication at University of Southern California and is executive secretary of Alpha Epsilon Rho, national radio and television fraternity.


Mr. Pagenkopf

Walter H. Pagenkopf, manager of Indianapolis Works, Western Electric Co., elected president of Armed Forces Communications & Electronics Association for 1963-64. Mr. Pagenkopf succeeds **Frank A. Gunther,** Radio Engineering Laboratories Inc., who has served as national president of AFCEA for last two years.

Lewis C. Meyer, Air Force financial analysis executive, named financial coordinator of Communications Satellite Corp., Washington.

DEATHS


Mr. Cutshall

H. Walton Cutshall Jr., 49, VP in charge of sales and advertising for Eastern Air Lines, died June 8 at St. Joseph's Hospital, Stamford, Conn., following long illness. Mr. Cutshall joined Eastern in 1939. He was named director of advertising in December 1960, and was elected VP with supervision for all of Eastern's sales and advertising activities in September of last year.

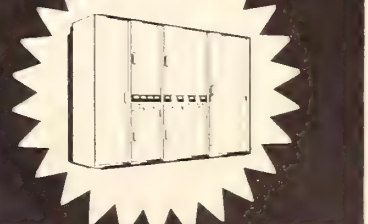
Zasu Pitts (Mrs. John E. Woodall), 63, film, stage and TV actress whose fluttering hands and plaintive manner brought her top billing among comediennes, died of cancer June 7 in Los Angeles Good Samaritan Hospital. Although comedy was her forte, she did other type roles, having worked in scores of motion pictures, in legitimate stock and television. She co-starred with Gale Storm in television series *Oh, Susanna.*


Mr. Glett

Charles L. Glett, 61, veteran motion picture studio and television executive, died June 7 in Los Angeles Cedars of Lebanon Hospital. Recently named administrative VP of Theatre-Vision Color Corp., subsidiary of National General Corp., he had been associated with parent corporation in various executive capacities in recent years. Mr. Glett was one-time VP of CBS-TV network in charge of network services in Hollywood, VP of Mutual-Don Lee Broadcasting System and VP of RKO Teleradio Pictures. Prior to entering broadcasting field, he was general studio manager for Selznick International and Vanguard Pictures.

Robert H. Van Roo, 42, director of research and sales development for WBKB(TV) Chicago, died June 6 of heart attack there. Mr. Van Roo was former promotion manager of WITI-TV Milwaukee.

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING June 6 through June 12 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw.—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

Existing TV stations

ACTIONS BY FCC

KVKM-TV Monahans, Tex.—Waived Sec. 3.652(a) of rules insofar as permitting identification as Monahans-Odessa station; denied request to identify station with Midland as well, since latter is not within station's city grade signal contour and no extraordinary circumstances exist to warrant waiver. Comr. Bartley dissented. Action June 12.

KOSA-TV Odessa, Tex.—Waived Sec. 3.652(a) of rules to permit identification as Odessa-Midland station. Comr. Bartley dissented. Action June 12.

New AM stations

ACTIONS BY FCC

New Port Richey, Fla.—Jasmin Properties Inc. Granted CP for new AM on 1500 kc, 250 w-D; conditions. P.O. address 122 West Main Street, New Port Richey. Estimated construction cost $13,875; first year operating cost $34,000; revenue $42,000. Principals: **W. C. Tranter, Reginald Sims, R. C. Tranter** and **Sam Y. Allgood Jr.** (each 25%). Messrs. Tranter are in construction business; Mr. Sims is in real estate; Mr. Allgood is attorney. Action June 5.

Rensselaer, Ind.—Jasper County Broadcasting Corp. Granted CP for new AM on 1560 kc, 250 w-D; condition that pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. P. O. address Box 282, Rensselaer. Estimated construction cost $13,221; first year operating cost $28,000; revenue $48,000. Principals: **James Caperelli, James A. Sullivan, James J. Caperelli** and **Anthony Di Carlo Jr.** (each 20%) and **Robert R. Becker** and **Janice Lee Becker** (each 10%). J. J. Caperelli and Mr. Di Carlo are part owners of WCGO Chicago Heights, Ill.; J. Caperelli is part owner of trucking firm; Mr. Sullivan is newsman with WCGO; Mr. Becker is DJ with WCGO; Mrs. Becker is housewife. April 16 initial decision looked toward grant. Action June 5.

Woodbury, Tenn.—Cannon Broadcasting Co. Granted CP for new AM on 1540 kc, 500 w-D. P. O. address Woodbury. Estimated construction cost $20,727; first year operating cost $30,000; revenue $42,000. Principals: **Austin Jennings, Edwin B. Jordan** and **James H. Larimer** (each 33 ⅓%). Mr. Jennings is jeweler; Mr. Jordan owns WJIG Tullahoma, Tenn.; Mr. Larimer is funeral director. April 10 initial decision looked toward grant. Action June 6.

Existing AM stations

ACTIONS BY FCC

KSKI Sun Valley, Idaho—Granted change from unl. to SH. Action June 12.

KWAM Memphis—Granted increased power on 990 kc, D, from 1 kw to 10 kw, with DA; conditions. Action June 12.

APPLICATIONS

WXIV Windermere, Fla.—Amendment to request to make change in ant. system to change ant.-trans. location and install DA system (DA-D). Ann. June 11.

WDBC Escanaba, Mich.—CP to replace expired CP (which authorized increase in daytime power from 1 kw to 10 kw; changes in daytime DA system and installation of new trans.). Ann. June 7.

WROA Gulfport, Miss.—CP to change frequency from 1390 kc to 1400 kc and change hours of operation to unl. using power of 250 w-1 kw LS. Ann. June 11.

KWVR Enterprise, Ore.—Mod. of license to change hours of operation from unl. to SH: Monday-Saturday: 6 a.m. to 6 p.m.; Sunday: 8 a.m. to 12 noon. Ann. June 6.

New FM station

ACTION BY FCC

Alamogordo, N. M.—Eason Jackson Bond Jr. Granted CP for new FM on 94.3 mc, channel 232, 500 w. Ant. height above average terrain 1,000 feet. P. O. address 1401 Cuba Avenue, Alamogordo. Estimated construction cost $8,971; first year operating cost $18,100; revenue $24,600. Mr. Bond, sole owner, is employed by KALG Alamogordo. Action June 5.

Existing FM stations

ACTION BY FCC

WZIP-FM Cincinnati—Granted extension of time to Oct. 31 to complete construction. By letter, denied objection by North Cincinnati Broadcasting Co. (WAEF-FM), Cincinnati. Action June 12.

APPLICATION

WMVB-FM Millville, N. J.—Mod of license to change station location from Millville to Vineland, N. J. Ann. June 7.

Ownership changes

ACTIONS BY FCC

KTPM(FM) Sun City, Ariz.—Granted assignment of license from **Lowell F. Beer** and **Paul E. Mullenix** (each 50%), d/b as **Sun City Broadcasting**, to **Willard Shoecraft** (100%), receiver. No financial consideration involved. Also see KAKA Wickenburg, Ariz. Action June 5.

KAKA Wickenburg, Ariz.—Granted assignment of license from **Lowell F. Beer** (51.4%), **Helen Schultz** (32.8%), **Raymond Manderville** (7%), **Paul E. Mullenix** (6.5%) and **Bradford Blossom** (2.3%), d/b as **Wickenburg Broadcasting Inc.**, to **Willard Shoecraft** (100%), receiver. No financial consideration involved. Also see KTPM(FM) Sun City, Ariz. Action June 5.

KXLR North Little Rock, Ark.—Granted transfer of control of licensee corporation, **Arkansas Broadcasting Inc.** (15,000 shares issued), from **Devane Clarke** (7,750 shares), **Charles R. Rutherford** (5000), **James K. Dodson** (1,500) and **Leonard E. Hoffman Jr.** (750) to **F. F. Mike Lynch** (28%) and **Berniece L. Lynch** (72%). Consideration $147,504. Lynches also own KBYE Oklahoma City, Okla., KFDI Wichita, Kan., and advertising agency. Action June 12.

KMYC - AM - FM Marysville, Calif.—Granted assignment of license from **John Sexton** trust (100%, 50% as trust and 50% as **Barbton Inc.**) to **William T. Stubblefield** (100%), tr/as **California First Corp.** Consideration $220,000. Mr. Stubblefield owns KTOB Petaluma, Calif., and radio-tv and catv management firms. Action June 12.

KVIP-TV Redding, Calif.—Granted assignment of license from **George Fleharty** (38%), **Laurence W. Carr** (14.37%), **Carl R. McConnell** (22.62%) and others, d/b as **Shasta Telecasting Corp.**, to **Frank M. Crawford, J. Ned Richardson** and **William B. Smullin** (each 27.37, Mr. Smullin tr/as **Redwood Broadcasting Inc.**) and others, tr/as **Sacramento Valley TV Inc.** Consideration $1,280,000. Mr. Crawford owns lumber firms; Mr. Richardson owns KPAY Chico, Calif.; Mr. Smullin has microwave and CATV interests and is sole owner of Redwood, part owner of KBES-TV Medford, KOTI-TV Klamath Falls, KAGI Grants Pass and KPIC-TV Roseburg, all Oregon. Stockholders of applicant also have application pending for TV on channel 9 in Redding, which will be dismissed. Action June 5.

KOMY Watsonville, Calif.—Granted assignment of license from **Robert H. Dolph**, d/b as **KOMY Inc.**, to **Phillip E. Rather & Craig R. Lawrence Jr.** (each 49.78%) and **Betty Jean Rather & Dorothy Parks Lawrence** (each .22%), tr/as **Frontier Broadcasting Co. of California.** Consideration $139,000. Messrs. Rather and Lawrence are part owners of KMEL Wenatchee, Wash.; women are housewives. Action June 5.

WTMC Ocala, Fla.—Granted assignment of license from **Ray H. Gunckel** (100%), d/b as **WTMC Inc.**, to **William L. Matheson** (72.72%) and **Robert M. Marks** (27.28%), tr/as **Marion County Enterprises Inc.** Consideration $142,500. Mr. Matheson is lawyer; Mr. Marks owns advertising agency. Action June 11.

KFH-AM-FM Wichita, Kan.—Granted assignment of licenses from **Wichita Eagle Inc.** (50%) and others d/b **Radio Station KFH Co.**, to **Walter W. Ahlschlager Jr.** and **Preston Reynolds Jr.** (each 50%), tr/as company of same name. Consideration $1,100,000. Messrs. Ahlschlager and Reynolds are both investors. Action June 5.

WLLH-AM-FM Lowell, Mass.—Granted transfer of control of licensee corporation, **Merrimac Broadcasting Inc.** (190 shares issued), from **Gerald Harrison & Clifford H. Byrnes**, executors of estate of Carl S. Wheeler (80 shares), **Charles W. O'Connor & Clifford H. Byrnes**, trustees of estate of **Amelia G. Wheeler** (40), **Gerald Harrison** (40), **Janet Harrison** (20) and **Josephine E. Bishop** (10) to **Arnold S. Lerner** (52.5%), **Daniel Lerner** (25%) and **Joseph Mufson** (22.5%), tr/as **Radio Station WLLH.** Consideration $275,000. A. S. Lerner (70%) and Mr. Mufson (30%) own WADK Newport, R. I.; D. Lerner is account executive at WFIL Philadelphia, Pa. Action June 5.

WLLH-AM-FM Lowell, Mass.—Granted assignment of license from **Arnold S.**

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, June 12

	ON AIR Lic.	ON AIR Cps.	NOT ON AIR Cps.	TOTAL APPLICATIONS for new stations
AM	3,803	51	133	371
FM	1,088	29	92	193
TV	518	60	85	122

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, June 12

	VHF	UHF	TOTAL TV
Commercial	486	92	578
Non-commercial	47	21	68[1]

COMMERCIAL STATION BOXSCORE

Compiled by FCC, May 31

	AM	FM	TV
Licensed (all on air)	3,801	1,088	518
Cps on air (new stations)	53	29	60
Cps not on air (new stations)	130	91	85
Total authorized stations	3,984	1,208	663
Applications for new stations (not in hearing)	223	181	67
Applications for new stations (in hearing)	151	13	54
Total applications for new stations	374	194	121
Applications for major changes (not in hearing)	255	92	46
Applications for major changes (in hearing)	50	3	7
Total applications for major changes	305	95	53
Licenses deleted	0	0	0
Cps deleted	0	2	2

[1]Includes 3 stations operating on unreserved channels

Lerner (52.5%), **Daniel M. Lerner** (25%) and **Joseph Mufson** (22.5%), d/b as **Merrimac Broadcasting Inc.**, to same persons in same percentages, tr/as **Radio Station WLLH**. No financial consideration involved. Action June 5.

Garden City, Mich.—Calls unassigned. Granted acquisition of positive control of permittee corporation, **Garden City Broadcasting Co.**, from **Austin T. Grant** (6.17%) by **Milton Maltz** and **Robert G. Wright** (each 28.09% after transfer, 25% before); other ownership remains stable. Consideration $500. Action June 7.

WBKH Hattiesburg, Miss.—Granted relinquishment of positive control of licensee corporation, **Deep South Radio Inc.**, by **B. L. Blackledge** (50%) through sale of 26% of stock owned by Deep South itself to **Jimmy Swan**, WBKH station manager, and transfer of 12% from **C. Everette Boutwell** to **James Reeves**. Consideration $4,500 and five years service by Mr. Swan; cancellation of $9,150 note by Mr. Reeves. Action June 7.

KBLL-AM-TV Helena, Mont.—Granted assignment of license from **W. L. Piehl** (34%) and more than 15 others, d/b as **Helena TV Inc.**, to **Bob Magness, Mr. Piehl & Paul B. McAdam** (each 26.67%), **A. W. Scribner** (13.32%) and **Darryl A. Lee** (6.67%), tr/as **Capital City TV Inc.** Consideration $5,000 cash and assumption of obligations in amount of $255,000. Mr. McAdam is 99.9% owner of KPRK Livingston, Mont., and owner of several CATV systems; Mr. Scribner previously 9.68% owner of KBLL-AM-TV; Mr. Magness owns several CATV systems; Mr. Lee is KBLL-AM-TV's sales manager. Action June 5.

KETV(TV) Omaha—Granted transfer of control of licensee corporation, **Herald Liquidating Co.**, to **Peter Kiewit Sons Inc.**, tr/as **Northwest Agencies Inc.** Transfer is routine, as Kiewit Co. has bought *Omaha World Herald*, owner of KETV(TV). Action June 5.

KSYX Santa Rosa, N. M.—Granted assignment of license from **W. I. Driggers** (100%), deceased, d/b as **K-6 Broadcasting**, to **Mary Major Driggers** (100%), executrix of estate of W. I. Driggers, tr/as company of same name. No financial consideration involved. Action June 7.

WHGB Harrisburg, Pa.—Granted assignment of license from **Herbert Hendrick** (100%), d/b as **Hendrick Broadcasting Inc.**, to **Herbert Schorr, Richard B. Stevens** and **Frank E. Greenberg**, as trustee for Stanford L. Stevens (each 30%) and Mr. Greenberg individually (10%), tr/as **East Coast Broadcasting Inc.** Consideration $200,000. Schorr is sales manager for WDAS Philadelphia; Messrs. R. B. Stevens and Greenberg are attorneys. Action June 11.

WMBT Shenandoah, Pa.—Granted transfer of control of permittee corporation, **Schuylkill Trans-Audio Corp.**, from **Louis H. Murray, Martin F. Malarkey Jr.** and **John L. Miller** (each 15.6%) and **David R. Wolf** (13.2%) to same persons tr/as **Altoona Trans-Audio Corp.**; other ownership remains stable. No financial consideration involved. Action June 7.

WRIB Providence, R. I.—Granted transfer of control of **Springfield Broadcasting Co.**, parent company of licensee, **R. I. Broadcasting Co.**, from **Paul J. Perreault** (86.2%), deceased, to Frances P. Perreault (88% after transfer, 1.8% before). No financial consideration involved. Action June 7.

WXCN(FM) Providence, R. I.—Granted transfer of control of licensee corporation, **WXCN Inc.**, from **T. Mitchell Hastings** (15.93%) and others, d/b as **Concert Network Inc.**, to **William C. Hillman** and **Calvert C. Groton**, co-receivers. No financial consideration involved. Action June 5.

WNCG and WKTM(FM) North Charleston, S. C.—Granted assignment of license from **Richard F. Kamradt** (60%) and **Robert S. Tamblyn** (40%), d/b as **KTM Broadcasting**, to Mr. Kamradt (79.8%), **Jack McGinnis** and **Albert J. Stone** (each 10%) and **Minifred C. Kamradt** (.2%), tr/as **KTM Broadcasting Corp.** Consideration $5,000 and assumption of debt. Action June 7.

WREC-AM-TV Memphis—Granted assignment of license from **WREC Broadcasting Service Inc.** to **Cowles Broadcasting Service Inc.**, parent company of licensee. No financial consideration involved. Action June 7.

KBUS Mexia, Tex.—Granted assignment of license from **Thomas R. Elkins** (14.67%), **Joan Elkins** (44%), **Herbert A. Winters** (40%) and **James J. Dillon** (remainder), d/b as **Mexia Broadcasting Inc.**, to **Lucile U. Herrin** (100%), db/as **Limestone Broadcasting Inc.** Consideration $52,500. Miss Herrin is school teacher. Action June 11.

KSNY Snyder, Tex.—Granted transfer of negative control of licensee corporation, **Snyder Broadcasting Co.**, from **Flora D. Hughes**, executrix of estate of J. T. Hughes (50%), deceased, to Mrs. Hughes (50%) individually. No financial consideration involved. Action June 7.

APPLICATIONS

KWUN Concord, Calif.—Seeks assignment of CP from **Frank M. Helm** (39%), **Frank M. Helm Jr.** (36%) and **Donnelly C. Reeves** (25%), d/b as **Service Broadcasting Co.**, to **Robert A.** (45%) and **Nancy S.** (44%) **King** and **Victor M.** (6%) and **Carol** (5%) **Ives**, tr/as **KWUN Inc.** Consideration $46,000. Dr. King is dentist, Mrs. King is housewife; Mr. Ives is general manager of radio agency, Mrs. Ives is secretary of Bible Fellowship Hour. Ann. June 7.

WDEL-AM-FM Wilmington, Del.—Seeks transfer of negative control of licensee corporation, **Delmarva Broadcasting Co.**, from **J. Hale Steinman** (50%), deceased, to **Caroline S. Numan, Louise T. Steinman** and **Douglas R. Armstrong**, executors of estate of J. H. Steinman. No financial consideration involved. Also see WEST-AM-FM Easton, WORK York and WLEV-TV Bethlehem, all Pennsylvania. Ann. June 7.

WKLY Hartwell, Ga.—Seeks assignment of license from **Max G. Pfaender** (50%) and **Edna M. Pfaender** and **Sue M. Hudson** (each 25%), d/b as **WKLY Broadcasting Co.**, to Mr. and Mrs. Pfaender (each 50%), tr/as company of same name. Consideration $12,500. Ann. June 7.

KCHE Cherokee, Iowa—Seeks acquisition of positive control licensee corporation, **Cherokee Broadcasting Co.** (95 shares issued before transfer, 47 after), from **Charles Reznikov** (48 shares to be retired) to **Sterling H. Heil** (31 shares, constituting 65.9% of stock after retirement of Mr. Reznikov's shares). Consideration $72,000. Ann. June 12.

KDMI(FM) Des Moines—Seeks transfer of control of licensee corporation, **Richards & Associates Inc.**, from **Donald A. Richards** (95.4%) to **Maurice L. Test** and **Albin Richard Bloomburg Jr.** (each 47.7%); other ownership remains stable. Consideration $1,500 and assumption of debt. Mr. Test is lawyer; Mr. Bloomburg is program director of KSO Des Moines. Ann. June 7.

WBGN Bowling Green, Ky.—Seeks assignment of license from **Clement L. Cockrel, Elmer L. Hargan, Eugene K. Hornback** and **J. Paul Brown** (each 25%), d/b as **Bowling Green Broadcasting Co.**, to Mr. Brown and **Robert L. Proctor** (each 50%). Consideration $26,000. Mr. Proctor is general manager of WBGN. Ann. June 7.

WJMR-AM-TV and WRCM(FM), all New Orleans—Seeks transfer of control of licensee corporation, **Supreme Broadcasting Inc.**, from **Flora Shields Nelson** (83% as executrix of estate of **Chester F. Owens**) to Mrs. Nelson (83% individually). No financial consideration involved. Ann. June 12.

WDBC Escanaba, Mich.—Seeks assignment of CP from **Delta Broadcasting Co.** to **WDBC Broadcasting Co.**, successor of Delta. No financial consideration involved. Ann. June 7.

KALV Alva, Okla.—Seeks assignment of license from **John H. Goss, Aubrey D. Conrow** and **Homer G. LaForge** (each 33 ⅓%), d/b as **Alva Communications Inc.**, to **Roger W. Lovett** and **Merle D. Curfman** (each 48%) and **Linda K. Lovett** and **Avis A. Curfman** (each 2%), tr/as **Avlin Inc.** Consideration $100,000. Mr. Lovett is attorney; Mr. Curfman is broadcast newsman. Ann. June 6.

WLEV-TV Bethlehem, Pa.—Seeks transfer of negative control of licensee corporation, **Associated Broadcasters Inc.**, from **J. Hale Steinman** (50%), deceased, to **Louise T. Steinman, Caroline S. Nunan** and **Douglas R. Armstrong**, executors of estate of J. H. Steinman. No financial consideration involved. Also see WDEL-AM-FM Wilmington, Del., and WORK York and WEST-AM-TV Easton, both Pennsylvania. Ann. June 7.

WEST-AM-FM Easton, Pa.—Seeks transfer of negative control of licensee corporation, **Associated Broadcasters Inc.**, from **J. Hale Steinman** (50%), deceased, to **Louise T. Steinman, Caroline S. Nunan** and **Douglas R. Armstrong**, executors of estate of J. H. Steinman. No financial consideration involved. Also see WDEL-AM-FM Wilmington, Del., and WORK York and WLEV-TV Bethlehem, both Pennsylvania. Ann. June 7.

WEZN-AM-FM Elizabethtown, Pa.—Seeks assignment of license (AM) and CP (FM) from **Ira H. Kaplan** (100%), d/b as **WEZN**

Inc., to **A. R. Whiteman** (who votes 100% through **Hershey Estates**), tr/as **Hershey Broadcasting Inc.** Consideration $128,000. Applicant is also applicant for new AM in Hershey, Pa. Ann. June 11.

WORK York, Pa.—Seeks transfer of negative control of licensee corporation, **Associated Broadcasters Inc.**, from **J. Hale Steinman** (50%), deceased, to **Louise T. Steinman, Caroline S. Nunan** and **Douglas R. Armstrong**, executors of estate of J. H. Steinman. No financial consideration involved. Also see WDEL-AM-FM Wilmington, Del., and WEST-AM-FM Easton and WLEV-TV Bethlehem, both Pennsylvania. Ann. June 7.

KOGT Orange, Tex.—Seeks acquisition of positive control of licensee corporation, **Sabine Area Broadcasting Corp.**, from **Hadassah Jacobs** 8⅓%) and **Mrs. John Levy** and **Mrs. Robert Sherman** (each 4 1/6%) to **Edwin T. Lovelace Jr.** (66 ⅔% after transfer, 50% before). Consideration $20,500. Ann. June 6.

Hearing cases

INITIAL DECISION

■ Hearing Examiner Millard F. French issued initial decision looking toward granting applications of Bluestem Broadcasting Inc. (KVOE), Emporia, Kan., and KAYS Inc. (KAYS), Hays, Kan., to increase daytime power of stations from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N; conditions. Action June 12.

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward granting application of Genkar Inc. for new AM on 1230 kc, 250 w, unl., in Gouverneur, N. Y. Action June 12.

■ Hearing Examiner Chester F. Naumowicz Jr. issued initial decision looking toward granting application of William S. Cook for new AM on 1630 kc, 1 kw-D, in Colorado Springs; condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action June 6.

■ Hearing Examiner Walther W. Guenther issued initial decision looking toward granting application of Hastings Broadcasting Co. for new AM on 1460 kc, 1 kw-D, in Hastings, Minn.; conditions and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action June 6.

DESIGNATED FOR HEARING

■ By memorandum opinion and order, commission designated for hearing application of Hampden-Hampshire Corp. to increase daytime power of WHYN Springfield, Mass., on 560 kc from 1 kw to 5 kw, continued nighttime operation with 1 kw, and change from DA-1 to DA-2; made WGAN Portland, Me., which filed opposing petition, WXTR Pawtucket, R. I., and WTAG Worcester, Mass., parties to proceeding. Action June 12.

WCGC Belmont, N. C.—Designated for hearing application to increase daytime power on 1270 kc, DA-N, from 1 kw to 5 kw, continued nighttime operation with 500 w; issues include Sec. 3.35(a) and 3.35(b) multiple ownership and concentration of control determinations; made WHEO Stuart, Va., and WSAT Salisbury, N. C., parties to proceeding. Action June 12.

WHPB Belton, S. C.; WADA Shelby, N. C.—Designated for consolidated hearing applications of WHPB to increase power on 1390 kc-D, from 500 w to 1 kw, and WADA to change operation on 1390 kc from 500 w-D, to 500 w-N, 1 kw-LS, DA-N; made WCSC Charleston, S. C., and WSGC Elberton, Ga., parties to proceeding. Action June 12.

WMTS Murfreesboro, Tenn.—Designated for hearing application for change of facilities from 860 kc, 250 w-D, to 810 kc, 5 kw-D; made WHOS Decatur, Ala., party to proceeding. Action June 12.

OTHER ACTIONS

Capital Cities Broadcasting Corp., Herkimer, N. Y.—Waived Sec. 4.732(e)(1) of rules and granted CP for new VHF TV translator station on channel 4 to rebroadcast programs of WTEN (ch. 10) Vail Mills. Comr. Cox concurred. Action June 12.

■ By memorandum opinion and order, commission (1) granted application of Earl W. Reynolds for new VHF TV translator station at Burley, Idaho, on channel 13 to rebroadcast programs of KIFI-TV (ch. 8) Idaho Falls and (2) dismissed opposing joint petition by Sam H. Bennion (KBYN, ch. 13), Twin Falls, and Valley Broadcasting Corp., proposed assignee of KBYN. Action June 12.

■ By memorandum opinion and order, commission dismissed petition by South West Oregon Television Broadcasting Corp. (KPIC, ch. 4) Roseburg, Ore., for reconsideration and stay of Feb. 20 grant of application of Video Utility Corp. for new VHF TV translator station (K07FM) in Roseburg, on channel 7, to rebroadcast programs of KEZI-TV (ch. 9) Eugene. Comrs. Lee and Ford dissented. Action June 12.

■ WIRL Television Co. is deemed to have waived any right it may have had to channel 25, Peoria, Ill., its CP is cancelled and call letters WIRL-TV are deleted, and channel 25 is again available for applications filed by qualified applicants. Action June 12.

■ By order, commission, on request by Pape Television Inc., stayed hearing in matter of revocation of licenses for WALA-AM-TV Mobile, Ala., pending commission resolution of Pape's petition for reconsideration of show cause order. Comrs. Cox and Loevinger not participating. Action June 12.

■ By memorandum opinion and order, commission granted petition by Sundial Broadcasting Corp. and waived Sec. 1.351 of rules to permit further processing of its application to increase power of KIBE Palo Alto, Calif., on 1220 kc-D, from 1 kw to 5 kw. Action June 12.

■ By letter, commission denied request by Yates Broadcasting Co. for waiver of FM "freeze" rule and returned its tendered application for new FM in Sedalia, Mo., without prejudice to its refiling after "freeze" rulemaking proceeding is completed, if application then complies with rules. Action June 12.

■ By order, commission further extended from June 17 to July 18 its stay of effective date of Feb. 25 report and order to permit use of automatic logging devices. Additional time is needed for commission to complete its study of various petitions seeking reconsideration of amended rules. Action June 12.

■ By order, commission granted petition by Portage County Broadcasting Corp. for extension of time to June 24 to file exceptions and supporting briefs in consolidated proceeding on its application for new AM in Kent-Ravenna, Ohio, et al. Action June 11.

■ By order, commission granted joint petition by Grand Broadcasting Co., West Michigan Telecasters Inc., MKO Broadcasting Corp. and Peninsular Broadcasting Co. and extended time to July 31 to file exceptions to initial decision and to Sept. 30 for replies in Grand Rapids, Mich., TV channel 13 comparative proceeding. Action June 6.

■ By order, commission granted joint motion by Veterans Broadcasting Inc., Syracuse Television Inc., W.R.G. Baker Radio & Television Corp., WAGE Inc., Syracuse Civic Television Assn. Inc., Six Nations Television Corp., Salt City Broadcasting Corp. and George P. Hollingbery and extended time to June 25 to file exceptions to initial decision in Syracuse, N. Y., TV channel 9 comparative proceeding. Action June 6.

■ Granted renewal of license of American Broadcasting-Paramount Theatres Inc., KGO San Francisco "without prejudice to such action as commission may deem warranted as result of its final determinations: (1) with respect to conclusions and recommendations set forth in report of network study staff; and (2) with respect to related studies and inquiries now being considered or conducted by commission." Action June 5.

■ By letter, advised Roanoke-Vinton Radio Inc. (owned 100% by Stuart W. Epperson) that action on its application to increase power of WKBA Vinton, Va., from 1 kw to 10 kw, with DA, continued operation on 1550 kc, D, will be withheld pending termination of hearing proceeding on application of Epperson for new AM in Winston-Salem, N. C., in Doc. 14391. Comrs. Hyde and Bartley dissented. Action June 5.

Routine roundup

ACTIONS BY REVIEW BOARD

■ In proceeding on applications of Laramie Community TV Co. and Albany Electronics Inc. for new VHF TV translator stations in Laramie and Tie Siding, both Wyoming, in Docs. 14552-6, dismissed Laramie's petition for reconsideration of board's Jan. 21 action dismissing examiner's request to enlarge issues. Action June 10.

■ Granted petition by LaFiesta Broadcasting Co. and extended to June 14 time to file exceptions to initial decision in proceeding on its application and that of Mid-Cities Broadcasting Corp. for new AM stations in Lubbock, Tex. Action June 10.

■ Dismissed as moot petition by Broadcast Bureau to enlarge issues in proceeding on application of Port Chester Broadcasting Co. for new AM in Port Chester, N. Y. Action June 7.

■ By memorandum opinion and order in consolidated proceeding on AM applications of Calhio Broadcasters, Seven Hills, Salem Broadcasting Co., Salem, and Tele-Sonics Inc., Parma, all Ohio, in Docs. 14973-5, denied petition by Cleveland Broadcasting Inc. (WERE), Cleveland, for leave to intervene. Action June 6.

■ By memorandum opinion and order in proceeding on AM applications of Ponce Broadcasting Corp., Cayey, and Abacoa Radio Corp. (WMIA), Arecibo, both Puerto Rico, in Docs. 14994-5, granted petition by WMIA and enlarged hearing issues to determine whether grant of Ponce application would be consistent with Sec. 3.35 of rules concerning multiple ownership and concentration of control. Action June 6.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

■ Granted petition by Broadcast Bureau for extension of time from June 5 to June 10 to file proposed findings in proceeding on AM applications of WNOW Inc. (WNOW), York, Pa., and Radio Associates Inc. (WEER), Warrenton, Va. Action June 6.

By Hearing Examiner Basil P. Cooper

■ Granted request by Rhinelander Television Cable Corp. for continuance of procedural steps in proceeding on its application for new AM in Rhinelander, Wis.; continued from June 7 to June 14 date for exchange of exhibits, and from June 18 to June 25 for hearing. Action June 7.

By Hearing Examiner Thomas H. Donahue

■ Upon request by Camden Radio Inc. (KAMD), Camden, Ark., and by Smackover Radio Inc., Smackover, Ark., extended time from May 29 to June 14 to file reply findings in proceeding on latter's AM application and that of Magnolia Broadcasting Co. (KVMA), Magnolia, Ark. Action June 10.

■ Granted request by Northern Indiana Broadcasters Inc. to extend time from May 27 to June 5 to close record in proceeding on its application for new AM in Mishawaka, Ind. (Action June 6); by separate order, granted petition by Broadcast Bureau for extension of time from June 10 to June 17 to file proposed findings, and to ten days thereafter for replies. Action June 7.

By Hearing Examiner Millard F. French

■ On own motion, scheduled further prehearing conference for June 21 in proceeding on application of Wellersburg TV Inc. and People's Community Television Assn. Inc. for new VHF TV translator stations in Wellersburg, Pa., and LaVale, Md., and gave notice to parties that one of main purposes of conference is scheduling of date in near future for hearing in matter. Action June 7.

■ On own motion, scheduled further hearing for June 18 in proceeding on application of Brush Broadcasting Co. for new AM in Wauchula, Fla. Action June 6.

By Hearing Examiner Walther W. Guenther

■ In proceeding on application of Bay Shore Broadcasting Co. for new AM in Hayward, Calif., approved procedural ground rules established at June 5 further hearing conference and scheduled further hearing for July 29. Action June 5.

■ In proceeding on AM applications of Abacoa Radio Corp. (WRAI), Rio Piedras (San Juan), and Mid-Ocean Broadcasting Corp., San Juan, respectively, both Puerto Rico, approved procedural ground rules established at June 5 further prehearing conference, and scheduled hearing for June 18. Action June 5.

By Hearing Examiner Isadore A. Honig

■ In proceeding on applications of Blue Island Community Broadcasting Inc. and Elmwood Park Broadcasting Corp. for new FM stations in Blue Island and Elmwood Park, both Illinois, respectively, and Evelyn R. Chauvin Schoonfield for renewal of license of WXFM(FM) Elmwood Park, in Docs. 12604 et al., on own motion, postponed indefinitely July 8 date for exchange of further exhibits and notification as to Blue Island's witnesses, and July 15 further hearing, pending commission action on Schoonfield petition for stay of further evidentiary proceedings. Action June 5.

By Hearing Examiner Annie Neal Huntting

■ By orders in Rochester, N. Y., TV channel 13 proceeding in Docs. 14894 et al., granted petitions [illegible] Inc. for leave to amend its application to show supplemental information with respect to its stockholders and, on examiner's own

Continued on page 147

CLASSIFIED ADVERTISEMENTS

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RADIO

Help Wanted—Management

Southern California, immediate opening for solid salesman, capable of management, with top station multiple chain. Good starting salary. Box G-12, BROADCASTING.

Southwest manager for small single market station. Strong on sales, first phone, some investment preferred. Rapidly growing market. Salary, profit sharing opportunity. Good references essential. Box H-18, BROADCASTING.

Manager sales manager upper midwest city of 30,000. Competitive. Agriculture important to market. Compensation geered to profits. Send resume to Box H-69, BROADCASTING.

(selling) Managers, Sales Manager & Salesoutdoor advertising companies in the world men. These men must deliver $ales $ales $ales. We just bought one of the 10 largest and we need $ales, local $ales, regional $ales, national $ales. If you can sell radio, tv, newspapers, magazines, direct mail, outdoor or just plain sell, we need you. Send true salary requirements (this is not a give away program) and complete resume to Box H-229, BROADCASTING.

Can you sell radio time? Can you sell in a small market where the potential is there if you make the call? Our station is looking for a man, who can come in and take over the supervision of our sales department. Must be neat in appearance, must make good impression, and most of all must be reliable and honest. A good opportunity for the right man. Salary and commission will be held open. A personal interview will be required at your expense. Apply radio station WKDE, Box 512, Altavista, Virginia.

Looking for capable programer interested in managing our new beautiful air conditioned fm station. Programing so that the station and the man behind it become a valuable asset to our community of 75,000 people. Willing to pay well, but tired of lazy individuals who spends the few working hours of the week reading novels between cokes. Contact Bill Lipman, WLIP, Kensoha, Wisconsin. OL 7-6162.

Sales

Columbus, Ohio . . . Immediate opening for good salesman, management experience or ready. Top independent. Growing chain, good salary plus. Please write fully. Box G-13, BROADCASTING.

Michigan regional in medium market. Opening for salesman with year or more small or medium market experience who wants to move to larger market and larger income. Replies confidential. Give full details and photo. Box G-258, BROADCASTING.

Executive salesmen . . . integrity, maturity, sincerity, and ability, are the qualities we seek in executive salesmen between 38 and 55 years of age. We are a research organization that has developed the most needed and timely ideas in decades. Now we want the seven best idea salesmen in U. S. to call on newspapers, and radio stations to lease them a service that will enable them to secure a volume of new and highly desirable year around billing. Renewals are therefore automatic. Only detailed resumes please. Box H-113, BROADCASTING.

Help Wanted—(Cont'd)

Sales

For the radio salesman who knows a good deal, it's Connecticut. Guarantee and commission. Good territory. No house accounts. Travel and entertainment expenses. No cut rates. No trade deals. "No promotions." Good future in expanding corporation. Box H-116, BROADCASTING.

Sales promotion writer, strong on research, sales presentation and ideas in top five market. Box H-128, BROADCASTING.

Salesmanger—eastern kw in good small market. Growing area. Base salary plus overide on gross. Box H-226, BROADCASTING.

Minneapolis . . . salesman for nation's most unique programing. Start straight 25% commission. Future up to you. Box H-195, BROADCASTING.

Major network station. Pittsburgh-Tri state area needs experienced local salesman. Excellent opportunity for aggressive man. Replies confidential. Send full details and photo 1st letter. Box H-201, BROADCASTING.

Hottest station on southern Florida's east coast needs hotshot salesman sold on country western. Liberal guarantee. 20% commission. Box H-211, BROADCASTING.

Expanding Gulf Coast station seeks permanent sales personnel. Men who want to work and like the challenge selling offers. Send resume including past experience, billing, personal references, financial requirements and photograph. Box H-212, BROADCASTING.

California, KCHJ, Delano. 5000 watts, 1010 kc. ½ millivolt 244 miles. Serving 1,300,000. $500 guarantee, 25% commission. Send experience, photo.

Opportunity for a salesman in the Rocky Mountain vacation land of cool, colorful Colorado. Salary and commission. Write Ellis Atteberry, KCOL, P. O. Box 574 Fort Collins, Colorado.

WDXN, Clarksville, Tennessee has immediate opening in sales department, for man with experience and clean record. Part of multiple ownership with advancement excellent. Detailed resume. No phone calls.

Well established Virginia station has immediate opening for experienced, mature salesman with announcing background. The man chosen will be sales manager with excellent potential. Send tape, resume and references in confidence to Box H-178, BROADCASTING.

Here is a top opportunity for advancement and income. Sales manager spot is open for a proven producer. Pioneer station, full time operation. Texas market of 86,000 metro. Only network affiliation in market, excellent account list. Guarantee plus liberal commission. This is an outstanding opportunity for a man who wants to work and can produce. Write Sam Matthews, KGKB, Tyler, Texas.

Announcers

Experienced staff announcer for Maryland independent. Mature voice, good references, necessary. Send air check and resume. Box G-250, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Combo deejay newsman. Illinois adult music kilowatt. Fine opportunity for qualified announcer who can gather, write and deliver news in professional manner, present bright music shows. Excellent pay, many fringe benefits. Send tape, complete resume. Box H-138, BROADCASTING.

Announcers, first phone, for Boston area daytimer. Send resume and tapes, not to be returned. Box H-181, BROADCASTING.

New top 50 format station northeast. Looking for top dj. Must be bright, fast and personable with experience. Excellent working conditions. Salary open. Send tape, resume and picture. All applications answered. Box H-202, BROADCASTING.

Staffing all talk station in northwestern Pennsylvania. Need three newsmen. Must have at least three years experience. Box H-206, BROADCASTING.

On the way up? Metro market of over 600.-000 on the prowl for real talent! No Screamer or hipster types. Men wanted who sound like men, who have personality with a capital "F." (funny)! Newsmen! If you have P.H.D. (Paul Harvey Delivery) Let's hear from you too. We offer the best pay in town. Let's hear what you offer. Box H-213, BROADCASTING.

Combo man. First class ticket, smooth show. New England small market. Relocate. Box H-235, BROADCASTING.

First phone announcers, some engineering. WAMD, Aberdeen, Maryland.

Announcer strong news and commercials, tight board. WVOS, Liberty, New York.

Mature, experienced midwest announcer/dj for kilowatt adult-programed middle-road music daytimer. Married preferred. Start $100. Excellent future. Send returnable tape, resume to WAZY, Lafayette, Indiana.

New modern sound station at Vandenberg missile facility are with wonderful coastal climate, needs alert experienced first phone dj. Must have production know how. Send tape, picture, and resume to radio station KKOK, 3640 Buellton Road, Lompic, California.

Top rated 50 kw CBS in southwest needs top notch announcer for 12M-5AM show. Must have excellent voice, knowledge of classics, stable. Send tape, picture, background to Dan Mograw, KRLD Dallas 2, Texas.

Good combo man wanted at WHRT, Hartselle, Alabama.

Available September opportunity with growing chain, announcer-copywriter. Must be presently employed and furnish top references of past employment. KKAN, Phillipsburg, Kansas.

New major full timer needs combo announcer. First phone required. No maintenance. Send resume, photo tape to WISZ, 2113 N. Charles Street, Baltimore.

Announcer, first phone (no maintenance), experienced concert music broadcasting, for established am/fm (fm stereo); pleasant conditions, fringe benefits. Send tape and resume: WCRB, Boston 54, Mass.

Help Wanted—(Cont'd)

Announcers

Madison, Wisconsin needs a quick paced, clever first phone personality. Send tape and resume to Chuck Mefford, WISM.

1st phone announcer, $5,200 up depending on experience. Good music, mobile units. Top rated 5 kw. New studios, equipment. Insurance, hospitalization, paid vcations, plenty of room to go up. If you're ready to move up call Jim Jae, KHMO, Hannibal, Missouri.

Immediate opening at station KOH, Reno and KBEE, Modesto. First FCC ticket required. Permanent position, excellent company benefits. Apply in person or send detailed resume to station managers or personnel department, McClatchy Broadcasting Co., 21st and Q, Sacramento, California.

Swinging deejay with 1st phone for #1 top 40 station. Minimum technical schedule. Immediate opening. Call or write C. A. Bengtson, WENE, Endicott-Binghamton, New York. Phone STillwell 5-3351.

Announcer, 1st phone, 5,000 watt midwest independent has immediate opening. Emphasis on air work, little maintenance. Run own board. Send tape, photo, references, complete resume, first letter, WMIX, Mt. Vernon, Illinois.

At once—great opportunity with adult programed station for three top flight announcers. One morning man, one play by play man, one newsman. All tapes welcomed. John R. Speciale, WSSV, P. O. Box 231, Petersburg, Virginia.

Middle of the road announcer, minimum of six months experience. Send tape, photo, and resume to Pete Sanders, KDLA, DeRidder, La.

Announcer experienced for wake-up show and all around staff work. WNJH, Hammonton, New Jersey.

Technical

Wanted: an honest, sober, reliable combo engineer-announcer, a man who isn't afraid to produce. If you are interested in working at a progressive radio station for an employer who is fair to his employees. Write Box H-111, BROADCASTING.

Southern California, immediate opening for experienced cut-and-slice magnetic tape editor. Preferences shown for man with announcer-engineer experience. Background information and minimum starting salary to Box H-168, BROADCASTING.

Engineer-announcer combo with general maintenance ability for fast expanding daytime station. Above average pay for right man. Send tapes and resume to George Foulkes, Radio WAAC, Terre Haute, Indiana.

First phone operator straight engineering am-fm-tv union scale. Permanent position now open. Address Finnegan, Chief Engineer, WLBC AM-FM-TV, Muncie, Indiana.

Engineer-announcer-good working conditions and salary for good man. Contact J. B. Delzell, WGTN, Georgetown, South Carolina.

Engineer-announcer, qualified to asume complete responsibility of transmitter and studio operation and maintenance. Must be willing to do some announcing and other phases of 1 kw daylight operations. Send complete resume, tape and references to WTYN, Box 940, Tryon, North Carolina.

Engineer. Some experience. Salary open. WVOS, Liberty, New York.

Production—Programing, Others

Number one midwest independent is looking for an experienced production announcer, creative and capable of writing agency type copy. Send written examples, tape, salary requirements, and complete resume to Box H-32, BROADCASTING.

Experienced copy writer or traffic girl. Excellent working conditions. Salary commensurate with ability. Send full resume with references. Box H-224, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programing, Others

Major New York agency needs junior producer-tv commercials. We want a industrious man who will be added to our tv production department. It's a "shirt-sleeves" job, best filled by a man who's successfully producing and directing tape and live commercials at a local tv station. Salary up to $7000. Submit resume with references, availability and possible dates for interview in New York. Box H-193, BROADCASTING.

Writer . . . fast rewrite unusal happenings; plus a feel for creative living material. Box H-194, BROADCASTING.

New Detroit suburban radio station needs complete staff. Only mature, experienced (at least two years) newsmen and disc jockeys need apply. Engineers with first phone needed. Send complete resume, tape, salary requirements to WBRB, P.O. Box 489, Mount Clemens, Michigan.

RADIO

Situations Wanted—Management

General manager. Prefer one of top 10 markets. Just one of the best, that's all. Box H-3, BROADCASTING.

14 years experience all phases announcing through management. Age 37, married. Best references. Seeking change to eastern small or medium market with aggressive growing organization. Box H-191, BROADCASTING.

Master's degree—Radio-television major, age 36, now seeking more challengining position in major radio television market. Fully trained and experienced wiring, programing, announcing, sales, tv production-direction, teaching and theatrical booking. Can relocate with family immediately. Box H-196, BROADCASTING.

Young husband wife team will manage your station, any market. Box H-197, BROADCASTING.

Financial management—CPA, eight years diversified experience at all levels of accounting, lifelong interest in broadcasting, wants challenging opportunity in accounting and financial end of station management. First phone, announcing, broad experience, advertising background. Resume on request. Box H-199, BROADCASTING

Desire manager-engineer position. Experienced in business management and handling personnel, can sell, announcing, know advertising. First ticket, pleasing personality, married, 48—belong to church, civic minded. Desire small to medium market. Best of character references. Box H-203, BROADCASTING.

General manager. Major market only. Good men are rarely available. One is now. Box H-228, BROADCASTING.

Wanted, 1st station to manager. Experienced: Account executive, news director, production, college, single. Box H-145, BROADCASTING.

Experienced manager, salesman, engineer competent departments, desires change-medium market. Good record and references. Box H-190, BROADCASTING.

Famous motion picture personality wants position as television time salesman. Don Marlow Ltd., Box 1621, Hollywood 28, California.

Sales

Successful professional with 50 kw indie in top 40 market looking for new opportunity. 7 years experience. Good billing picture. Good references. Future a must. Major markets preferred. Box H-227, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Disc jockey newscaster, young, experienced, can do play by play baseball. Will locate anywhere for right offer. Box H-10, BROADCASTING.

Boston. Experienced announcer desires position while attending college. Box H-33, BROADCASTING.

Personality. First phone. Best references. Available immediately. Box H-36, BROADCASTING.

Top c/w personality. Thorough background. Twenty years experience. Desire block plus sales. Minor investment possible. Prefer Ohio, all considered. Box H-87, BROADCASTING.

First phone. dj/announcer with board experience. Prefer east coast location in or near Pennsylvania. Box H-91, BROADCASTING.

DJ-announcer, relaxed style, college. Two years professional experience, now employed but want to relocate in southwest or southeast. Desire C & W or good music format. Have wide C & W background. Box H-95, BROADCASTING.

Virginia announcer—programer, 27, married. 10 years experience. A. P. news award winner. References excellent. Box H-139, BROADCASTING.

Good idea, negro deejay, first phone, tight board, great production. Box H-165 BROADCASTING.

Nine-year, morning/afternoon humorist (not merely reading jokes from books) with production spots a la Freberg. Prefer midwest medium. Box H-169, BROADCASTING.

Experienced young, announcer servicing small market. Any type format. Will send tape and resume upon request. Box H-176, BROADCASTING.

DJ announcer, top 40, available immediately, will travel. 3rd phone. Box H-177, BROADCASTING.

Newsman, announcer, salesman, copywriter for radio and tv. Three years experience. College and service. Programing, production experience, radio/tv. Box H-205, BROADCASTING.

Hey! You morning all rise and no shine? Top experienced morning man. Comedy style unparralled. Seeking to relocate permanently. Box H-93, BROADCASTING.

Working man's Herb Shriner. Want larger market for my highly rated, topical morning show. First phone. Box H-204, BROADCASTING.

Announcer/dj. Young, cheerful, experienced. Summer relief or regular staff. Box H-209, BROADCASTING.

Announcer, thoroughly experienced in news, copy, programing. Deep, mature voice, pleasant delivery. Presently working large east coast market. Married, will travel. Box H-215, BROADCASTING.

Start the day number one. Sound good? So do I. Good enough to stay number one for the past six years. Morning humor done with taste. Box H-216, BROADCASTING.

Top 40 dj wants to locate in California. Currently holding down number one evening show in area. Also experienced as chief engineer. Box H-218, BROADCASTING.

DJ experienced? Yes, 5 years worth. Call area code 717-885-8981 anytime or Box H-219, BROADCASTING.

Announcer—salesman wishes to relocate. Currently sign on man with sales reminder of day, 26, married, 1 child. 7 years experience. Good voice, good music, strong sales. Prefer midwest but will consider all offers. Middle to larger markets only. Box H-221, BROADCASTING.

First phone announcer with 15 years experience looking for station heavy on country music. Box H-222, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer. Married, two children. Prefer news, play by play. 9 years experience. Over 100,000 only. Box H-231, BROADCASTING.

Sports director. Not ex-athlete. 9 years experience. Heavy play by play. Desperate. Family man. Medium or major market only. Box H-232, BROADCASTING.

Casual man next door dj with two years in number one cost of living area desires to relocate. Will consider all offers. Box H-233, BROADCASTING.

Young news director-dj. Now in AM format FM stereo. Prefers top 40 in Indiana. One year experience all phases radio, hops. Some college. Box H-234, BROADCASTING.

Beginning announcer. Will locate anywhere. Can do news, commercials and tight board. Available immediately. John Paterek, 3618 28th Avenue, Astoria 3, N. Y.

Pennsylvania and Jersey stations; young, versatile, experienced announcer with bright intelligent delivery, desires full or part-time summer employment. Write or phone Bill Gordon, 5257 Marwood Road, Philadelphia 20, Pennsylvania, 215 GLadstone 5-4625.

First phone wants first job in radio. Good voice, college grad. Music authority. Reliable, can sell, hard worker, P. O. Box 1361, San Pedro, California.

East coast area announcer. 1st phone, BA in speech, 2 years experience. Age 24, married. Prefer top 40; will consider 111. Good pay gets good man. Write or call Chuck Sidebottom, 1557 Meadowbrook Road, Meadowbrook, Pa. TU 7-1950.

Ambitious, bright, eager beginner, seeking position as announcer; single, will travel. Tape on request. Jack DeWaard, 16 West 16th Street, Holland, Michigan.

Experienced announcer. Mature voice. Fast paced or homey. Excellent references. Jim Ericson, Coleraine, Minnesota until June 27. Phone 86.

Seeking first position. Young (18) with good potential. Have training equivalent to that of announcing school. Available immediately. Bill Elliott, 48 Imperial Ave. Pittsfield, Massachusetts. Telephone HIllcrest 2-1283.

Newsman, married, family, seeks news, sports, N. Y. state area. 4 years experience. Presently employed Denver, Colorado, station. Reply 1570 S. Yates Street, Denver 19, Colorado.

Technical

Permanent position with progressive station desired, limited experience, first phone. Prefer Missouri. Box H-140, BROADCASTING.

I wanna go home. First phone, presently employed one of Dallas, Fort Worth largest stations seeks work upper Michigan northern Wisc. E. T. Since 1948 experienced all phases engineering & DA. Can handle light announcing and production, age 37, very settled, married, children, home sick. Box H-175, BROADCASTING.

FCC first class license holder. Recent graduate of Radio Engineering Institute of Florida, Inc. Desires beginning job in radio. No experience. Willing to work for minimum wage for opportunity to learn and advance. David Nuttall, P. O. Box 1058, Saraota.

Situations Wanted—(Cont'd)

Production—Programing, Others

News director. Station must be vitally concerned with news and public affairs. Ten years experience includes radio, television, newspaper, public relations, editorials, and documentaries. Major markets only. Box H-171, BROADCASTING.

Program director. Twelve years experience all phases of programing; board . . . news, play by play. Married, three children. Want steady progressive station. Have worked NBC-CBS affiliate stations in major market. Bob deVille, Phone 221-8031, Cleveland, Ohio, write Box H-189, BROADCASTING.

Program director, highly qualified with ten years experience. Thorough knowledge in all phases of broadcasting. All replies confidential. Box H-172, BROADCASTING.

Newscaster, 13 years: one organization; 37, married, desire larger eastern market. Box H-192, BROADCASTING.

Seeking prestige radio or tv newsman? Young political science professor, broadcasting consultant, newspaper supervisor at university. Edited weekly newspapers. Broadcast experience includes interviews, documentaries. Skillful reporter and writer, authoritative delivery. Salary secondary to oportunity. Box H-198, BROADCASTING.

Good music stations attention. Peedee, nineteen years experience, wants medium to large market. Take charge man. Good solid production. Family man. Box H-217, BROADCASTING.

15 years tv experience in all phases. Consider station management position and others. Heavy in film, news, interviewing. All replies answered. Box H-236, BROADCASTING.

TELEVISION

Help Wanted

North Carolina's newest television station, WNBE, New Bern, N. C., on air September 1, is receiving additional applications from professional people for responsible positions in sales, traffic, promotion and copy art. Send complete resume to Nathan Frank, Piedmont Television Corp., Box 1041, Henderson, N. C. No collect telephone calls. Personal interviews required.

Announcers

Announcer. Experienced. Southwest leading network. Above average talent opportunities. Excellent benefits. Send resume, pic, tape or VTR. Box H-52, BROADCASTING.

News Anchorman personality for leading northeastern VHF needed immediately. Must be mature personality with a solid background in news and a proven on-the-air track record. Box H-159, BROADCASTING.

Top station in major midwest market is looking for an experienced newsman who can write and deliver editorials in addition to routine news work. Send complete resume and photograph. Box H-167, BROADCASTING.

Qualified studio engineer with Ampex vtr experience. Also one transmitter engineer, some experience, large new studios, RCA transmitter. More new equipment arriving. Full power channel 2 contact KOOK-TV, Billings Montana's largest metropolitan area.

Announcer, some tv, experienced, good voice. Tape, resume, photo, references. KFBC-TV, Cheyenne, Wyoming.

First class radio telephone operator wanted for tv transmitter duty. Experience desireable but not necessary. Box H-179, BROADCASTING.

Help Wanted—Technical—(Cont'd)

TV Engineers and Technicians opening for experienced technical personnel to construct and operate two new television stations in South Carolina. 1st class FCC license required. Positions for transmitter supervisors and transmitter control operators to begin employment immediately. Apply in writing giving full qualifications, and experience. Box H-214, BROADCASTING.

Engineer with 1st class phone license for video control transmitter operator, some maintenance. Experience desirable, but will consider applicant with good technical background. Contact Walter Nelson, Engineering Director, WUSN-TV, Charleston, South Carolina.

UHF station needs man for combined board and transmitter shift. Wire or phone M. J. Lamb, WIMA-TV, Lima, Ohio.

Very unusual opportunity for several select and aggressive electronics men, preferably with business experience, to become mail order dealers in 17 year old electronics home-study school. Small investment required for franchise and supplies. Write for details and application forms. CSOE, Box 10634, Jackson 9, Mississippi.

Production—Programing, Others

Continuity director. Must know station operations. Capable of taking over in highly competitive s.w. market. Salaried. 400 month. Box H-53, BROADCASTING.

TELEVISION

Situations Wanted—Announcers

Newsman, announcer, salesman, copywriter for radio and TV. Three years experience. College and service. Programing, production experience, radio/tv. Box H-205, BROADCASTING.

Five years radio experience, college, family, desires tv, or combination opportunity. Bass voice; currently in deep south will consider anywhere. Box H-210, BROADCASTING.

Technical

For Sale: Ability and experience gained through 20 years broadcast, 10 years television chief engineer. Experienced, construction, operation, maintenance. Non drinker, age 42, conscientious, dependable, efficient. Willing to branch out into new fields. 2512 Yellowstone, Billings, Montana, 252-3062.

Production—Programing, Others

Director producer-writer, 7 years experience looking for progressive station. Available July 1st. Box H-129, BROADCASTING.

Newsman-director, 6 years solid radio news experience in New England, college degree and ETV. Presently employed, family man. Seeking advancement, preferably news directorship. Box H-186, BROADCASTING.

Attention ETV. An experienced producer-director, engineer, speech, dramatics and technical theater person is looking for a position with a new or established etv station. Willing and capable teacher in all above areas. Have B.S. degree. Willing to work for college assistanship. Would rather have productive position that fabulous salary. M. P. Stowers, 2420 Club Drive, South Bend 15, Indiana.

Newsman-director 6 years solid radio news experience in New England, degree in Communication Arts. ETV experienced in television operations. Seeking tv news opportunity. Presently employed family man. Box H-188, BROADCASTING.

News photographer, nine years experience in all phases of news documentary filming and editing. Presently chief photographer at highly rated midwest station. Seeking better opportunity. Box H-208, BROADCASTING.

Newsman, over decade radio-television. Presently writes, performs: daily radio, weekend live television, station's editorials. Abjures 'rip-n-read'; builds concise colorful newscasts. $140 weekly. Box H-184, BROADCASTING.

For Sale

Equipment

Surplus 3M video tape available. One or two splices in an hour reel. Unable to use due to client requiring unspliced tape. Box H-60, BROADCASTING.

Used UHF 1 kw RCA Transmitter excellent condition, immediate delivery, a bargain. WCET, 2222 Chickasaw Street, Cincinnati 19, Ohio.

1000 watt Western Electric transmitter model 443-A-1. Now tuned to 1050 kc. Good working condition. Best offer. WPAG, Ann Arbor, Michigan.

Xmission Line; Teflon insulated, 1⅝" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for $40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

Television/radio transmitters, monitors cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

One G.E. color film scanner, new '58. Includes two Eastman-Kodak model 300 continuous motion projectors in excellent condition. Also includes a dual 8 slide disc slide system. Also includes preview facilities for film and slides. Is currently in regular use and well maintained. Ideal way to get into color film and slides inexpensively. $27,500. Box H-8, BROADCASTING.

950 mc steel ant. 6' single plane 18-DB complete. 2 for $210. Box H-166, BROADCASTING.

Ampex automation (1200A), Schaeffer, record/play, 3-playbacks, electronics 'brain,' 2-Seeburg 200 players, photo cell amp., 2-remote control, reels. New 1961. Ownership change dropped automation. Box H-174, BROADCASTING.

5000 watts AM transmitter BXX BC-5P about 5 years old. Write Box H-183, BROADCASTING.

Collins 20 V2. 1000 watt transmitter—used only 18 months. Best offer. Box H-153, BROADCASTING.

Used 1000 watt transmitters. Collins, RCA, Gates, Raytheon. Trade-ins, same only two years old. Excellent buys. Write for list. Bauer Electronics Corporation, San Carlos, California.

P-60. Magnecord with new carrying case $300. Robert O. Moran, WBEL, Beloit, Wisconsin.

Federal 3dk fm transmitter model 192-A. Best offer over $1500 takes it. Bob Admas, KUTE, 217 West Broadway, Glendale 4, California.

Western Electric 5-A fm monitor $500. Raytheon RL-10 limiting amplifier, $250. WABQ, Cleveland, Ohio.

BTX-LA sub carrier plug in type background music. Audiomation laboratories autospercer. Presto Model 625 tape play back model A-909-1 preamplifier. Used 6 months. Best offer WCLE, Cleveland, Tennessee.

Five kilowatt RCA transmitter, now tuned to 1250 kc. Model 5-C water cooled WRYT, Inc., Pittsburgh 30, Pa.

WANTED TO BUY

Equipment

Wanted: 150 foot tower console, microphones and other related equipment. Building new station, Box H-149, BROADCASTING.

Tower wanted, self supporting. Contact Bill Chapman, Box 3297, Birmingham Alabama. 251-5117.

Need 5 or 6 layer super turnstile antenna and 25 kw vestigial sideband filter for television channel 2. Write stating make, model, condition, and prices. Box G-321, BROADCASTING.

WANTED TO BUY—(Cont'd)

Equipment

UHF Television. Need everything. Transmitter, Antenna, tower, studio equipment. Box H-220. BROADCASTING.

Miscellaneous

TV and Radio news directors; coverage of National Governor's Conference from Miami Beach, exclusive, reasonable, free details, write immediately. Box H-207, BROADCASTING.

Tour, cooperative non-profit for radio, television, newspapermen, by air, South Seas, New Zealand, Australia, January 9, 31 days, $1537 all expense. Extension available to Singapore, Bali, Djkarta, Borneo, Phillippines, etc. Interviews top government officials. Nathan Bolton, Bastrop, Louisiana.

JOCKEY Joker is a new series of one line gags for deejays. This publication will be habit forming first issue $2.50. Show Biz Comedy Service (Dept BJ) 65 Parkway Court, Brooklyn 35, New York.

Tell the importance of Radio to prime accounts, potentials opinion-makers is your community with monthly publication under your own imprint. $39.95 monthly. Details. "Radio Reports Newsletter," 1186 Arlington Lane, San Jose 29, California.

Bingo cards personalized advertising, your message front and back. Many colors, sizes, prices. Controls and calculations for promotions. Television, radio, newspaper, etc. Buy direct—save. Forsyth Manufacturing Company 1930, West 41st Ave., Phone 433-7044, Denver 11, Colorado.

400 "Mike Bits" by top comedy writer. Great fill-in's, gats, quickies. Satisfaction guaranteed. $3.00 Vinny Healy, 825-B, West End, New York City, 25.

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

"Quick Quips" Jokes, one-liners, comedy, ad-libs for deejays. Also "Disc Hits," record info. $5.50. Del Mar Radio Features, P.O. Box 61, Corona Del Mar, California.

Helicopters for lease yearly, for traffic time newsphoto, promo. Very reasonable. Tax deductible. Box E-33, BROADCASTING.

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Unlimited funds available for radio and television properties. We specialize in financing for the broadcasting industry. Write full details to Box 205A, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 1505 N. Western Ave. Hollywood 27, California.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Altanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

INSTRUCTIONS—(Cont'd)

Announcing programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

San Francisco's Chris Borden School teaches you what you want: 1st phone and "modern" sound. Jobs a plenty. Free placement. Illustrated brochure. 259 Geary Street.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1653 North Cherokee, Hollywood, California.

"Do you need a first phone? Train for and get your FCC first class license in just five (5) weeks with R.E.I. in beautiful Sarasota! Affiliated with modern commercial station. Free placement. Write: Radio Engineering Institute of Florida, Commercial Court Building, P. O. Box 1058, Sarasota, Florida."

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

FCC license in six weeks. Total cost $285. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. CA 7-0529.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 120 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting July 10, October 9. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Special accelerated schedule. The Los Angeles Division of Grantham Schools is now offering the proven Grantham first class license course in a special accelerated schedule. Taught by a top notch instructor, this class is "success tested" for the man who must get his first phone in a hurry. The next starting dates for this accelerated class are July 8, and September 9th. For free brochure, write: Dept. 3-B, Grantham School of Electronics, 1505 N. Western Ave., Los Angeles 27, California.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5 kw station. One price includes everything, even room and board. Can be financed. American Academy of Electronics, WLIQ, Sheraton Battle House, Mobile, Alabama.

Pittsburgh, Pa. FCC First Phone accelerated "success-proven" course now in Pittsburgh. Day or evening classes. Free placement. American Broadcast & Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

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RADIO

Help Wanted—Announcers

TALENT ONLY!

Dominant 50,000 watt independent . . . one of North America's great radio stations . . . seeks North America's greatest radio personalities. We're prepared to pay for the exceptional talent we require. Intensive experience, bright sound, swift pacing, and a definite personality are all necessities . . . comedy an asset. We're part of a major market chain with unusual staff stability. No 'phone calls . . . send air check tape, and complete resume to: Box H-170, BROADCASTING.

ANNOUNCER

Bright, fast paced tight production. No Rock and Roll! 1st ticket desirable and will bring more money. Play-by-play experience also desirable. Job is ready now, but will wait for the usual notice. Send tape & resume to

Box H-200, BROADCASTING

SITUATIONS WANTED

Production—Programing, Others

To: Radio/TV Station Owners
From: A One Man Task Force

Do you need an experienced broadcaster to handle multiple duties for you?
. . . A programing executive?
. . . A writer-director-producer?
. . . A promotion specialist?
. . . A creative/administrative supervisor?
Write for details: P. O. Box #1638 Grand Central Stat'n, New York 17, New York.

YOUNG 3 IN 1 EXEC.

Publicity, Promotion, Public Affairs. Any one or all three. Proven record with network O & O and other firms. Lured away from broadcasting for more money and now find broadcasting is more important to me. Ready to come back for $10,000 plus.

Box H-237, BROADCASTING

TELEVISION

Help Wanted—Management

PROMOTION AND MERCHANDISING MANAGER

needed immediately. Strong on sales promotion. Opportunity for current assistant to head up own department. Good growth potential. Send complete story first letter including salary requirements.

WRDW-TV
AUGUSTA, GEORGIA

Sales

SALES MANAGER

For Midwest UHF station in VHF market. No conversion problem for fast growing station. Need hard worker and sales leader.

Box G-218, BROADCASTING

Help Wanted—(Cont'd)

Technical

TELEVISION TECHNICIAN

Progressive VHF-CBS affiliate in mid-South needs experienced man for studio maintenance and operation. 1st class license required. Send resume, references, salary requirements, and recent photograph.

Box H-230, BROADCASTING

Production—Programing, Others

PRODUCER-DIRECTOR

Capable of handling a variety of studio and/or remote assignments. Ability to handle switcher and capacity to prepare documentaries also vital. Write complete information to:

PROGRAM DIRECTOR, WHAS-TV
LOUISVILLE 2, KENTUCKY

Miscellaneous

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OWNER KWSK, Pratt, Kansas.

WANTED TO BUY

Stations

MULTIPLE STATION OWNER

seeks profitable full time outlet in good southeastern market. Principals only.

Box H-173, BROADCASTING

For Sale

Stations

Profitable Regional Daytimer

in one of Southwest's Richest and Fastest Growing single-station growth markets. $180,000.

Box H-180, BROADCASTING

FOR SALE: EXCELLENT

Arkansas daytimer in growing, stable market. Operating in black. Price is right. Deal direct with owner. Only qualified operators need inquire.

Box H-223, BROADCASTING

For Sale—(Cont'd)

Stations

MODEL FM STATION FOR SALES

Established independent FM station in metropolitan Southeastern market serving coverage area of half-million homes from ideal mountain-top site. Entire operation housed in new building beside major highway. Low overhead operation with semi-automation and ready for low-cost conversion to stereo. Finest equipment purchased new. Established audience and quality clients. Also multiplexing background music to twenty clients with unlimited opportunity for expansion. Exclusive taped music franchises for both main channel and background services. Owners must sell due to press of other interests. Terms. Box H-225, BROADCASTING.

NEW ENGLAND

Low frequency AM with superb coverage of 500,000 population market. Steadily growing gross exceeded $145,000 last year. Station in the black and owns excellent building and land. $200,000 cash or $250,000 on terms.

Box H-238, BROADCASTING

To buy or sell Radio and/or TV properties contact.

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Pa.	single	daytimer	120M	terms
Ga.	single	fulltime	85M	cash
Fla.	single	daytimer	35M	cash
M. W.	medium	power	225M	35M
Fla.	medium	power	150M	30%
N. E.	metro	daytimer	200M	50M
S. W.	large	FM	75M	cash

And others

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To reach everyone in BROADCASTING and its allied fields.

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 141

motion, reopened record and incorporated therein by reference information concerning change of residence and position of J. Lynn Johnston and closed record; (2) by Genesee Valley Television Inc. for leave to amend its application to show death of Ray F. Healy and related facts and, on examiner's own motion, reopened record and incorporated into record by reference facts stated in amendment and closed record; and (3) granted motion by Rochester Area Educational Television Assn. Inc. to strike portion of step V pleading by Community Broadcasting Inc. and dismissed as unnecessary Community's May 27 motion. Action June 10.

By Hearing Examiner H. Gifford Irion

■ Continued June 11 conference to Sept. 3 in proceeding on application of Broward County Broadcasting Co. for license for WIXX Oakland Park, Fla. Action June 10.

■ Upon request by Broadcast Bureau, continued further hearing from June 7 to June 21 in proceeding on applications of WIDU Broadcasting Inc. and Al-Or Broadcasting Co. for new AM stations in Asheboro and Mebane, respectively, both North Carolina. Action June 7.

■ Granted petition by Helix Broadcasting Co. for extension of time to June 21 to file reply findings in proceeding on its application for new AM in La Mesa, Calif. Action June 7.

By Hearing Examiner Jay A. Kyle

■ Granted petition by Broadcast Bureau for extension of time from June 12 to June 21 to file proposed findings and conclusions of law in proceeding on application of Geoffrey A. Lapping for new AM in Blythe, Calif. Action June 10.

By Hearing Examiner Forest L. McClenning

■ Granted request by Port Chester Broadcasting Co. to close record in proceeding on its application for new AM in Port Chester, N. Y., and ordered that proposed findings shall be filed by July 8 and, on own motion, cancelled June 11 hearing conference. Action June 6.

■ Granted motion by Broadcast Bureau and continued June 24 hearing to July 10 in Perrine-South Miami, Fla., TV channel 6 proceeding. Action June 4.

By Hearing Examiner Chester F. Naumowicz Jr.

■ In proceeding on applications of Charles County Broadcasting Inc. and Dorlen Broadcasters Inc. for new AM stations in La Plata and Waldorf, respectively, both Maryland, in Docs. 14748-9, scheduled hearing conference for June 13 at which time parties shall be prepared to advise hearing examiner of progress in reaching agreement on pending controversy as to conductivity, and shall also be prepared to state whether they wish opportunity to present rebuttal evidence with respect to portions of direct cases heretofore received. Action June 10.

■ Upon request by Broadcast Bureau, extended time from June 10 to June 21 to file proposed findings in proceeding on applications of Edina Corp. and Tedesco Inc. for new AM stations in Edina and Bloomington, respectively, both Minnesota. Action June 7.

By Hearing Examiner Herbert Sharfman

■ Pursuant to agreements reached at June 4 prehearing conference in proceeding on application of K BAR J Inc. for new AM in Hastings, Neb., scheduled certain procedural dates, and hearing for June 24. Action June 4.

■ Upon request by applicant Prince William Broadcasting Corp. (WPRW), Manassas, Va., and without objection by other parties in consolidated AM proceeding in Docs. 14873 et al., further extended time from June 5 to June 7 for final exchange of engineering and Sec. 307(b) exhibits. Action June 4.

By Hearing Examiner Elizabeth C. Smith

■ Pursuant to agreement of counsel at June 10 prehearing conference in proceeding on application of Eastside Broadcasting Co. for new AM in Phoenix, Ariz., continued July 15 hearing to Oct. 2. Action June 10.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of June 11

■ Granted renewal of licenses for following, on which action has been deferred, for normal license term: KGA Spokane, Wash.; WERI Westerly, R. I.; KGON Oregon City, Ore.; *WHUS(FM) Storrs, Conn.; KIMO Hilo, Hawaii; WHWB Rutland, Vt.; KRED Eureka, Calif.; *WMEB-FM Orono, Me.; WBNC Conway, N. H.; WMNB North Adams, Mass.; *WBOR(FM) Brunswick, Me.; *WMUA(FM) Amherst, Mass.; *WBUR (FM) Boston; *WHSR-FM Winchester, Mass.; WEGP Fitchburg, Me.; KHBC Hilo, Hawaii.

WKNT-FM Kent, Ohio—Granted CP to install new alternate main trans.

***WHAD(FM) Delafield, Wis.**—Granted mod. of CP to change type ant.; ERP 75 kw.

K70BS Naalehu and Volcano Area, Hawaii, and K74BA Naalehu and Pahala, Hawaii, Kilauea-Kau Community TV Assn.—Granted assignment of licenses for UHF TV translator stations to Kaiser Industries Corp.; consideration $1 each; without prejudice to further action Commission may deem appropriate as result of pending criminal antitrust suit of U. S. v. Kaiser Aluminum & Chemical Sales Inc., Criminal Case No. 2124, U. S. District Court for Eastern District of Pennsylvania, filed October 31. 1962.

W02AD Waynesville and Hazelwood, both N. C.—Granted mod. of CP to change type trans. for VHF TV translator station.

Actions of June 10

■ Granted renewal of licenses for following, on which action had been deferred, for normal license term: WBBF Rochester, N. Y.; WEVD New York; *WBGO(FM) Newark, N. J.; WHAZ Troy, N. Y.; WCRV Washington, N. J.; WPOW New York; WMBO Auburn; WPDM Potsdam; WMBO-FM Auburn; WLNA Peekskill, all New York; WNNJ-FM Newton, N. J.; WWOL-AM-FM Buffalo.

WFPG Atlantic City—Granted CP to install old main trans. as aux. trans. at main trans. site; remote control permitted.

WFAB Miami-South Miami—Granted CP to install new aux. trans. at main trans. site.

KCID Caldwell, Idaho—Granted CP to install old main trans. as alternate main nighttime and aux. daytime trans.; remote control permitted.

KSJB Jamestown, N. D.—Granted CP to install new aux. trans. at main trans. location.

WCRV Washington, N. J.—Granted license covering installation of aux. trans.; delete remote control.

KAHI Auburn, Calif.—Granted request to continue existing pre-sunrise operation with DA-D and power of 1 kw between hours of 4 a.m. and local sunrise until final decision is reached in Doc. 14419 or until directed to terminate such operation, whichever occurs first.

KCFM(FM) St. Louis—Granted mod. of CP to increase ant. height to 440 feet and change type ant.

Actions of June 7

WNEP-TV Scranton, Pa.—Waived Sec. 3.682(a)(15) or rules and granted CP to operate on regular basis with reduced aural ERP of 53.7 kw (main trans. and ant.); condition.

KPFA(FM) Berkeley, Calif.—Granted CP to install new alternate main trans. at main trans. site; conditions and without prejudice to such further action as commission may deem warranted as result of outstanding inquiry into affairs of Pacifica Foundation.

WUPI(FM) Lynn, Mass.—Granted request and cancelled license; delete call letters.

WCOC-TV Meridian, Miss.—Granted extension of completion date to Dec. 4.

Action of June 6

K09FX Cicleville, Utah—Granted mod. of CP to change frequency to channel 9, type trans. and make changes in ant. system for VHF TV translator station.

Actions of June 5

***WGVE(FM) Gary, Ind.**—Granted CP to change frequency to 88.7 mc; ERP 295 w; ant. height 83 feet.

WDCX(FM) Buffalo—Granted license; specify main studio and remote control sites.

WCGR Canandaigua, N. Y.—Granted license covering change in ant.-trans. location and changes in ground system.

WENT Gloversville, N. Y.—Granted license covering use of old main trans. as aux. trans. at main trans. location.

WFAS White Plains, N. Y.—Granted license covering use of old main trans. as aux. trans. at main trans. site.

WGBB Freeport, N. Y.—Granted license covering use of old main trans. as aux. trans. at main trans. site; remote control permitted.

WLIB New York—Granted license covering increase in aux. power by using old main trans. as aux. trans. at main trans. site.

WXKW Troy, N. Y.—Granted license covering installation of aux. trans.

WSYR Syracuse, N. Y.—Granted license covering installation of new alternate main trans.

WVOC Battle Creek, Mich.—Granted mod. of CP to change ant.-trans. location and type trans. and make changes in ground system; conditions.

KETO-FM Seattle—Granted mod. of CP to make change in transmission line.

WKRZ Oil City, Pa.—Granted authority to remain on air for period beginning June 8 and ending Sept. 21, while WSAJ ceases operation for summer recess.

KETO-FM Seattle—Granted extension of completion date to Aug. 9.

■ Granted licenses for following: WCGR Canandaigua, N. Y., and redescribe ant. height as 163 feet; WXKW Troy, N. Y.; WFSR Bath, N. Y.

■ Granted licenses for following: *WHCL-FM Clinton, N. Y.; *WGSU(FM) Geneseo, N. Y.; *WRRH(FM) Franklin Lakes, N. J.

Action of June 4

Luis Prodo Martorell, Dorado, P. R.—Reconsidered and set aside May 28 grant of CP for new AM on 1030 kc, 10 kw-D.

Actions of June 3

Tahoe Translator Co., Bijou, Calif.—Granted CPs for new UHF TV translator stations, on channels 79 and 82, to translate programs of KXTV(TV) (ch. 10) Sacramento and KTVU(TV) (ch. 2) Oakland, both California.

Potter Valley Television Assn., Potter Valley, Calif.—Granted CP for new VHF TV translator station, on channel 6, to translate programs of KTVU(TV) (ch. 2) Oakland, Calif.

Action of May 29

A. W. Brothers, Weaverville, Calif.—Granted CPs for new VHF TV translator stations, on channels 4 and 5, to translate programs of KHSL-TV (ch. 12) Chico, and KVIP-TV (ch. 7) Redding, both California.

Action of May 22

Wendover City, Wendover, Utah—Granted CPs for new VHF TV translator stations, on channels 8, 10 and 12, to translate programs of KUTV(TV) (ch. 2), KCPX-TV (ch. 4), and KSL-TV (ch. 5), all Salt Lake City.

Rulemakings

PROPOSED

■ Commission invites comments to notice of proposed rulemaking looking toward assigning channels 20 and 26 to Phoenix, Ariz., as petitioned for by Dwight Harkins and Power Television Inc., respectively. Assignments would necessitate concurrence of Mexican authorities. In his petition for channel 20 assignment, Harkins indicated his interest lies in utilizing channel for subscription TV, and requested that channel, if assigned, be designated for this special purpose. Designation is not necessary since, if channel is assigned to Phoenix, applications for authorization to conduct subscription TV operations on it could be filed; however, they would have to comply with conditions of commission's third report on subscription TV in Doc. 11279. Action June 5.

PETITIONS FOR RULEMAKING FILED

■ John J. Tibiletti, Houston—Requests amendment of rules by addition of channel 30 to Victoria, Tex. Received May 31.

■ Guadalupe Valley Telecasting Inc., Bishop, Tex.—Request institution of rulemaking proceedings looking toward amendment of television table of assignments as follows: Victoria, Tex.: add channel 25; Cuero, Tex.: delete channel 25 and add channel 30. Received June 3.

■ WKNX-TV Saginaw, Mich.—Requests institution of rulemaking proceeding by making following changes in table of assignments: Saginaw: delete channel 57—, add channel 25—; Midland, Mich.: delete channel 25—, add channel 57—. Received June 5.

■ *WSIU-TV Carbondale, Ill.—Requests amendment of rules so as to allocate and reserve for noncommercial educational television use channel 14 at Alton and channel 16 at Newton, and at same time substitute channel 55 for channel 16 at Olney and channel 67 for channel 28 at Vandalia, all Illinois. Received June 4.



HENNESEY

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licensed music and were telecast locally during the past year

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OUR RESPECTS to Leonard Firestone

All selling is based on logic

It may well be an old wives' tale that everybody has a "hidden talent" of which he is unaware. But Len Firestone, vice president and general manager of the Four Star Distribution Corp., isn't so sure.

He was a young, struggling announcer in Pittsburgh in 1949 when he discovered that he had a penchant for selling. At that time he was intent on advancing his career as a disc jockey-announcer at WPGH Pittsburgh, and was eager to originate a program from a local restaurant.

"But the station's sales staff couldn't sell the restaurant management on the idea," Mr. Firestone recalls. "I decided to try myself. And I succeeded. The arrangement lasted for seven or eight months, and then I succeeded in persuading a local clothing store to originate my show."

Mr. Firestone decided that he had the sales touch. He quit his job at the station and headed for New York—and the "Big Time." Station jobs in 1950 were scarce for an inexperienced salesman, but persistence is one of Mr. Firestone's virtues. He landed a selling post with the Schep-Reiner Co., which handled promotional projects for radio stations, and his sales career was launched.

Into Syndication ▪ After a year of seasoning, he left to become a part of the then fledgling TV film syndication business. Mr. Firestone joined Unity Television Co. in 1951 and began to acquire a background in the techniques of selling films to stations in an era when this practice was a flourishing enterprise. He rose to vice president in charge of sales at Unity in 1955 when the company was sold.

Mr. Firestone thereupon joined a company that was probably the kingpin of the syndication field in the 1950's, Ziv Television Programs, which later became Ziv-United Artists and now operates as United Artists Television. He rose rapidly in the Ziv organization, holding various sales executive posts, and was vice president in charge of sales for several years when he left last August to join Four Star Distribution Corp., the syndication arm of Four Star Television, which was then in the process of formation.

Despite his obvious success, Mr. Firestone regrets one phase of his life: he is sorry he abandoned his original plan to study law.

"Don't misunderstand me," he explains. "I love selling. But I feel that a legal background teaches logic and it is my contention that all selling is based on logic."

Even without exposure to Blackstone, Mr. Firestone has developed into a serious-minded, clear-thinking individual who knows the shortcomings and problems of the TV film field today. But with the optimism characteristic of the skilled salesman, he is certain that syndication can surmount its ills.

Early Days ▪ Leonard Firestone was born in Pittsburgh on Aug. 30, 1921, and attended local schools and Duquesne University in that city. He was graduated from the university in 1943 after completing the business administration course. His plan to study law was delayed (and later abandoned) because he was drafted into the Army.

Len Firestone served as an Army glider pilot in the Pacific. His interest in broadcasting was whetted during his Army days when he was asked to deliver newscasts at noon over the public address system.

When he was discharged in March 1946, Len decided to look for a job as a radio announcer. He obtained posts with several small stations in Pennsylvania for two years and in 1948 he landed an announcer's berth at WPGH.

His voice retains the vibrancy of an announcer, and his manner is warm and friendly but not intrusive. A former co-worker describes Len as "energetic and engaging with a keen knowledge of the film syndication business."

The Sales Record ▪ Mr. Firestone is understandably proud of the sales record achieved by Four Star Distribution in the comparatively short time it has been in existence. He points out the company has chalked up almost $4.5 million in sales since operations began late last summer on a group of off-network series, including *The Dick Powell Theatre, The Rifleman* and *Zane Grey Theater*. But he is not unaware that syndication is beset by problems.



Mr. Firestone

He ticked off some of the problems: prices paid by some stations are "unreasonably low"; competition for time slots is rugged because of the use of network programs in what used to be considered station time; the large volume of off-network shows available, and the scarcity of regional advertisers.

"But we must remember one thing," Mr. Firestone stresses. "Some distributors have brought some of the problems on themselves by pricing their shows too low. You can't blame a station for buying cheaply when distributors make it so easy for it to do so."

There is little likelihood that the prime-time, first-run syndicated series will become available in quantity in the foreseeable future, according to Mr. Firestone. He added: "Until the large regional advertiser comes back into TV, you won't see many first-run series produced. They cost too much to be marketable today."

What it all boils down to, Mr. Firestone indicated, is that syndicators have to "work harder" at a sale and provide potential clients with added service and information. One sales aid instituted at Four Star Distribution, which Mr. Firestone considers particularly effective, is a rating history book on each of its series. This provides station representatives with a handy reference to the ratings scored by the series in selected markets during its network run in competition with other programs carried in the market.

Selectivity ▪ "Agencies are becoming more and more selective about buying shows," he explained. "When a rep approaches a timebuyer and points out that a particular program did well on a particular station, he is supplying information that may help to make a sponsor buy."

When the FCC announced recently that network option time was going to be abolished, Mr. Firestone said, he felt originally that it would have no appreciable effect on station programing practices. But after talking to a sizeable number of station operators, he added, he learned that some are "going to take the intent of the FCC to heart and drop some network shows." He believes this will help the syndication field in the 1964-65 season.

Mr. Firestone married the former Carole Greenfield of New York in 1950 after an eight-week courtship. They live in North Woodmere, L. I., with their three children—Brian, 11, Jack, 8, and Patty Ann, 4½. For relaxation, he sails on Long Island's South Shore.

The seething South

TO other parts of the country, the image of the South today is that of a region in social upheaval. The southern story that dominates newscasts and publications these days is one of racial demonstrations, of an old order reluctantly and slowly yielding to a new.

Yet there is another story that is of at least equal significance to anyone who does business with and in the South. That story is told in a Special Report in this issue.

A month-long look at the mid-South by an experienced BROADCASTING editor produced minimum evidence that the region, as a market, has been seriously affected by the racial incidents that have taken place. There have been localized disruptions, of course. Boycotts by Negroes and whites have temporarily hurt individual stores. Downtown business centers have lost business, generally to suburban competitors, but that phenomenon is not peculiar to the South.

It would be a serious injustice to the South and a tactical error by marketers who sell there to assume that the social agitation has had lasting influence on the business underpinnings of the region.

For businessmen, the mid-South deserves a calm, detailed study at a moment when local demonstrations provide the subject for exciting news accounts and when some of the area's political figures are directing attention away from the basic economic progress that is taking place.

How to hang separately

THE general board of the National Council of Churches, which represents some 30 Protestant and Eastern Orthodox denominations, has thrown its powerful support behind the campaign to impose tighter government controls on television and radio.

On June 8 the board adopted a resolution urging that the FCC continue to hold local hearings to examine the performance of stations, that the FCC intensify its drive to force an increase in local programing, that the FCC be given the power to regulate networks, that advertisers and their agencies be divorced from control of program content, that the FCC adopt the commercial time limitations of the National Association of Broadcasters' radio and television codes, that the FCC and other government agencies "control the integrity of advertising" and that the Congress prohibit its members who have interests in broadcast properties or common carriers from sitting on committees that set communications policies.

The board also set a general objective for the government to shoot at. "Television and radio programs," said the board, "should not be judged solely, or even primarily, on the basis of audience size or cost per thousand viewers or listeners. Rather, evaluation should be made on such criteria as integrity in reporting, aesthetic standards, and value for a particular audience."

In these recommendations are contained all the elements that are needed for complete government control over radio and television programing. Let the government adopt the whole package, and it will have deprived broadcasting of the rights guaranteed by the First Amendment.

We wonder if the general board of the National Council of Churches realized the implications of the resolution it passed. The same First Amendment that guarantees the freedom of broadcasting also guarantees the freedom of religious worship in the United States.

To religious leaders who have not read it lately, a reexamination of the First Amendment might be enlightening at this time. "Congress," the amendment says, "shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech or of the press. . . ."

Let churchmen begin chiseling away at those phrases of the First Amendment that pertain to others, and they may find they are also weakening the parts of it that pertain to themselves.

So czary

IN a farewell letter to the President, Newton Minow has proposed a reorganization of the FCC that he headed until June 1. Mr. Minow has suggested the elimination of the seven commissionerships and the creation of a single administrative head and an administrative court. It is a plan that would undoubtedly tidy up the FCC machinery. It would also establish a dictatorship over radio and television.

As long as FCC policy is set by seven commissioners who have votes of equal value, some degree of moderation is assured. If policy could be set and regulations enforced by action of one administrator, the invitation for czaristic extremes would be irresistible. Congress has rejected in the past proposals to create a czardom of the FCC. It will reject this one, if the President submits it.

Second chance

A NEW opportunity to knock out the discriminatory filing fee plan of the FCC is provided by Representative Walter E. Rogers (D-Tex.), chairman of the House Communications and Power Subcommittee. His bill (HR 6697) would prohibit the FCC from charging fees unless it is specifically authorized to do so by an act of Congress. The FCC, after fiddling with license fees for years, last month adopted a modified "filing fee" schedule effective next January 1.

There was only token resistance to the filing fees. Broadcasters should have gone all-out in opposition because it constitutes another manifestation of government interference with the business of broadcasting. Broadcasters are taxpayers and their taxes help defray the expenses of government. While the fees proposed are nominal now ($50 for AM-FM new station applications; $100 for TV) there is nothing to prevent the FCC from doubling or quadrupling them once the principle becomes entrenched.

We hope the Rogers bill gets the broadcaster support it deserves. With a January 1 effective date this second chance becomes the last chance.



Drawn for BROADCASTING by Sid Hix

"I'm looking for a medical show. . . . When you want a doctor, you can never find one!"

QUALITY PROGRAMMING

in the tradition of
HUBBARD BROADCASTING, INC.

Betty Wells CHATS — DOCTOR'S HOUSE CALL



Miss Betty Wells, a nationally recognized radio personality and writer brings her rich background and experience to KSTP-TV, Channel 5, for a daily (Monday through Friday) chat with homemakers from 4:00 to 4:05 p.m.

As an authority on charm and beauty, an actress, a writer and a successful business woman, Miss Wells has been called upon as a lecturer and consultant by organizations from New York to California.

A compelling and vibrant personality, Miss Wells speaks on a myriad of subjects with a quiet authority that invites attention – and gains faithful viewers.

Whether it be inspirational, factual, advisory or just plain common sense, "Betty Wells Chats" is the only show of its type in the Northwest, a show that steadily builds a loyal and interested audience.

From 5:40 to 5:45 pm, Monday through Friday, Dr. James Rogers Fox appears on KSTP-TV to discuss medical subjects and problems of interest to thousands of viewers.

A practicing physician in the fields of internal and occupational medicine for more than 16 years, the personable and articulate Dr. Fox has made the show an immediate success.

DOCTOR'S HOUSE CALL is approved by the Minnesota Medical Association. The radio version of the show is currently being broadcast on more than 100 stations (KSTP Radio is one of them) including Australia, New Zealand, Hong Kong and Canada. It is approved by the American Medical Association.

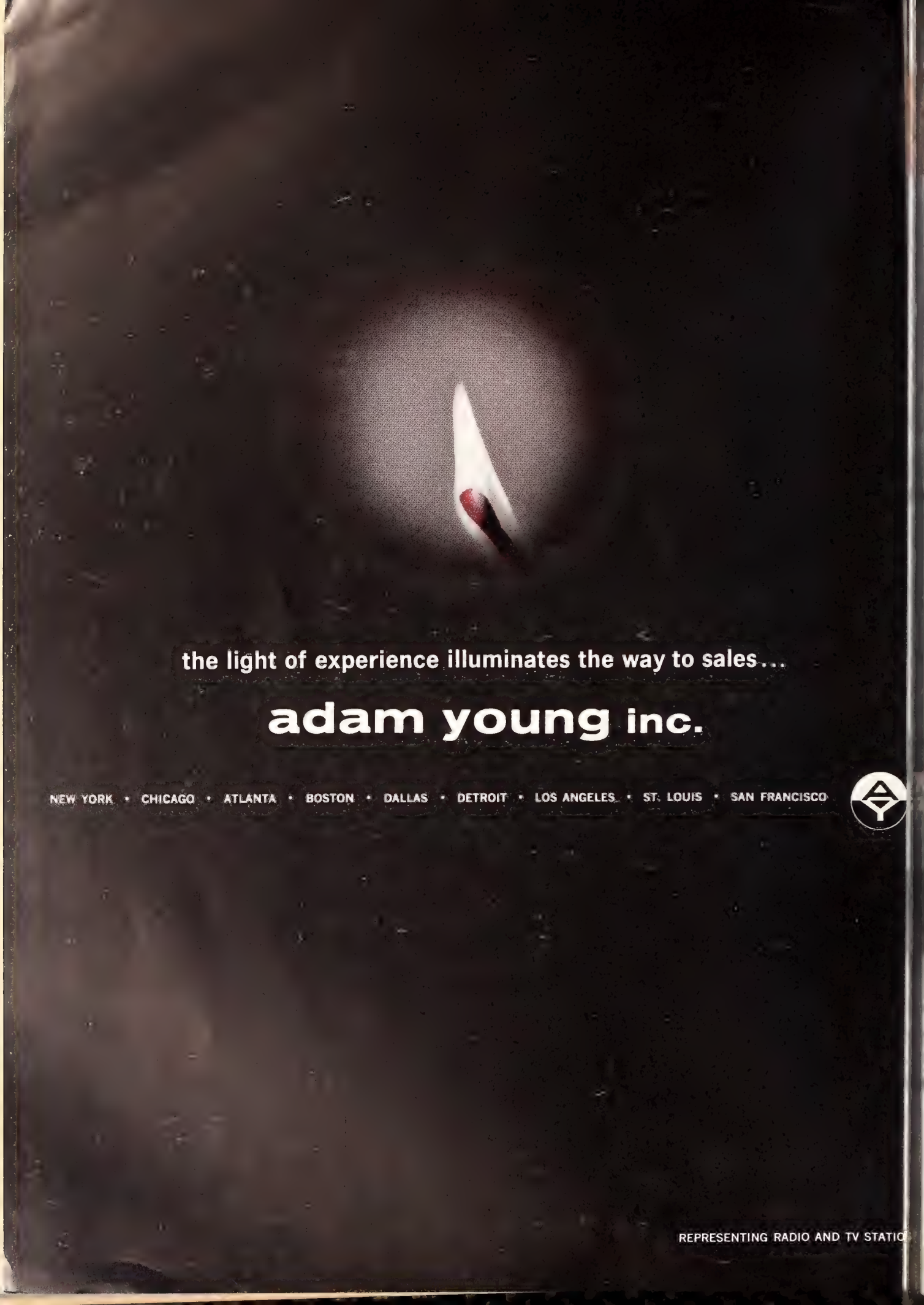
For information on availabilities, call a KSTP-TV representative or your nearest Petry office.

REPRESENTED BY

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

KSTP 5 TELEVISION


the light of experience illuminates the way to sales...
adam young inc.
NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • ST. LOUIS • SAN FRANCISCO
REPRESENTING RADIO AND TV STATIO

35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JUNE 24, 1963

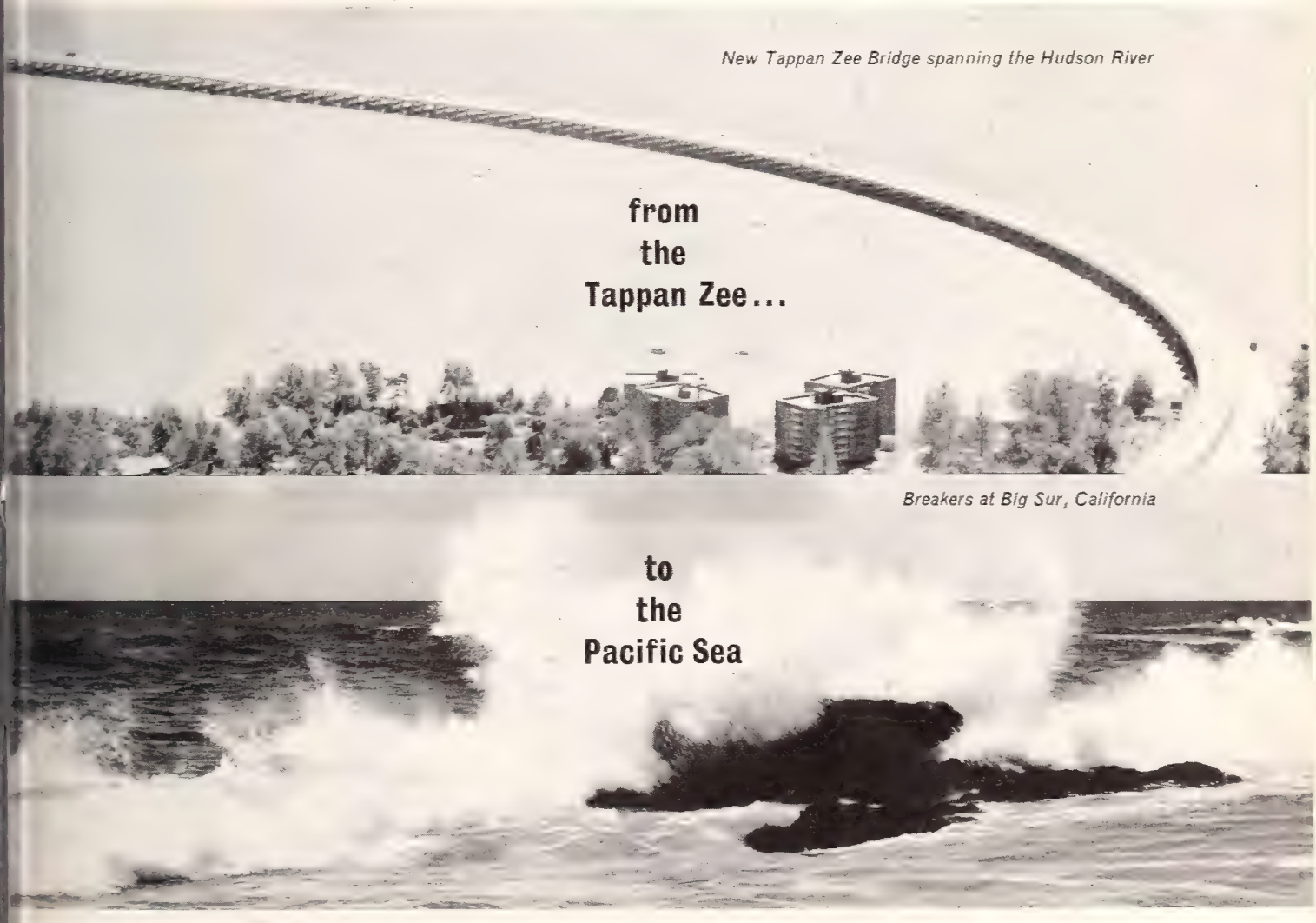
Radio-television not encouraged by changes in tobacco advertising 31

House passes Sec. 315 suspension in face of surprising opposition 84

DCSS plans to revitalize market rankings by embracing growth patterns 39

Ratings Report: Henry hits inaccuracies, new council starts work 68

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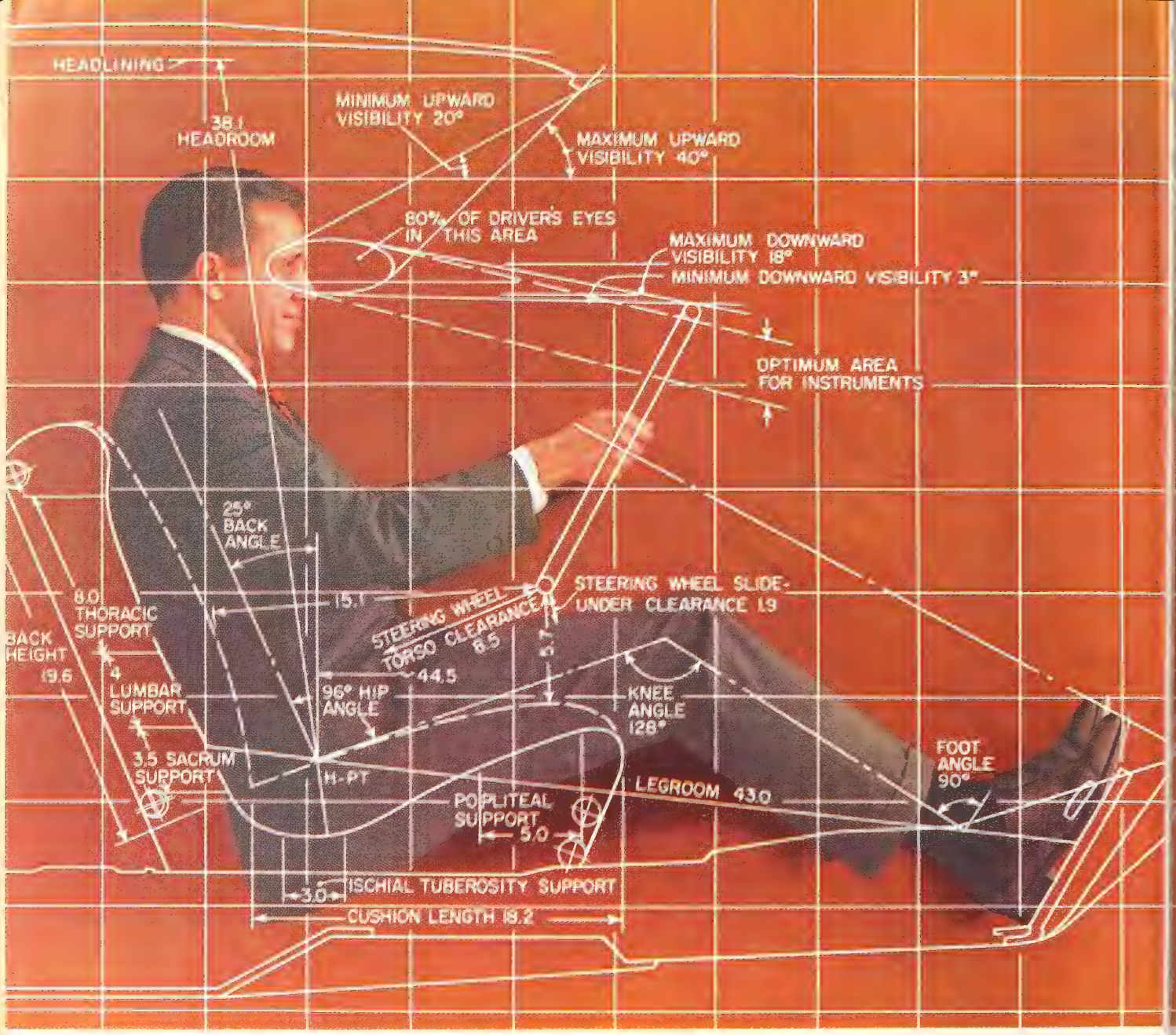


WGN Radio reaches the largest audience of any broadcast property west of the Hudson*

WGN IS CHICAGO

WGN

*ARS 1961



Chrysler Corporation engineers use "Anthropometrical" figures like this in designing cars to "fit" man's needs for comfort and safety.

Man is a challenge—the biggest one we face

Man is all shapes and sizes. So is his family.

Man is the motorist who can sense steering-wheel vibrations as minute as forty millionths of an inch.

Man is the astronaut in outer space.

Man is the engineer on whose skill and imagination great dreams depend.

Man is the car dealer who must back up his promises.

All these aspects of man add up to the biggest challenge any company must meet.

How does Chrysler Corporation meet it?

By selecting the best engineers for intensive training and advanced degrees at Chrysler Institute of Engineering.

By maintaining the high quality of Chrysler-built cars and trucks.

By analyzing sound and vibrations so scientifically as to cause the entire literature of sound to be rewritten.

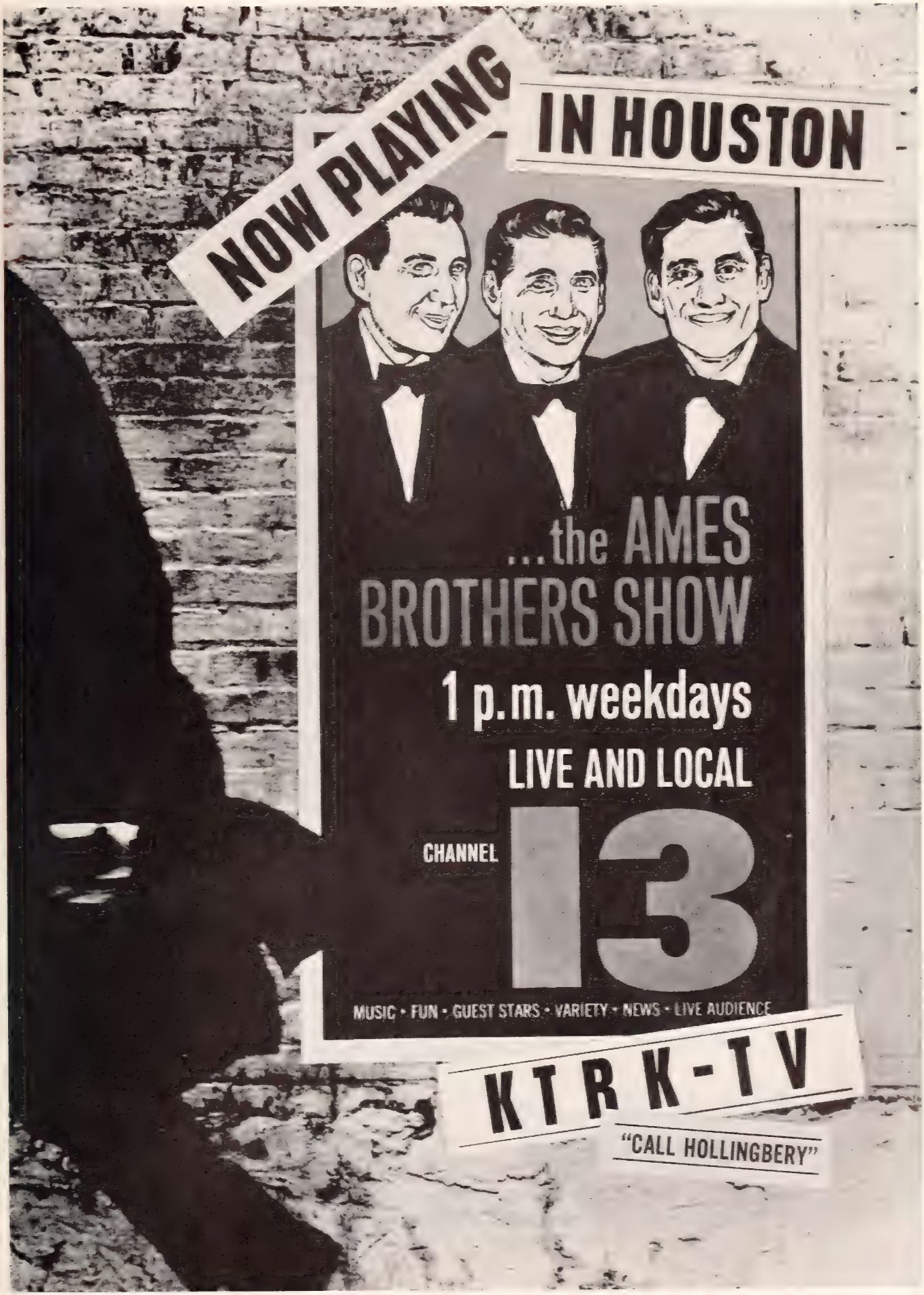
And, by being a prime contractor for America's missile and space vehicle program.

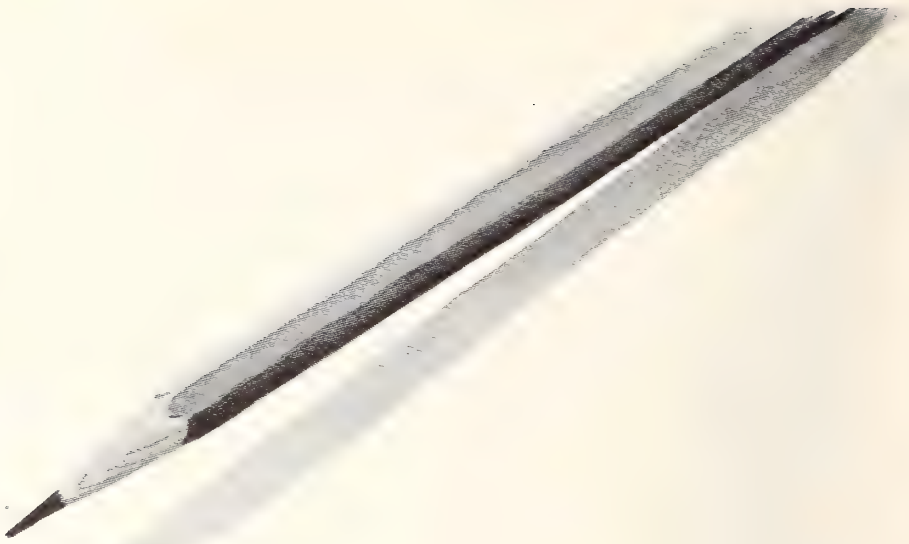
Man is one of many challenges met by Chrysler Corporation in the course of its highly diversified activities as the twelfth largest industrial business in the United States, with understandable confidence in its own growth and the future of this country.

PLYMOUTH • VALIANT • CHRYSLER IMPERIAL • DODGE • DODGE DART • DODGE TRUCKS • SIMCA • DEFENSE AND SPACE PRODUCTS • PARTS DIVISION • AMPLEX AIRTEMP • CHEMICAL DIVISION • MARINE DIVISION • INDUSTRIAL PRODUCTS DIVISION

CHRYSLER CORPORATION

SEE "EMPIRE" IN COLOR, NBC-TV, TUESDAYS


NOW PLAYING
IN HOUSTON
...the AMES BROTHERS SHOW
1 p.m. weekdays
LIVE AND LOCAL
CHANNEL 13
MUSIC • FUN • GUEST STARS • VARIETY • NEWS • LIVE AUDIENCE
KTRK-TV
"CALL HOLLINGBERY"



KRLD-TV INCREASES ITS LEAD

KRLD-TV now delivers more homes per average quarter-hour, 9 am to 6:30 pm, Monday thru Friday,* than the next two channels in the market **combined** — AND 59.8% more homes from 6:30 pm to Midnight, Sunday thru Saturday,* than the next station in the Dallas-Fort Worth market.

The Metro Area percentages story is the same: KRLD-TV, from 9 am to 6:30 pm, Monday thru Friday,* has a larger average share than the next two stations **combined.** Sunday thru Saturday, 6:30 pm to Midnight,* KRLD-TV's share is 32.4% greater than the next station in the market.

All across the board, total market domination is yours with Channel 4. See your ADVERTISING TIME SALES representative.

*NSI March 25-April 21, 1963.

KRLD-TV

represented nationally by Advertising Time Sales, Inc.

ATS

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

CLOSED CIRCUIT

KIRO stations to Mormons

Negotiations were in progress last week for acquisition of controlling interest in KIRO-AM-FM-TV Seattle (CBS affiliated) from Saul Haas, president-general manager, by Mormon church, which owns KSL-AM-FM-TV Salt Lake City (CBS affiliated), plus interest in other Western commercial broadcast properties. Church already has acquired some 30% of KIRO properties from minority stockholders and currently is negotiating for acquisition of Mr. Haas's 64%. Minority stock was purchased at about $30 per share. With 257,000 shares outstanding, this would bring figure to about $8 million but it's expected that Haas majority stock would bring higher figure.

Robert Barker, of Wilkinson, Cragun & Barker, representing Radio Service Corp., which operates properties for Church of Jesus Christ of Latter Day Saints, was in Seattle last week to confer with Mr. Haas and Charles Horowitz, Mr. Haas's Seattle attorney. Radio Service Corp. is headed by Arch Madsen, president-general manager of KSL properties. who has been serving on Queen City Broadcasting Co. (KIRO) board. Mr. Haas is on KSL board. Mormon group owns minorities in KID-AM-TV Idaho Falls and KBOI-TV Boise, also CBS affiliated. Church also owns World Wide Broadcasting Co. (WRUL) New York international commercial shortwave operation.

Ready for bids?

Interests of Kerr family in Kerr-McGee stations reportedly are on sales block. Death early this year of Senator Robert S. Kerr (D-Okla.) with resulting inheritance taxes and management problems are said to be cause of impending divestiture. Sales will reportedly be made without services of broker. Kerr-McGee stations are WEEK-TV Peoria and WEEQ-TV La Salle, both Illinois; KVOO-TV Tulsa (45%) and KOCO-TV Enid (20%), both Oklahoma.

Henry's programs

Look for FCC Chairman E. William Henry to submit to commission soon his controversial proposal that agency reevaluate its policy on sustaining time. Proposal, first offered in Nashville speech in May (before his appointment as chairman), brought protests from networks and stations. But instead of backing off, he's doing research for memorandum he can submit to commission. He feels commission should decide whether it should consider percentage of sustaining time in judging station's performance. He says this might be one way of stimulating more public affairs programing, particularly in areas of controversy.

When Chairman Henry appears before Senate Communications Subcommittee Wednesday on suspension of Section 315 (equal time provision), he probably will advance two views—one in behalf of FCC and other his own. FCC will go for legislation to suspend Section 315 in next year's elections only to extent of exempting presidential and vice presidential campaigns as it did before House committee. But Chairman Henry, like his predecessor, Newton N. Minow, is expected to espouse allocation of specific blocks of time, for free, for candidates seeking public office.

Elgin's moves

Elgin National Watch is ticking away with plans at management level as well as in broadcast. At New York executive quarters, Henry Gargolis, board chairman, reportedly will bring in Norman Gladney, now principal in Taplinger-Gladney advertising agency. Major announcement should be forthcoming within next 10 days. Significance: Mr. Gladney's advertising background is mainly in broadcast.

In new broadcast move, Lady Elgin Diamond Watches division plans to test emotional approach in copy using radio exclusively. Test campaign expected to break after Labor Day using some 10 markets at outset on basis of 52-week non-cancelable contract. Elgin's theme will be "heirloom from the royal family"—Elgin in 1964 being first watch company in U.S. to celebrate centennial.

Cutback for Nielsen?

There's good chance A. C. Nielsen Co. will withdraw shortly from local radio ratings business. Effective date isn't certain, but announcement may come this week. ACN has said it would retire from this field if it didn't find adequate support for "interim" service initiated few months ago. Its network radio measurement service will continue, and so, it's understood, will its efforts to develop new local radio service that'll meet its objectives and also be attractive to clients.

Fie on fees

Author of anti-FCC license fee bill, Representative Walter E. Rogers (D-Tex.), is trying to schedule it for hearing before his communications subcommittee this session. Bill is based on question whether agency has legislative authority to impose fees Jan. 1, 1964, as it has said it would, without congressional action. Mr. Rogers says if he is unable to obtain hearing this session, he'll ask FCC to postpone effective date of its fees until he can get hearing first thing next year for sure.

South may rise again

Interest is being whipped up for convocation of representatives of state associations of broadcasters to protest FCC's proposal to adopt National Association of Broadcasters' commercial limitations on radio and TV time, but action probably won't be taken until after NAB board meeting in Washington this week. Georgia Association of Broadcasters, which plans "flying mission" to Washington July 9 to protest to Congress, is ramrodding special meeting, which may be convened one Sunday in July at Airport Motel near Atlanta, to which state broadcasters from Southeastern area would be invited. Jack Williams, GAB executive secretary, reported Friday that eight state associations already had indicated full or qualified acceptance of invitation if it develops.

Pause for repairs

Summertime will bring cooling-off time for current tensions between National Association of Broadcasters and Radio Advertising Bureau—if RAB has anything to do with it. Tensions stem from RAB's plans to do radio methodology study and NAB's refusals, thus far, to support it (see page 72). NAB authorities have protested that RAB is airing differences in public. Now attitude at RAB seems to indicate bureau will go out of its way to avoid public display, will cooperate in any way it's asked to and will give NAB time over next few weeks to meet, think, talk—or anything else needed to reach decision as to supporting RAB study.

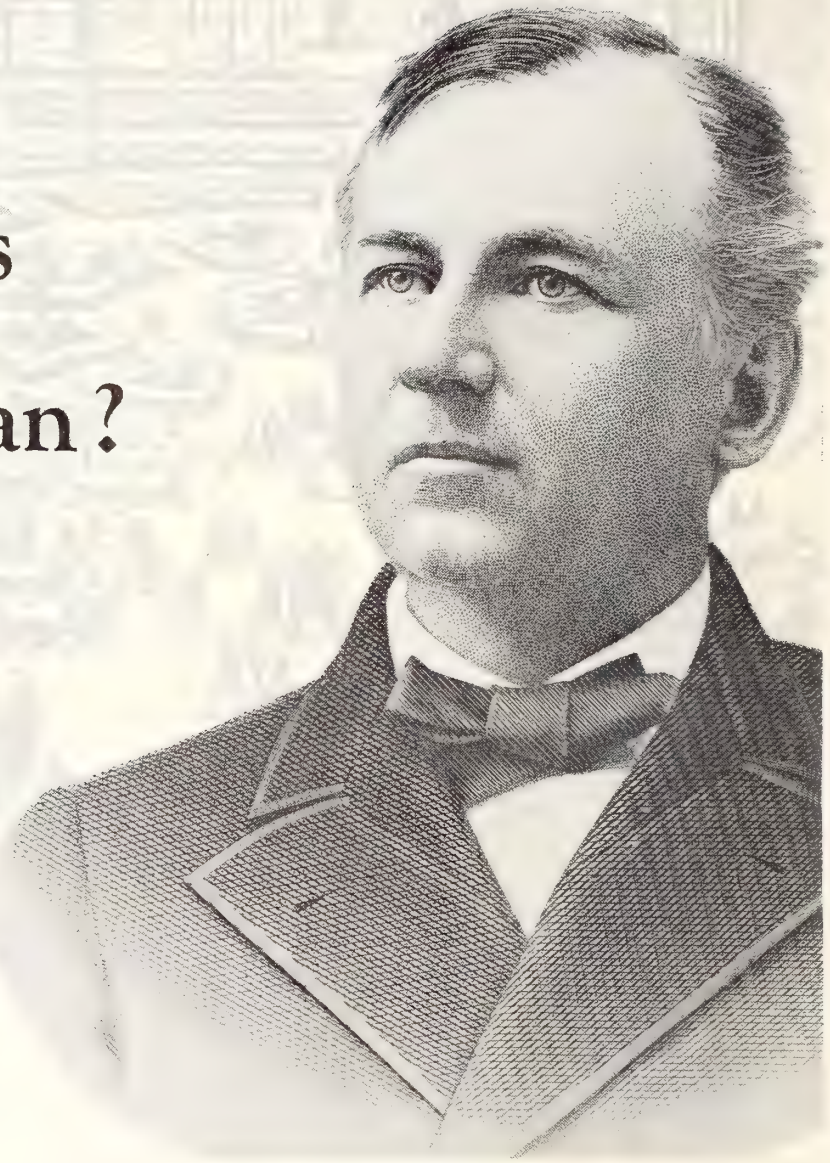
Bigger thing

Robert Richardson, who has received national publicity as chief questioner during radio-TV ratings hearing of House Subcommittee on Investigations, reportedly is considering running for Congress in 1964. Mr. Richardson, 30-year-old former Democratic member of Oklahoma assembly, may make race against incumbent Representative Victor Wickersham (D-Okla.). Latter has liberal voting record while ratings investigator is announced conservative. Mr. Richardson has just been promoted to associate counsel of subcommittee.

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Wanamaker Grand Depot, 1877

What makes a great salesman?





Philadelphia, April 8, 1861. Young merchant John Wanamaker counted his first day's receipts . . . $24.67. Sixty-seven cents was kept to make change . . . $24 was invested in advertising the store that was to grow into America's largest retail clothing establishment.

Through Wanamaker's daring advertising tactics and merchandising ingenuity, Philadelphia set the pace for the retailing world. Wanamaker inaugurated the "one price" policy . . . was *first* to guarantee customer satisfaction with exchanges and refunds. In 1877, he opened America's *first* "composite" store . . . was *first* to illuminate a retail store with electricity . . . was the *first* department store to use full page newspaper ads. Wanamaker's flair for showmanship in selling, combined with his dedication to "integrity, education, courtesy and mutuality" made the Wanamaker store a national institution.

Wanamaker has been called "the father of modern advertising". Station WIBG, Radio 99, believes in Wanamaker's alert policy of adapting to meet the needs and desires of the community. A great salesman . . and like Wanamaker . . . a respected salesman, WIBG is *first* in listenership in Philadelphia*, the City of Firsts.

STORER BROADCASTING COMPANY	LOS ANGELES *KGBS*	CLEVELAND *WJW*	MIAMI *WGBS*	TOLEDO *WSPD*	DETROIT *WJBK*	*WIBG* PHILADELPHIA
NEW YORK *WHN*	MILWAUKEE *WITI-TV*	CLEVELAND *WJW-TV*	ATLANTA *WAGA-TV*	TOLEDO *WSPD-TV*	DETROIT *WJBK-TV*	

**According to Pulse, Hooper and NCS*

Represented by Katz Agency

WEEK IN BRIEF

Major changes in cigarette advertising and promotion are in the works, judging by decision of companies to pull out of college campus media. Canadian cigarette firms to use only TV hours after 9 p.m. See lead story . . .

CHANGE IN TOBACCO ADS . . . 31

The upheavals in U. S. growth patterns have moved a big agency—Doherty, Clifford, Steers & Shenfield—to put into operation a continuing plan of market evaluation that reflects changes as they are happening. See . . .

NEW MARKET RANKING CONCEPT . . . 39

A major entity has entered the audience measurement field—the Rating Council set up under NAB auspices. The council met last week and is drafting criteria to serve in setting up a performance-auditing plan. See . . .

RATING COUNCIL STARTS WORK . . . 69

Newest rating headache from the government: FCC Chairman E. William Henry told House probers his agency is really serious about threat to punish broadcasters who misuse information on audience research. See . . .

HENRY'S STAND ON RATINGS . . . 68

The network sales situation is improving and is nearing the sellout stage. Highlight of the last week was a $4-million CBS-TV buy made by P&G. Brown & Williamson, Heinz, Lever and Breck also sign new orders. See . . .

NETWORK SELLING RASH . . . 34

It's NAB board week and the issues are important—commercial time standards, ratings and election of a board chairman. Radio and TV code boards to submit revised formulas covering commercial time. See . . .

NAB BOARD'S BIG WEEK . . . 72

Is Uncle Sam twisting radio and TV arms to get free publicity? Strong charges of New Frontier coercion by newspaper columnist are based on Department of Agriculture memo sent out before wheat referendum. See . . .

FEDERAL ARM-TWISTING . . . 90

Legislation to suspend Section 315 (equal time) of the Communications Act won House approval last week by a 2-to-1 margin. Now the measure goes to the Senate where the Commerce Committee will hold hearings. See . . .

HOUSE PASSES 315 BILL . . . 84

Can a network affiliation contract be amortized for tax purposes? Corinthian Broadcasting Corp. claims it can and has over $2 million in taxes at stake in a case being tried by Judge Dawson in U. S. Tax Court. See . . .

TAX CASE GOES TO COURT . . . 92

Any congressional effort to curtail or hobble editorializing by broadcast stations will meet firm opposition from NAB's committee on editorializing. Members of the committee reviewed the problem last week. See . . .

NAB SET TO FIGHT . . . 85

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses plus address label from front cover of magazine.



It's a cold fact — there's 27% more discretionary income (on the national average) in Ohio's Third Market. Whatever you're selling — if it costs money — it's wise to advertise where money's abundant, via WHIO-TV, AM, FM. Ask George P. Hollingbery.

Additional morsel for thought:

Dayton continues to lead the state's eight major cities with the highest weekly gross earnings. (Dayton Daily News — 4/16/63).

Associated with WSB, WSB-TV, Atlanta, Georgia, WSOC, WSOC-TV, Charlotte, North Carolina and WIOD, Miami, Florida

WHIO WHIO-TV CBS 7

DAYTON, OHIO • WHIO • AM • FM • TV

PAPERS STRIKING BACK AT TV

'Newspaper 1' aimed at bigger share of national ads

Thirty of nation's biggest newspapers have banded together to sell national advertising—and it looks as if target is TV.

Organization of "Newspaper 1" was announced Friday (June 21) in Chicago. Hope is to sell national lineage on one-order, one-bill basis.

Walter C. Kurz, sales director of *Chicago Tribune,* explained newspapers get 60% of $4.75 billion spent annually in retail and local advertising, but only 11% of $7.75 billion spent annually on national advertising (or $852.5 million).

Group claims 15,396,000 Sunday and 12,674,000 daily circulation.

Broadcasting volume of national advertising in 1962 was over $1.7 billion.

Besides *Chicago Tribune* (WGN-AM-TV), others in group are:

Atlanta Journal and *Constitution* (Cox stations); *Baltimore Sun* (WMAR-TV Baltimore and WBOC-AM-TV Salisbury, Md.); *Boston Herald* and *Traveler* (WHDH-AM-FM-TV); *Buffalo News* (WBEN-AM-FM-TV); *Cincinnati Enquirer, Cleveland Plain Dealer, Dallas News* (WFAA-AM-TV); *Denver Post, Detroit News* (WWJ-AM-FM-TV), *Fort Worth Star-Telegram* (WBAP-AM-FM-TV); *Houston Chronicle* (KTRH-AM-FM); *Indianapolis Star* and *News, Kansas City Star, Los Angeles Times* (former owner of KTTV[TV]); *Louisville Courier-Journal* and *Times* (WHAS-AM-TV).

Minneapolis Star and *Tribune* (47% of WCCO-AM-FM-TV and 80% of KTVH[TV] Hutchinson, Kan.); *Newark News* (WVNJ); *New Orleans Times-Picayune* and *States & Item, New York News* (WPIX[TV]); *Oakland Tribune, Philadelphia Inquirer* (Triangle stations); *Phoenix Republic* and *Gazette, Portland Oregonian* (Newhouse stations); *St. Louis Globe-Democrat* (Newhouse stations); *St. Paul Dispatch* and *Pioneer-Press* (Ridder stations).

San Diego Tribune and *Union, San Francisco Chronicle* (KRON-FM-TV); *Seattle Times, Washington Post* and *Times-Herald* (Post-Newsweek stations).

Gotham's glad hand

Process for obtaining TV film permits for production on New York City streets will get helping hand from city when new permit forms go into use July 1 (CLOSED CIRCUIT, June 10). At same time, city's department of commerce and industrial development, which processes applications, will introduce new system to ease clearance procedure. Under new procedure, single application will be filed with department's commercial photography coordinator and then routed through other city departments and returned within three days. Police protection and traffic assistance is included in city's services to producers.

Convention sites due this week

Broadcasters should know where to set up their gear to cover 1964 national political conventions by midweek as both parties name convention sites. Democrats meet with news media representatives today (Monday) in Washington to discuss any problems of contending cities, then should name city Tuesday (June 25). Republicans met in Denver over weekend and already had talked with newsmen on technical problems (BROADCASTING, May 27, April 15).

Meeting with Democrats: Elmer Lower and William B. Monroe, NBC; Lawrence Beckerman, ABC; Al Thayer and Charles Lee Coney Jr., CBS; Stephen J. McCormick and Joe Keating, MBS; John W. (Bill) Roberts, Time-Life Broadcast; Robert M. Menaugh and Robert C. Hough, superintendents of congressional radio-TV galleries.

Corinthian's case ends; briefs due in 60 days

Corinthian Broadcasting Corp. tax case was completed Friday (June 21) with both broadcaster and Internal Revenue Service due to file briefs with U. S. Tax Court in 60 days (see page 92).

Final session saw IRS counsel call H. H. Goldin, FCC chief of research and education (soon to be assistant chief of Broadcast Bureau) and Sarkes Tarzian, components manufacturer and multiple TV station owner, in attempt to rebut Corinthian testimony.

Mr. Goldin testified that when network affiliates with multiple owner, affiliation generally remains for indeterminate time. To suggestion that TV is still in volatile state (with UHF and pay TV on horizon), he stressed Indianapolis with three VHF outlets on air for last four years could be considered stable market as far as affiliations go.

He also questioned basic data submitted by Corinthian (list of all CBS and NBC affiliations from 1948) on ground it included time when TV was undergoing growth, new stations were coming on air, and affiliations were changing with changing pattern.

Mr. Tarzian's appearance was protested vigorously by Corinthian counsel.

Governors invited to testify at hearing

Senator John O. Pastore (D-R. I.), chairman of Senate Communications Subcommittee, wired governors of each of 50 states Friday (June 21) an invitation to testify at hearing on Section 315 which begins Wednesday (June 26) in Washington.

One proposal to be considered would suspend equal time provisions for presidential, vice presidential, gubernatorial and congressional races next year. House passed version limited to national races Wednesday (see page 84).

Governors were told they could appear June 26-28, but might submit statements if unable to come.

Editorializing parley with FCC cheers NAB

NAB representatives left meeting with FCC officials Friday (June 21) encouraged by impression commission will support association in its opposition to pending "restrictive legislation" on political editorializing by broadcasters.

FCC Chairman E. William Henry, who participated in meeting on broadcast editorializing, said later, however, commission hasn't yet formulated position on measure. Bill (HR 7032) would make political editorializing subject to equal-time requirements that now apply to appearances by political candidates (see story, page 85).

But Chairman Henry said meeting showed there was "great deal of general agreement" between NAB and FCC officials "on approach to the problem of editorializing."

He said commission would review bill before FCC's scheduled appearance next month at House Communications Subcommittee hearing on editorializing by broadcasters. Draft of statement to be presented by commission is now being prepared by staff.

Chairman Henry also said commission will issue policy statement on "whole question" of airing of controversial issues—not only political editorials—by broadcasters. He said "prime importance" of issue requires this.

He said statement might be in form of "primer" (series of questions and answers on editorializing), public notice, further modified policy statement, or

more AT DEADLINE page 10

WEEK'S HEADLINERS


Mr. Winik

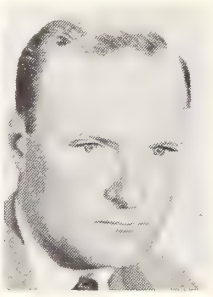
Leslie Winik, executive VP of International Telemeter Co., pay TV division of Paramount Pictures Corp., elected president, succeeding **Howard Minsky,** who has resigned. Mr. Winik has been associated with Telemeter for five years and has been in charge of programing activities. Earlier he headed his own independent film company, which specialized in filming and distribution of boxing events, including championship bouts.


Mr. Douglas


Mr. Duffy

James E. Duffy appointed VP in charge of network sales for ABC-TV. Mr. Duffy joined ABC as publicity writer in Chicago in 1949. Most recently he was executive VP and national sales director of ABC Radio. **Theodore M. Douglas** elected VP and national director of sales for ABC Radio. Mr. Douglas had been eastern sales manager of ABC Radio since 1960. **Edward G. Bishoff** elected VP and director of sales for central division of ABC Radio. He joined ABC in 1950 and had been sales manager for radio network's central division since 1960. **Herb Granath,** ABC Radio account executive for past three years, named eastern sales manager for ABC Radio network, succeeding Mr. Douglas. Mr. Granath was account executive at NBC-TV, in network station sales before joining ABC Radio in 1960.


Mr. Bishoff


Mr. Granath


Mr. Tower

Charles H. Tower, administrative VP of Corinthian Broadcasting Corp., elected executive VP. Mr. Tower joined Corinthian two years ago (BROADCASTING, June 5, 1961), resigning from National Association of Broadcasters, where he was at that time VP for television. Mr. Tower joined NAB in 1949 in employer-employe relations department (he became manager of that department in 1955). He was elected VP for TV in May 1960. Earlier Mr. Tower was with RCA's home office in Camden, N. J., and had been field examiner for National Labor Relations Board.

For other personnel changes of the week see FATES & FORTUNES

proposed rule—or combination of these possibilities.

NAB officials, on basis of Friday's meeting, felt commission wouldn't adopt additional rules on editorializing. But Chairman Henry said this is still to be considered by commission.

1st quarter loss reported

Teleprompter Corp., New York, reported Friday (June 21) company had loss of $80,687 for first three months of 1963 and gross revenues of $1,242,995. First-quarter loss, spokesman said, was attributable primarily to expenses and temporary decreases in production while relocating three divisions at Cherry Hill, N. J. in January and February.

CBS-owned TV stations forming own news bureau

Further emphasis on local news coverage by five CBS-owned television stations was indicated last week with announcement that stations will establish their own news bureau in Washington, operating independent of CBS News. Bureau, expected to be open by Sept. 1, will supply sound film coverage of stories relating to each station's specific market.

Film will be flown to each station for use on same day as covered, and is expected to increase each station's local news coverage by three hours a week.

Earlier, network-owned WCBS-TV New York had announced formation of its own news organization independent of network, to be operative by Sept. 2 (BROADCASTING, June 10).

Line rate comments must be in by July 22

FCC Hearing Examiner Forrest L. McClenning ordered Friday (June 21) that all parties involved in FCC's investigation of press rates for private line telegraph and telephone services be prepared to submit their cases by July 22.

Investigation was called to determine if increased rates by AT&T and Western Union would curtail dissemination of news by broadcasters.

Seventeen parties are intervening in case, representing press and including National Association of Broadcasters (see story, page 82).

NAFMB asks extension of comment deadline

National Association of FM Broadcasters has asked until Nov. 1 to comment on FCC's proposed birth-control plan for AM and FM services (BROADCASTING, May 20). Deadline for comments is presently July 17.

NAFMB told commission that agency's plan, if adopted, would have major effect on regulatory relationship between AM and FM, as well as upon allocation and assignment policies. Association told commission its plan also "raises substantial legal and policy questions."

Reds halt jamming of VOA programs

Soviet Union mysteriously stopped jamming Voice of America broadcasts in eight Soviet languages last week for first time since Premier Khrushchev's 1959 visit to U. S., VOA reported Friday (June 21).

Satellite countries still were jamming, but Russians stopped interfering with broadcasts in Russian, Ukranian, Armenian, Georgian, Estonian, Latvian, Lithuanian and Polish as of 10:30 p.m. EDT Tuesday (June 18) and had not resumed at week's end, Voice said.

British Broadcasting Corp. announced last week its Russian language programs were not being jammed either, although as well as could be determined, this was not case with Radio Free Europe and Radio Liberty.

Catholic group names Sweeney

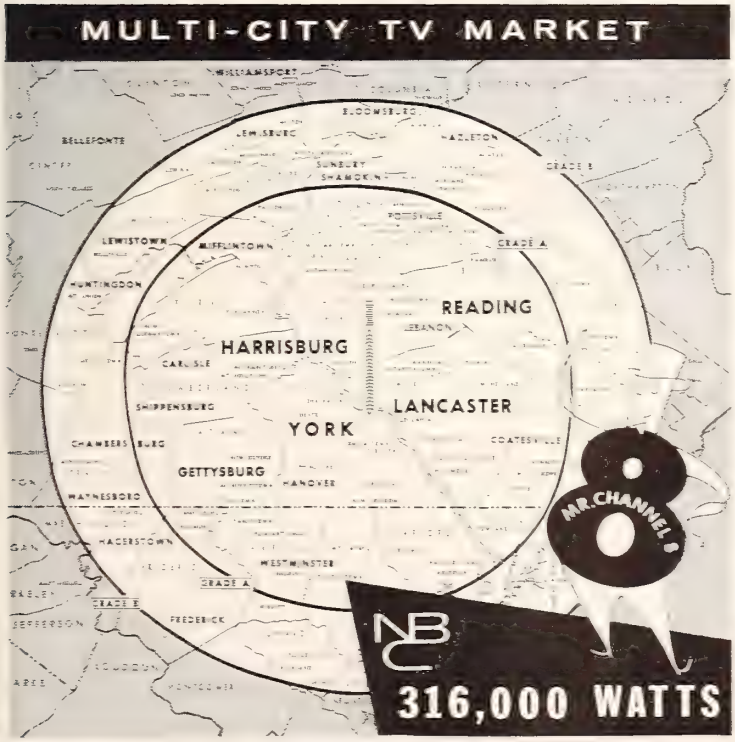
Catholic Broadcasters Association last week elected the Rev. Kenneth Sweeney, diocesan director of radio and TV in Indianapolis, president of association.

Other officers elected were the Rev. Eugene C. Best, vice president; the Rev. Elmo L. Romagossa, secretary, and Mrs. John W. Ford, treasurer.



WGAL-TV provides the power that makes the sale

In this multi-city market, an advertising schedule without WGAL-TV is like a **BOAT WITHOUT A MOTOR.** Put the full sales power of Channel 8 back of your product. WGAL-TV is the only single medium that reaches the entire market and delivers viewers in far greater numbers than all other stations combined.



WGAL-TV
Channel 8
Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc.• New York • Chicago • Los Angeles • San Francisco



Time out

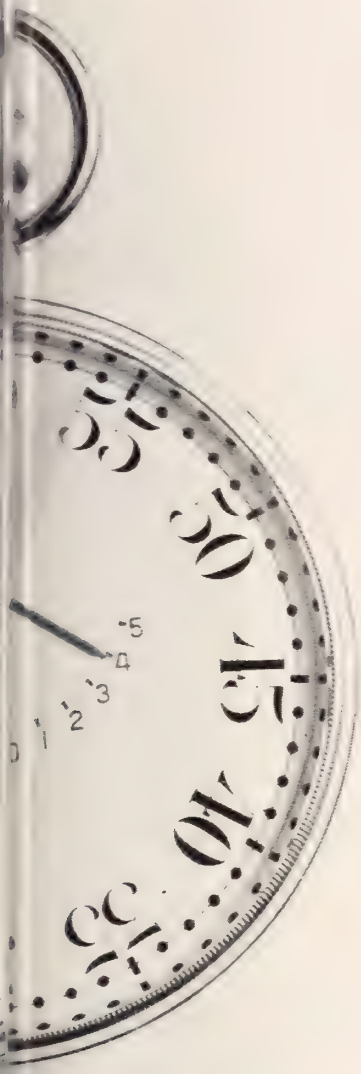
Not long ago, the five stations represented by Metro Radio Sales ran out of time.

Working closely with their customers, the rep and station staffs were able to provide many alternate or delayed schedules. But the out-of-time condition hasn't let up and, reluctantly, new orders have been turned down.



WNEW New York, WIP Philadelphia, WHK Cleveland

WCBM Baltimore, KMBC Kansas City



Time in

We reached this state of timelessness because we put in a great deal of time making our stations more valuable to the advertiser.

(Mindful of listeners, we limit the number of commercial minutes in any hour. In turn, listeners are more mindful of an advertiser's time.)

This commercial integrity makes our time much more meaningful to you.

In time to come, there will be time available. Meanwhile, to those advertisers who have been inconvenienced: Thanks for your understanding and confidence.

Metro Radio Sales Offices: New York, Chicago, Philadelphia, Detroit, St. Louis, Los Angeles, San Francisco



can't mistake his hat...

The WLW salesman's. Because he wears only one. That of WLW Radio or Television.

The Crosley Broadcasting Corporation has its own sales force. So when you call a WLW Radio or TV salesman, you get a WLW Radio or TV salesman. A man who is a vital member of Crosley Broadcasting . . . who knows his station . . . knows his market . . . knows his facts and figures. In short, knows his stuff.

When Crosley started its own national sales organization over 20 years ago, it was a revolutionary move now widely acclaimed. Just another example of the unique leadership and spirit of the WLW Radio and TV Stations!

Crosley Color TV Network

WLW-C Television Columbus · WLW-T Television Cincinnati · WLW-D Television Dayton · WLW-I Television Indianapolis

WLW Radio—Nation's Highest Fidelity Radio Station

WLW Sales Offices—New York, Chicago, Cleveland
Tracy Moore & Assoc., Los Angeles, San Francisco
Bomar Lowrance & Assoc., Atlanta, Dallas

CROSLEY BROADCASTING CORPORATION
a subsidiary of Avco

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing

JUNE

June 21-Aug. 17—**Twenty-First Stanford Radio-Television Film Institute,** sponsored jointly by Department of Communication of Stanford University and San Francisco stations: KPIX (TV), Westinghouse Broadcasting Co.; KQED (TV), Bay Area Educational Television Association; and KNBR-AM-FM, NBC. Courses meet alternately on the campus of Stanford University and in the San Francisco studios of the cooperating stations.

June 22-27—**Advertising Association of the West** annual convention at Ambassador hotel, Los Angeles. Junior conclave, June 22; business sessions, June 24-26; president's dinner, June 26; golf tournament, June 27.

June 24—**TvB Sales Clinic,** New Orleans.

*June 24-28—Thirty-second annual management conference of **National Advertising Agency Network (NAAN),** Newport Inn, Newport Beach, Calif. Featured speaker is Peter Allport, president of the Association of National Advertisers.

June 24-28—Meeting of **National Association of Broadcasters** radio, TV and combined boards, Statler-Hilton, Washington.

June 24-29—Ninth annual **Writers' Conference,** McKendree College, Lebanon, Ill.

June 24-29—**International Telefilm Show,** within framework of 13th International Film Festival Berlin (Germany) 1963.

June 25—**TvB Sales Clinic;** Baton Rouge, La.; Winston-Salem, N. C.

June 25—Stockholders meeting, **The Jerrold Corp.,** Jerrold Building, Philadelphia.

June 26—FCC Chairman E. William Henry is first witness as **Senate Commerce Committee** opens hearing on proposals to suspend equal time requirements during 1964 political campaigns. Broadcaster comments are invited.

June 26-29—Second annual executive conference of **New York State Broadcasters Association,** Gideon hotel, Saratoga Springs, N.Y. Panelists include Joseph Morris, editor of *Advertising News of New York;* Arthur Perles, editor of *Radio-TV Daily;* Ed Bunker, Radio Advertising Bureau; Ward Dorrell, John Blair Cos.; Kenneth Cox, FCC commissioner; and Robert M. Booth Jr., Booth, Tierney, Hennessey, Washington communications law firm.

June 27—**TvB Sales Clinic,** Hattiesburg, Miss.

June 27—Annual loudspeaker conference. **Electronic Industries Association,** Pick Congress hotel, Chicago.

June 27-29—**Wisconsin Broadcasters Associated meeting, The Northernaire.** Three Lakes, Wis. June 28 speakers include FCC Commissioner Frederick W. Ford, Radio Advertising Bureau President Edmund C. Bunker, and John Hurlbut, owner-manager of WVMC Mt. Carmel, Ill.

June 27-29—**Maryland-D. C. Broadcasters Association,** Sea Scape hotel, Ocean City, Md.

*June 28—**TvB Sales Clinic,** Meridian, Miss.

June 30-July 12—Fifth annual **Advertising Federation of America** marketing management and advertising seminar, Harvard Business School, Cambridge, Mass.

June 30-July 4—Annual convention of **Kiwanis International,** Convention Hall, Atlantic City, N. J. Ward Quaal, executive vice president of WGN Inc., Chicago, will speak July 2 on "Responsibility for Developing, Strengthening, and Preserving Free Enterprise." Other speakers include Merle H. Tucker, president of Kiwanis International and president and general manager of KGAK Gallup, N. M.; Secretary of State Dean Rusk; and Washington correspondent Max Freedman.

JULY

*July 8-19—**ETV Workshop,** sponsored jointly by telecommunications division of San Bernardino Valley College and the University of Redlands. For further information, write: Dr. Robert West, director of summer sessions, University of Redlands, Redlands, Calif.

*July 9—Annual stockholders meeting, **Taft Broadcasting Co.,** 1906 Highland Ave., Cincinnati, Ohio.

July 10—Annual meeting of **Broadcast Pioneers,** Park Lane hotel, New York City.

July 10-14—Convention of **American Federation of Television and Radio Artists,** Ambassador hotel, Los Angeles. Keynote speakers will be California Governor Edmund Brown and Mayor Samuel Yorty.

July 10-20—Fourteenth **International Festival of Documentary Film,** Venice, Italy.

July 11-13—Annual convention of **Idaho Broadcasters Association,** Moscow, Idaho.

*July 14-16—Summer convention of **South Carolina Broadcasters Association.** Ocean Forest hotel, Myrtle Beach. A. P. Skinner, WOLS Florence, is convention's general chairman.

July 14-26—Fourth annual **NAB Executive Development Seminar,** Harvard Business School, Cambridge, Mass. The general outline of subject matter includes: (1) development of the executive; (2) formulation and execution of competitive strategy; (3) organization and delegation of work; (4) planning, budgeting and controlling costs (5) management of people; (6) review and appraisal of management performance.

*July 17—Comments are due on **FCC** rulemaking to control development of AM and FM radio services.

*July 18—Effective date for **FCC's** new automatic logging rules, requiring daily, five times a week inspection of transmitter facilities.

July 20—**Florida AP Broadcasters** annual meeting, Cape Colony Inn, Cocoa Beach, Fla. News panels in the morning, a luncheon, afternoon tour of Cape Canaveral and an awards dinner at night.

*July 25-27—**National Broadcast Editorial Conference (NBEC),** co-sponsored by Henry Grady School of Journalism and the Georgia Association of Broadcasters, at the University of Georgia, Athens. Keynote speaker is Representative Oren Harris (D-Ark.). Participants include FCC Commissioner Kenneth A. Cox; communications attorney Theodore Pierson of Washington, D. C.; Dr. Mary Ann Cusack, National Association of Broadcasters; Ralph Renick, vice president of WTVJ(TV) Miami; George Campbell Jr., executive vice president of Peoples Broadcasting Corp., Columbus, Ohio; and Howard K. Smith of ABC-TV.

July 28-Aug. 1—**Radio Broadcast Seminar of Barrington Summer Conference.** Barrington College, Barrington, R. I. Lecturers include: Dr. Eugene R. Bertermann, president, National Religious Broadcasters; Ralph Brent, president, Worldwide Broadcasting; Dr. Clarence Jones, chairman of board, World Radio Missionary Fellowship (HCJB).

AUGUST

*Aug. 4-6—**Atlantic Association of Broadcasters** convention, Newfoundlander hotel, St. John's, Newfoundland.

*Aug. 11-15—Second annual **NCTA Management Institute,** sponsored by National Community Television Association in cooperation with the extension division of University of Wisconsin, Madison.

*Aug. 19—Eighth annual **Distributor-Manufacturer-Representative** conference, Jack Tar hotel, San Francisco. Chairman of the conference planners is Elvin W. Feige, president of Elmar Electronics of Oakland.

*Aug. 20-23—**Western Electric Show and Convention (WESCON),** San Francisco's Cow Palace. Papers include: "Telstar" by

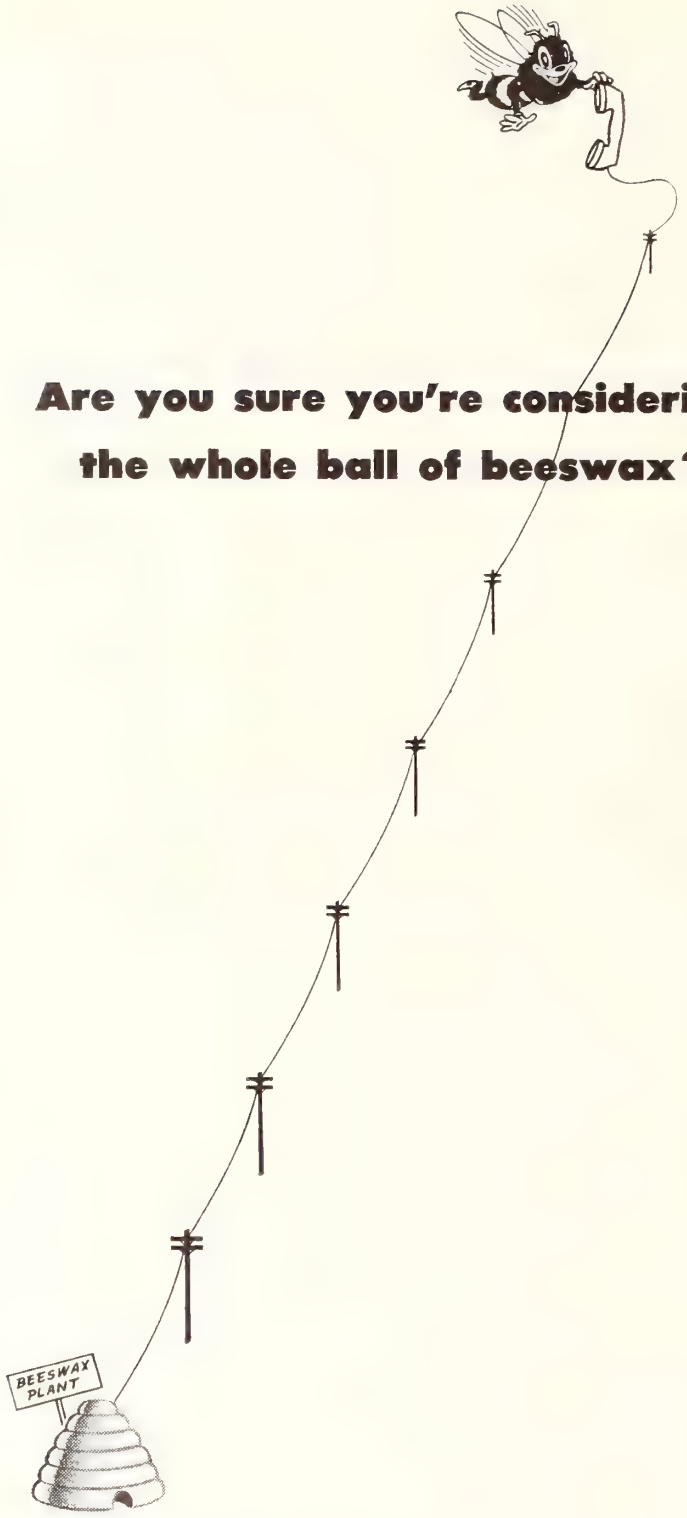
9 in a series of original drawings by Baltimore artist Aaron Sopher



FAVORITE THROUGHOUT MARYLAND *FRIENDSHIP AIRPORT, BALTIMORE*

WBAL-RADIO 1090 NBC **BALTIMORE** *MARYLAND'S ONLY 50,000 WATT STATION*

NATIONALLY REPRESENTED BY McGAVREN-GUILD COMPANY, INC.



Are you sure you're considering the whole ball of beeswax?

Your advertising plans for Inland California and Western Nevada are incomplete if you're forgetting about the best way to reach this vital market. The best way is BEELINE RADIO. The McClatchy stations have an outstanding record of program excellence. This is why they have the listeners — this is why your sales message will be heard.

McClatchy Broadcasting Company

delivers more for the money in Inland California-Western Nevada

PAUL H. RAYMER CO. — NATIONAL REPRESENTATIVE

KOH RENO • **KFBK** SACRAMENTO • **KBEE** MODESTO • **KMJ** FRESNO

Irwin Welber of Bell Telephone Laboratories; "Relay" by Warren Schreiner of RCA; "Syncom" by Dr. Harold A. Rosen of Hughes Aircraft Co.; "Comsat" by Wilbur L. Pritchard of Aerospace Corp.; "Commercial Communications Satellites" by Beardsley Graham of Spindletop Research.

*Aug. 23-24—**Oklahoma Broadcasters Association** convention, Western Hills State Lodge, Wagoner. Speakers include Oklahoma Governor Henry Bellmon, Ed Bunker, president of Radio Advertising Bureau, and Robert Richardson, special counsel to the House Subcommittee on Investigations.

Aug. 27—**Board of Broadcast Governors** hearing, Ottawa.

SEPTEMBER

*Sept. 5-8—Annual fall meeting of **West Virginia Broadcasters Association,** The Greenbrier, White Sulphur Springs.

*Sept. 6-7—Fall meeting of **Arkansas Broadcasters Association,** Holiday Inn, North Little Rock. LeRoy Collins, NAB president, will be principal speaker.

*Sept. 6-7—**Arkansas AP Broadcasters Association.** Speaker: AP Assistant General Manager Louis J. Kramp.

*Sept. 8-11—**Western Association of Broadcasters** annual meeting, Jasper Park Lodge, Jasper, Alberta, Canada.

*Sept. 9-12—**New York Premium Show,** New York Coliseum.

*Sept. 10—Premium advertising conference of the **Premium Advertising Association of America,** New York Coliseum.

Sept. 10-12—Fall meeting of **Electronic Industries Association,** Biltmore hotel, New York City.

*Sept. 11-14—Eighteenth international conference and workshop of **Radio-Television News Directors Association,** Radisson hotel, Minneapolis, Minn.

*Sept. 12-15—Annual fall convention, **Michigan Association of Broadcasters,** Hidden Valley, Gaylord, Mich.

Sept. 13-22—**International Radio, Television & Electronics Exhibition (FIRATO)** at the R.A.I. Building in Amsterdam. Live TV programs will be broadcast from a special studio to be set up at the show. This will be carried out by the Netherlands Television Foundation in cooperation with Dutch television channels.

*Sept. 14-15—Southwest Regional Conference, **American Women in Radio and Television,** Houston.

*Sept. 17-19—**American Association of Advertising Agencies'** western region meeting, The Mark Hopkins, San Francisco.

OCTOBER

*Oct. 1—**Advertising Research Foundation's** conference, Hotel Commodore, New York.

*Oct. 13-18—Ninety-fourth convention of the **Society of Motion Picture and Television Engineers,** Somerset hotel, Boston.

*Oct. 17-18—**American Association of Advertising Agencies (AAAA)** central region meeting, Sheraton hotel, Chicago.

*Oct. 20-21—Meeting of **Texas Association of Broadcasters,** Cabana hotel, Dallas.

*Oct. 28-30—**National Electronics Conference,** McCormick Place, Chicago. The deadline for the submission of technical papers to the Program Committee is May 15. Papers should be submitted to Dr. H. W. Farris, EE Dept., University of Michigan, Ann Arbor (Telephone: 663-1511, ext. 3527).

NOVEMBER

*Nov. 1-2—**Oregon Association of Broadcasters** convention, Hilton hotel, Portland.

*Nov. 1-2—**Grand Ole Opry** 38th anniversary celebration, Nashville. Agenda includes expanded seminar of sales and programing.

*Nov. 4-5—**Central Canadian Broadcasters Association** management and engineering convention, Royal York hotel, Toronto.



Worth Watching

Here's a market that will bear looking into. WSJS-Television's 33-county coverage delivers a population of 1,360,000 with a consumer income of over $1½ Billion a year. And programming? Well, the folks in the Golden Triangle will tell you that's worth watching, too.

North Carolina's Golden Triangle

NO. 1 MARKET IN THE NO. 12 STATE

WSJS TELEVISION NBC

WINSTON-SALEM / GREENSBORO / HIGH POINT

Represented by Peters, Griffin, Woodward



OPEN MIKE ®

More on transfer problem

EDITOR: The story concerning the transfer of transcriptions to tape (BROADCASTING, June 3) brings to mind a complaint we, as a small station, have concerning ET's. Recently we had two ET's from the same agency, one standard, the other microgroove.

It would be to our advantage where seconds count, to have all ET's mircogroove. Also, they are often unmarked as to type groove, and if marked, it is so small it always takes that extra few seconds to find it. A little thought given to this might help in the "air sound" and save a few hairs on the guy in the control room who is engineer, announcer, jockey, newsman and you name it.—*Bob Kinney,* WCHN *Norwich N. Y.*

EDITOR: KPSO does not transfer commercials from disc to tape, but the idea has appealed to us. If a good transfer is made, the quality of the commercial is good always; on disc, the quality is lost and replaced by the scratching of a worn disc as the days go by.

In comparison, at the end of a week the tape will hold its quality where the disc will lose. All of this is true, if a top quality job of transfering is done by station engineers.—*Paul Brown, program director,* KPSO *Falfurrias, Tex.*

Agency omitted

EDITOR: You have unintentionally slighted my good client, Guild, Bascom & Bonfigli. You listed [in the fall network schedule May 27] the *Danny Kaye Show* with Gardner as agency of record.

GBB is agency of record on this property for Ralston; the other Ralston shows (Glynis Johns and Jackie Gleason) are logged correctly.—*Lansing B. Lindquist, broadcast advertising consultant, New York.*

A state of shock

EDITOR: I was somewhat shocked by the announcement that the FCC has outlawed option time. I was, however, more shocked by the reported reaction of agencies, syndicators and broadcasters in a "so what" and "hello what?" attitude (BROADCASTING, June 3). As an old grey-beard in this business, in a small advertising agency, I well remember that when the reps from the *Post* and then *Colliers* would come by, the one big point they had in soliciting national business was that they could deliver "national circulation" and radio, then, could not. So we bought the guaranteed delivered national audience

BROADCASTING PUBLICATIONS INC.
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VICE PRESIDENT ..... MAURY LONG
VICE PRESIDENT ..... EDWIN H. JAMES
SECRETARY ..... H. H. TASH
TREASURER ..... B. T. TAISHOFF
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ASST. SEC.-TREAS. ..... LAWRENCE B. TAISHOFF

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales Street, N.W., Washington 6, D. C. Telephone: Area code 202 Metropolitan 8-1022.

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Sol Taishoff

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SENIOR EDITOR: Lawrence Christopher; MIDWEST SALES MANAGER: Warren W. Middleton; ASSISTANT: Barbara Kolar.

Hollywood: 1680 North Vine Street, Zone 28. Telephone: Area code 213 Hollywood 3-3148.

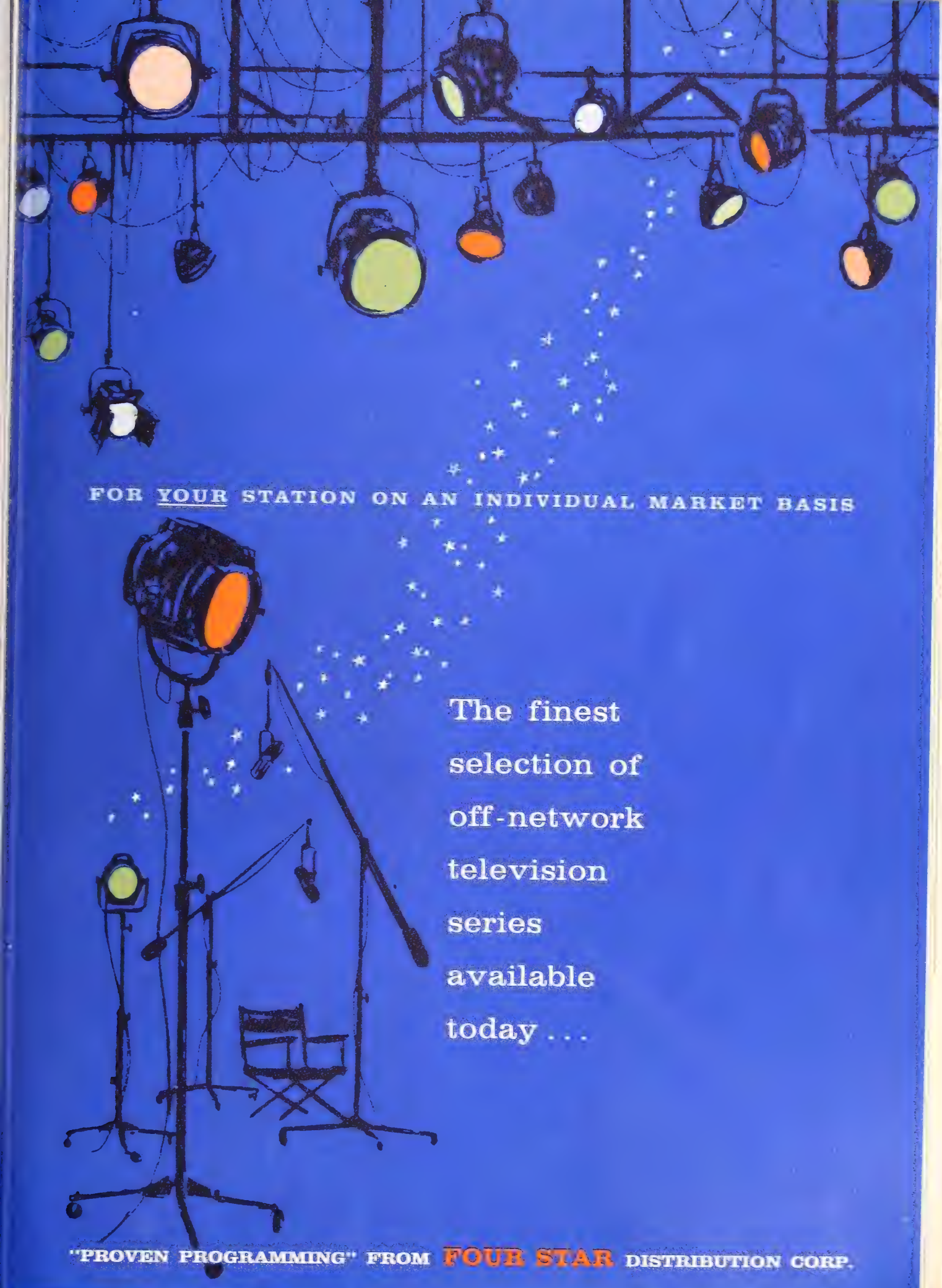
SENIOR EDITOR: Bruce Robertson; WESTERN SALES MANAGER: Bill Merritt.

Toronto: 11 Burton Road, Zone 10. Telephone: Area code 416 Hudson 9-2694. CORRESPONDENT: James Montagnes.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg. U. S. Patent Office

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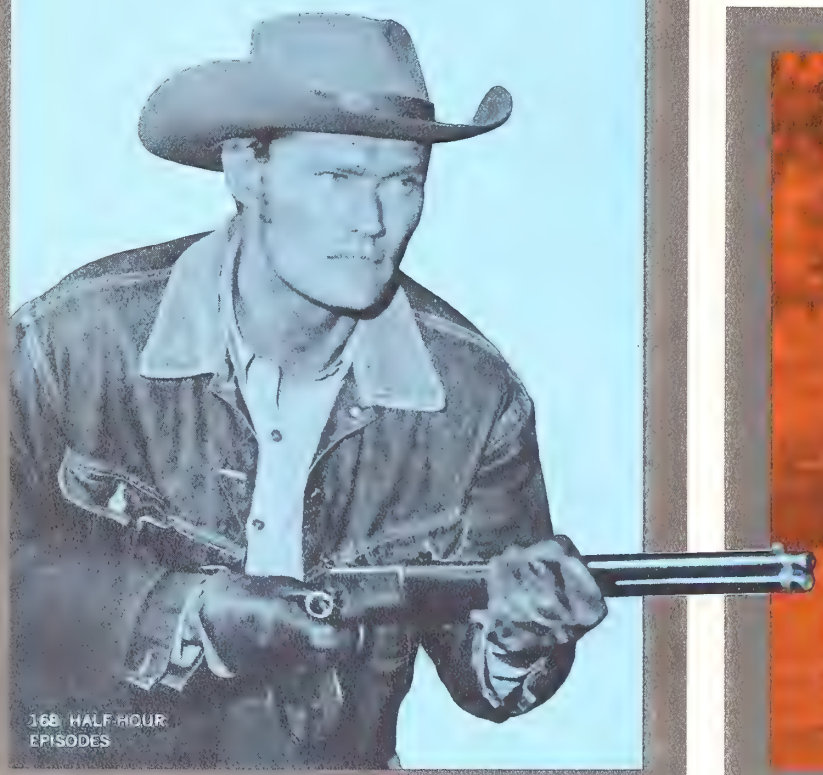
FOR YOUR STATION ON AN INDIVIDUAL MARKET BASIS

The finest selection of off-network television series available today . . .

"PROVEN PROGRAMMING" FROM FOUR STAR DISTRIBUTION CORP.

STARRING **CHUCK CONNORS**
CO-STARRING JOHNNY CRAWFORD / PAUL FIX
A FOUR STAR AND LEVY-GARDNER-LAVEN PRODUCTION

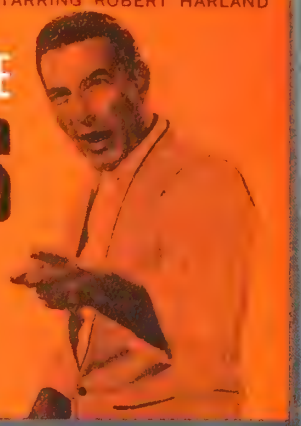
THE RIFLEMAN



168 HALF-HOUR EPISODES

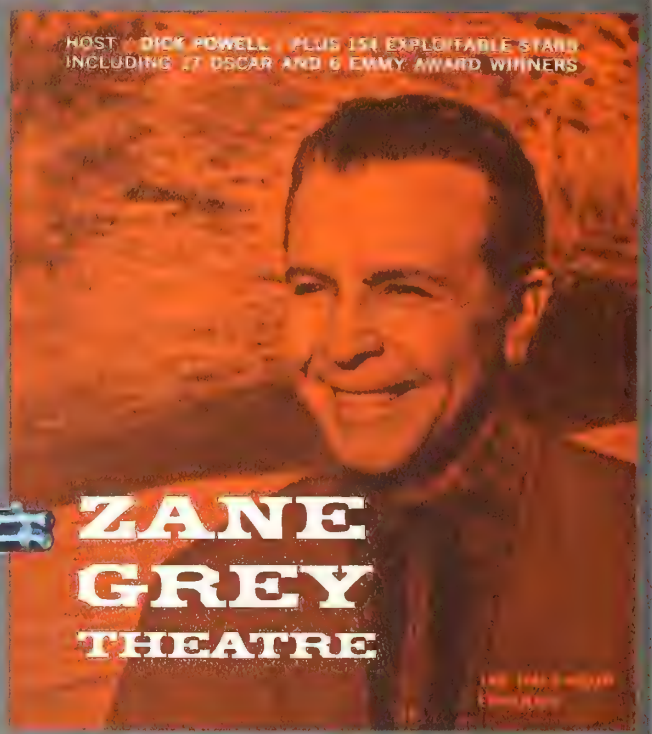
STARRING **STEVE McNALLY** / CO-STARRING ROBERT HARLAND

TARGET: THE CORRUPTORS



39 ONE-HOUR EPISODES

HOST: **DICK POWELL** / PLUS 151 EXPLOITABLE STARS INCLUDING 27 OSCAR AND 6 EMMY AWARD WINNERS



ZANE GREY THEATRE

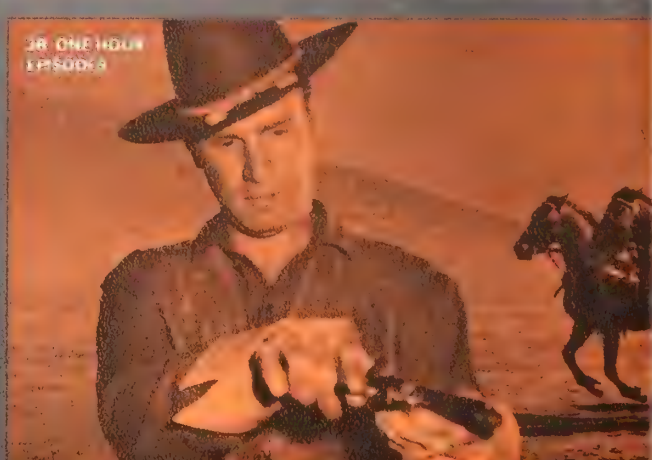
THE RIFLEMAN PROGRAMMED BACK-TO-BACK WITH ZANE GREY THEATRE MAKES TV's GREATEST "WESTERN HOUR

FINER QUALITY! WIDER VARIETY! GREATER FLEXIBILITY

STARRING **TOM EWELL** / CO-STARRING MARILYN ERSKINE
WITH MABEL ALBERTSON / FEATURING SHERRY ALBERONI,
EILEEN CHESIS, CINDY ROBBINS AND NORMAN FELL

Tom Ewell



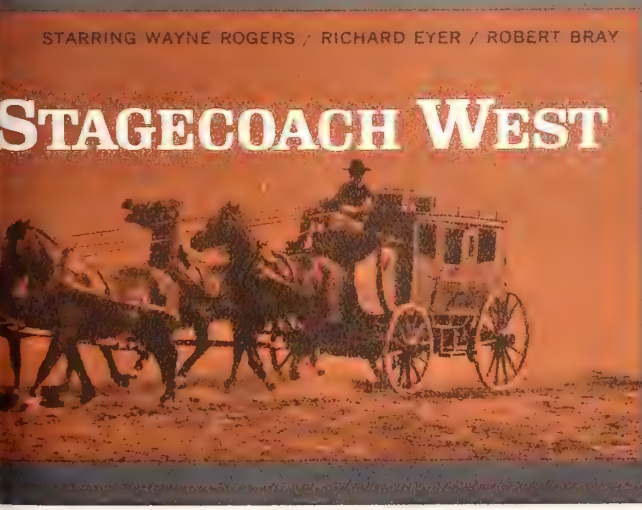


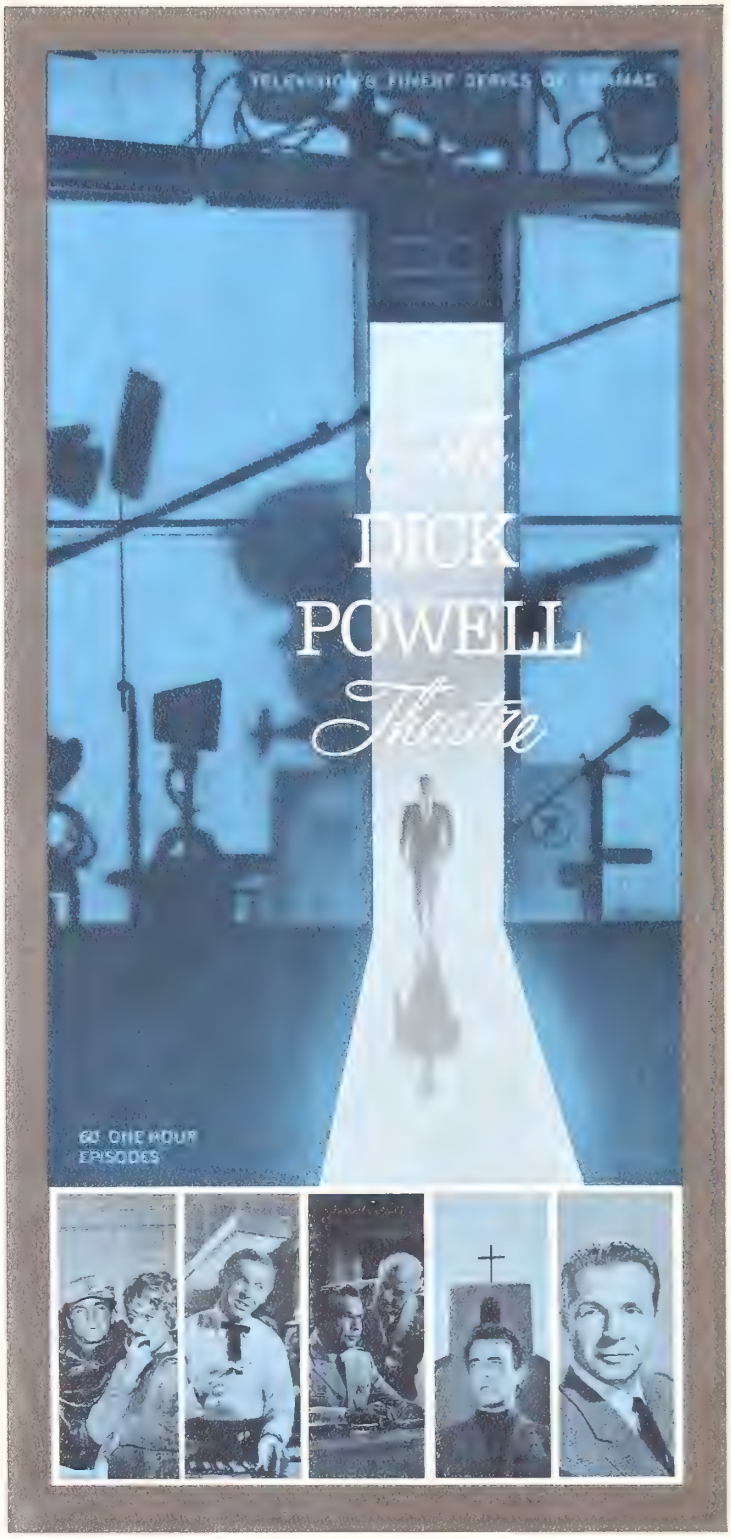
39 ONE-HOUR EPISODES





No other programs available today can deliver the outstanding stars and casts, the superlative production values, the exciting entertainment offered in these eight prestige series.





Supported by

MORE EXTRA SERVICES

than ever supplied by any syndicator.
For details, please turn the page.

"PROVEN-PROGRAMMING" FROM

FOUR STAR DISTRIBUTION CORP

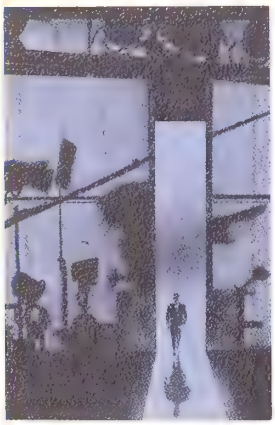
A SUBSIDIARY OF FOUR STAR TELEVISION

600 FIFTH AVENUE
NEW YORK 20
NEW YORK

FOR AVAILABILITIES AND PRICE IN YOUR MARKET, PHONE NEW YORK CITY, LT 1-8530.



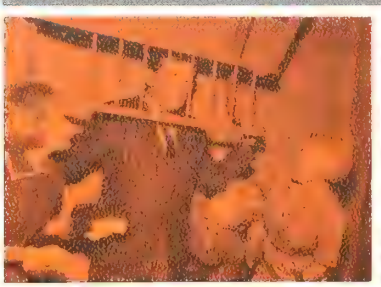











FOUR STAR "EXTRA SERVICES" ARE UNSURPASSED IN THE INDUSTRY

Network Calibre per episode "coming attraction" trailers

Specially filmed intros, bridges. Custom-tailored station promos

Network calibre-or-better promo kits including telops, :10, :20 and :60 second filmed trailers, ad mats, on-air announcements, bios, etc.

Per episode action photos with story lines

Rating histories and informative brochures to station reps . . . important aids to more national spot business

Color photos on loan basis

EVERYTHING TO ASSURE YOUR PROGRAMMING AND SALES SUCCESS

"PROVEN-PROGRAMMING" FROM

FOUR STAR DISTRIBUTION CORP.

A SUBSIDIARY OF FOUR STAR TELEVISION

600 FIFTH AVENUE
NEW YORK 20
NEW YORK
LT 1-8530

available then only through national magazines. This remains the center core of the problem.—*Edward M. Kirby, director of public relations, United Service Organizations (USO), New York.*

Cut the card-cutting

EDITOR: There has been a trend toward stations accepting PI [per inquiry] deals in local markets. As a result, many thousands of dollars of legitimate business is debating the advisability of buying radio. Due to the overpopulation and the ratings hassle, timebuyers are sufficiently confused about our medium. To cheapen it could prove to be the death knell of already sorry national budgets, especially in the small and medium markets.

May I suggest that the national and regional reps take a firm stand with their stations in regards to accepting PI deals? There are a few 50-kw regional stations serving rural areas where PI deals conceivably make sense, as they equate to a mail order catalog, but these stations are a rare exception to the rule, and even then this business is questionable.—*Philip Meltzer, president,* WOKS, *Columbus, Ga.*

Now hear this . . .

EDITOR: A few months ago, we were required to compile a dollar estimate of the time donated to us by broadcasters . . . we derived a figure of $7 million per annum, a conservative estimate not including the hundreds of TV hours given to the Navy Film of the Week carried by more than 100 stations.

It is, therefore, readily understandable why I become annoyed with those who say broadcasting is negligent in its public service obligations.

The quality of "niceness" the industry has shown us is not one readily identified with business. The term is not to be confused with good business practices, or even skillful public relations. The quality goes much further.

From the 250 w stations to the networks there exists an eagerness and desire to be of help. We are in the business of asking for favors, yet by the broadcasters we are treated with a dignity usually reserved for favorite customers.—*Marc L. Spector, U. S. Navy recruiting aids facility, U. S. Naval Station, Washington 25.*

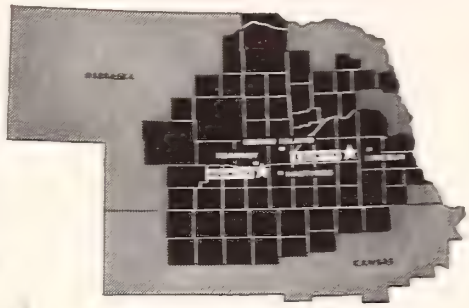
Request from Rhodesia

EDITOR: . . . In BROADCASTING May 14, 1962, you [had] a special section dealing with 40 years of broadcasting. I would be most grateful for a copy. . . .—*R. E. Edwards, film programme manager, Rhodesia TeleVision Ltd., Salisbury, South Rhodesia.*

(A copy of "Radio at 40" is being sent to Mr. Edwards. A few copies of this report is still available from Reader Service, Washington, at 25 cents each.)



YOU'RE ONLY
HALF-COVERED
IN NEBRASKA
IF YOU DON'T USE
KOLN-TV/KGIN-TV!



Lincoln-Land is now nation's 74th TV market!*

To effectively hammer home your story to the Nebraska market, you'll miss a *lot* if you don't include the *other* big market — Lincoln-Land.

Lincoln-Land is now rated *74th largest market in the U.S.*, based on the average number of homes per quarter hour delivered by all stations in the market. The 206,000 homes delivered monthly by KOLN-TV/KGIN-TV are essential for any advertiser who wants to reach the nation's most important markets.

Ask Avery-Knodel for the full story on KOLN-TV/KGIN-TV — the Official Basic CBS Outlet for most of Nebraska and Northern Kansas.

*November, 1962 ARB Ranking

AVERAGE HOMES DELIVERED
PER QUARTER HOUR
(November, 1962 ARB — 6:30 to 10 p.m.)

LINCOLN-LAND* "A" (KOLN-TV KGIN-TV)	60,500
OMAHA "A"	57,900
OMAHA "B"	55,000
OMAHA "C"	52,800
LINCOLN-LAND* "B"	23,600
LINCOLN-LAND* "C"	19,200

*Lincoln-Hastings-Kearney

The Fetzer Stations

KOLN-TV | KGIN-TV
CHANNEL 10 • 316,000 WATTS 1000 FT. TOWER
CHANNEL 11 • 316,000 WATTS 1069 FT. TOWER

COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representative

SUBSCRIPTION APPLICATION

BROADCASTING *The Businessweekly of Television and Radio*
1735 DeSales Street, N.W., Washington 6, D. C.

Please start my subscription immediately for—

☐ 52 weekly issues $7.00 ☐ 104 weekly issues $12.00 ☐ Payment attached
☐ 52 issues & 1963 Yearbook $12.00 ☐ Please bill
☐ 1963 Yearbook $5.00

name _____ title/position* _____

address ☐ Business ☐ Home _____

city _____ zone _____ state _____

company name _____

*Occupation Required



UNIQUE GRADUATION IN ST. LOUIS

After almost four years of televised classwork, ninety students, ranging in age from 18 to 78, were awarded their certificates by St. Louis University on June 9.

The above award was presented to KTVI by the Very Reverend Paul C. Reinert at St. Louis University on the occasion of this first commencement for graduates of the "Community Campus" courses televised over KTVI.

LETTER OF APPRECIATION

To The Management and Staff of KTVI, Channel 2:

The success of a truly great television station is not measured alone by the amount of entertainment presented, high audience ratings piled up or the number of advertising dollars accumulated. Important also is how well a broadcasting station meets basic educational needs and assists individuals to become more complete persons and more responsible citizens. In this respect, Television Station KTVI has an excellent record indeed.

The occasion of the first Community Campus Commencement brings to mind that it was nearly four years ago that Saint Louis University and KTVI, Channel Two, joined together as partners to bring a unique educational program service to the greater St. Louis area.

The success of this program service, known as Community Campus, is evidenced not only by the large number of students receiving certificates of achievement this June, but also by the countless hundreds who have benefitted over the years from this fully televised, multi-course curriculum.

Saint Louis University welcomes this opportunity to acknowledge publicly the part played by KTVI in making this program service possible. Through the major contributions of valuable air time, operational costs of personnel and equipment and the talents and hard work of an efficient and cooperative staff, the management of KTVI has shown a genuine desire to serve the educational needs and interests of the citizens of our community.

The University wishes to express its deep appreciation to the management and staff of KTVI and extends best wishes for continued success.

Very sincerely yours,

Paul C. Reinert, S.J.
President, Saint Louis University

Jerome J. Marchetti, S.J.
Executive Vice President

Robert J. Henle, S.J.
Academic Vice President

The management and staff of KTVI appreciate this high honor.

abc 2 ST. LOUIS

KTVI

HR

MONDAY MEMO

from Merv Oakner, Anderson-McConnell, Los Angeles.

Real estate can be sold on the air

About $8 million in advertising revenue is lost annually by radio to newspapers in Los Angeles alone. Throw in your town with all key metropolitan areas in the nation, then sit back and sigh.

Anderson-McConnell checked 10 top L.A. radio stations in 1962 to discover that only $250,000 was spent in real estate advertising. Print media received 4,000% more. The same story is proportionately true throughout the country. The broadcast medium should be getting its share, but how?

Sound Seasoning ▪ Our agency dug deep for an idea, but the ore was there. We probed all the way back to radio's heyday. Everyone remembers Jack Benny's Maxwell. And what seasoned tuner-inner will ever forget Fibber McGee's closet or *Inner Sanctum's* creaking door?

As individuals we don't forget, but how many agencies, stations and advertisers recall the incisive mental picture which can be formed by sound? No one ever saw Benny's Maxwell, but its sound image was more powerful than any picture. If this is still true, and it is, why must the $8 million go to two Los Angeles newspapers, not including classified space, every year?

Print media are here to stay, naturally. Every medium is as effective as imagination and know-how make it. But, with more creativity put into listening and viewing time, part of that $8 million, and its counterpart in every other American city, should go to the broadcast industry.

Radio and television have been selling real estate effectively for a long time, but only certain kinds. We have discovered, during the past year and a half, that radio has built-in ability to sell special real estate packages by producing pictures in a listener's mind.

A Print Preoccupation ▪ Developers have neglected broadcast because of an obsession with print. They want to show the prospect what he will get for his money. Parcels of land, homes, golf courses, friendly neighbors, shopping centers, and other suburban delights are laid in the lap of the reader as strong enticements to buy.

When we took the Laguna Niguel account early in 1961, we were aware of this preoccupation with print. We were also aware that 60% of our billing is in the broadcast medium and it has produced abnormal results. We put a force to work developing something new for a client. We came up with a forgotten technique. Indications are that, while changing the course of two clients, we redirected a considerable amount of real estate advertising in Southern California.

Laguna Niguel was 7,000 acres of dramatic ocean-view property extending through rolling hills and valleys to the Santa Ana/San Diego Freeway, with plans for a golf course, tree-bordered roads, parks, tennis courts, even lakes—an ultimate community of 40,000 homes with schools, shopping centers, churches, clubs, research and industrial parks, and ranch sites. In reality, there were a few model homes on a barren hillside, a sandy beach, a squatter's shack and minor sales activity. Our job? To create in the potential buyer's mind a completed dream community.

Mood Means Sales ▪ We made a careful analysis of buyers of home sites starting at $12,500, and homes from $45,000-$100,000. We opened the book at the chapter on imagination and came up with an abstraction, the kiss of death in retail advertising. We kissed death off and had some music written and scored, ocean and seagull sounds developed, then a radio commercial singing the joys of clear air in the countryside and the absence of city confusion, a brand new pitch. A series was designed, each with a different sales point, each with the same mood.

Selectivity was the keynote of the time buy. We chose stations which catered to the upper income group in the executive and professional field. They responded to the mood soft-sell so well that we carried it into our print campaign, which we kept off the real estate pages. The package continues to sell, not only expensive homes and homesites, but also commercial portions of Laguna Niguel.

Catered Living ▪ Meticulous research for real estate commercials is vital. When the successful Laguna Niguel experiment brought Louis Lesser Enterprises to our door with the problem of renting out a three-building, 712-unit, $20 million luxury apartment-shopping center complex called Barrington Plaza, the mood was obvious—elegant sophistication.

In the world of show business, nothing was more gay, sophisticated, relaxing, than "My Fair Lady." She suggested the musical feeling, and a flash of intuition gave us "catered living" for a copy line—a commercial in the private continental tradition!

The results: In six months, with six-week advertising flights followed by a four to five-week hiatus in most media, Barrington Plaza enjoyed a 200% increase in rentals. Three network and three independent stations pulled almost 50% of all qualified prospects: not tirekickers, but apartment renters.

Embarrassingly enough, and happily so, most stations continued to pull 13 weeks after completion of the ad schedule. While no firm conclusion has been formed, we tend to favor spot over program use. Current television tests seem to hold the same exciting potential.

Like any other method, it works only with the proper creative approach. Print was successfully used on Barrington, also, but it is subject to a constant testing on a traffic-per-dollar basis. The effort is to effect a wedding of media. Our present print, TV and radio campaigns complement one another. All three employ the theme of luxury, privacy, comfort and service.

There is no longer any doubt, real estate on Southern California radio has undergone a revolution. The same revolution can be consolidated throughout the country. Remember those $8 million. Mood commercials constitute an important way of channeling them into radio. Experience, hard facts, and creative imagination combine to keep them there.

Merv Oakner, an 11-year veteran at Anderson-McConnell, Los Angeles, rose from account executive to vice president and account supervisor in 1958. A University of Denver graduate, Mr. Oakner was advertising manager of Chemical Corporation of Colorado, sales manager at American Home Foods, and a Factor-Breyer account executive before joining Anderson-McConnell. His Monday Memo was suggested by a recent talk to the Southern California Broadcasters Association.





Daddrat it, Alvie, who do you love best—me or that silly old radio station?



WJR

760 KC 50,000 WATTS

DETROIT



LAUNDRY WORKER—Mature and industrious woman wishes part-time employment in a laundry. She is highly skilled in pressing and mending and is able to supply good reference from most recent situation. Address A. G. Box 491

WAITRESS—Woman of 5 years experience in service of meals desires a position in a large restaurant. Able to assist in cooking and general kitchen duties. Unmarried, religious, reliable and temperate. Address C. P., General Delivery

HOUSEKEEPER — A refined woman of 45 years will consider employment as housekeeper to a cultured and well-behaved family of no more than six. Will require ample quarters and privacy. Salary is a minor consideration. Address B. W., Box 741

TUTOR—University-educated young lady, experienced in teaching of the young, is interested in obtaining a position as tutor to a child in a respectable household. Best of references can be obtained. Address P. C. Box 249

SITUATIONS WANTED—MALES

AS CATTLEMAN — An experienced handler of cattle, looking for position in Southwest. Hard working, sober, reliable. Takes well to the overseeing of men. Good reference from last employer. Address S. D. Box 696

IN A RETAIL GROCERY—a young man, an American, wishes to procure a situation in some retail grocery; has a good knowledge of business and can give the best of City reference. Box No. 1,235 Post-Office.

AS RANCH FOREMAN—wanted a position as foreman of ranch. 5,000 acres or more. 10 years experience large crew, all types livestock. Other skills. Best of references. Address J. S. Box 1003

HAVE GUN WILL TRAVEL

One of television's all-time classics is now available for regional and local sponsorship. Stars Richard Boone. Experience: 6 record-breaking seasons on the CBS Television Network. Season after season ranked among television's top five. For information about the hottest 156 half hours in first-run syndication, contact . . .

CBS FILMS

OFFICES IN NEW YORK, CHICAGO, SAN FRANCISCO, DALLAS, ATLANTA.

WANTED — EMPLOYMENT OF ANY KIND by a stout young man, who has four years experience as a clerk in a first-class grocery. Address H. B. Box 7191

TO MANUFACTURERS and wholesale houses. A Commercial Traveler, of ten years' experience, will shortly make a tour through the West. In addition to commissions already engaged, he would like to add one or two more [illegible]

AS EXPERIENCE
a situation as exper
the outside business of
dress Salesman, No. 10

AS COACHMAN A
young Englishman,
ough groom and coachm
horses well; is a very c
waiting on table if requi
self otherwise useful. Ca
from his last place. No
Address R. B. Box 7885

A NEAT AND RA
curate accountant o
assistant bookkeeper in
this city, wishes to obtai
employer's address C. B.

BLACKSMITH—ap
ready to set up on h
lished partner. Will su
strong back. Prefer gooc
W. B. Box 666

SELLER OF DRY
12 years experience i
other merchandise desi
time. Recent employer
Address J. L. Box 987

GOOD HORSEMA
health, would like e
Experienced in the ha
sorts. Skilled horseman.

LIVERY WORKER
experience in the car
the grooming of horses
line. Address T. A. Box 3

AS FARMER AN
wanted a situation b
of strictly temperate ha
man; understands the ca
and stock of all kinds; w
needed. The best of refer
T. M. Box No. 204

WANTED—A PL
TION in some me
man, who is a good penn
keeper, correspondent a
reference given. Address

TO CALIFORNIA
ETORS and others—
to get to California will
months in a hotel or re
carver, for his passage to
son who will negotiate
satisfied. Unexceptionab
J. V. Box No. 152

COOK AND HAND
on ranch. Able to do
jobs. Good carpenter. W
Address J. A. Box 836

AS HARDWARE C
tion in a hardware h
has had eight years' expe
can furnish the best of
H. L. Box 638

A LAD OF 16 WI
in a wholesale store;
ferred. Can refer to his
E. M. Box No. 204

RANCH LABORE
ranch, by a man acqu
work; good references. B

When Budweiser® wants impact they...

Pick a Pair



smart way to buy... TWO AT A TIME!

WIL St. Louis / **KBOX** Dallas

THE BALABAN STATIONS

In tempo with the times

John F. Box, Jr, Managing Director

Sold Nationally by Robert E. Eastman

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
June 24, 1963, Vol. 64, No. 25

SIGNS OF CHANGE IN TOBACCO ADS

■ U.S. cigarette makers will quit promoting in college media
■ Canadians move television commercials to post-9 p.m. times
■ Portents of things to come in U.S. broadcast advertising?

Leading cigarette manufacturers disclosed last week that they plan to abandon on-campus advertising and promotion, raising speculation that major changes in their general use of television and radio may also be in store.

This speculation was intensified by the concurrent announcement of three major Canadian tobacco companies that they are moving their television advertising into hours after 9 p.m.

Spokesmen for U. S. companies or their advertising agencies denied, however, that their current broadcast schedules and practices in this country would be affected.

Despite the denials, some uneasiness was apparent in broadcast circles. Cigarettes alone account for close to $110 million in television and $30 million in radio advertising a year. TV figures for 1962 showed $82 million in network and over $27 million in spot, according to Television Bureau of Advertising.



George V. Allen, president of the Tobacco Institute, said last week the cigarette makers were withdrawing from campus promotion "to make it demonstrably clear that [the industry] does not wish to promote or encourage smoking among youth."

Youth Problem ▪ The acknowledged purpose of the U. S. companies' withdrawal from college promotions and of the Canadian companies' move into the later evening hours was to avoid directing cigarette advertising toward the young.

"The industry wants to make it demonstrably clear that it does not wish to promote or encourage smoking among youth," George V. Allen, president of the Tobacco Institute, said.

Yet some observers felt that by acknowledging that the promotion of smoking among young people is undesirable, the companies were indirectly conceding that a question exists about the desirability of smoking at any age.

At least, these observers reasoned, the motivation for withdrawal from the campus market would logically require changes in some commercials—the use of testimonials by athletes, specifically—if not more drastic moves.

Other observers saw the withdrawal as primarily a public relations move designed to quiet mounting complaints about cigarette advertising directed toward teenagers. Whether it would accomplish this result, or be construed as a kind of retreat and lead to even greater pressures, was regarded as moot.

Applause from Collins ▪ LeRoy Collins, president of the National Association of Broadcasters, commended the companies for yielding the campus field.

Governor Collins, whose provocative statements on the subject last autumn triggered a nationwide controversy, made this comment: "I strongly commend tobacco manufacturers who have taken these voluntary steps." He refused to elaborate.

Governor Collins spoke critically of cigarette advertising directed at young people in an address to the National Association of Broadcasters' fall conference last Nov. 19 at Portland, Ore. (BROADCASTING, Nov. 26, 1962).

Agency, broadcaster and advertiser interests were generally unhappy about the Collins comments. And the NAB television board of directors refused to endorse his plea for a strong resolution dealing with the moral aspects of cigarette advertising.

Governor Collins asked the TV board to authorize Robert D. Swezey, NAB code authority director, to take up the advertising problem with cigarette companies. He contended Mr. Swezey should endeavor to induce these companies to abandon advertising directed at minors.

But the NAB combined boards decided instead to recommend that action on cigarette advertising be deferred until completion of a study of smoking and health by the U. S. Public Health Service (BROADCASTING, Jan. 21).

Both Governor Collins and Mr.



LeRoy Collins, NAB president, commended cigarette makers for their decision. He's been plumping for broadcasters to get rid of tobacco advertising that appeals to the young, and chances are he'll try again at NAB board meetings this week.

SIGNS OF CHANGE IN TOBACCO ADS continued

Swezey have held conferences with legislators as well as government and tobacco industry officials.

Action This Week? ▪ At a March 31 news conference held during the NAB Chicago convention Governor Collins said he intended to propose action at the June board meeting (which will be held this week). He voiced hope the surgeon general's report would be out by late spring. This long-awaited and obviously controversial report has run into delays and may not be out before yearend. Governor Collins, however, has said that delay in issurance of this report would "not necessarily remove the problem" from consideration at the June board meeting (BROADCASTING, April 22).

After last week's developments the subject of cigarette advertising loomed as a topic to be discussed this week by the NAB directors, and Governor Collins is expected to be in the middle of any debate.

In their meetings with cigarette companies NAB officials have discussed the idea of industry guidelines on radio-television advertising of cigarettes. The companies have indicated they will be willing to take up NAB proposals and discuss specific objections.

Tobacco Interests ▪ President Allen of the Tobacco Institute said that industry always has taken the position that smoking is an adult custom. After the action of the major manufacturers last week, he said:

"The Tobacco Institute does not engage in advertising or promoting the use of tobacco. These are properly the activities of individual companies. The decisions in this matter were reached by each company acting individually.

"Their decision serves to demonstrate to the American people that our members are serious when they state that smoking is a custom of adults. The industry wants to make it demonstrably clear that it does not wish to promote or encourage smoking among youth."

Mr. Allen said the institute doesn't pretend to know the answers to questions about smoking and health. He added, "We don't think anyone else does either. What we are interested in is hard scientific facts that will provide not only answers to these questions, but also full knowledge about the causes of those diseases with which smoking has been associated through statistics."

Off-Campus ▪ The tobacco companies' move out of campus promotional activities includes, in most cases, discontinuance of cigarette advertising on college radio stations, in college newspapers and magazines and in the programs distributed at college football games.

The use of students as representatives to promote specific brands also will be discontinued.

Representatives of college radio stations said that as a rule their volume of cigarette advertising was not great enough to leave a serious gap in revenues if withdrawn. Many college newspapers and magazines, however, are strongly dependent on cigarette

PAXTON IN MULTIMILLION CAMPAIGN

PM giving over all network buys to new brand promotion

Philip Morris Inc. launched what it calls the largest marketing and advertising campaign for the introduction of a new product in the company's history last week with the extension to nationwide distribution of its Paxton brand cigarettes.

Company officials wouldn't disclose figures, but Paxton brand manager Robert Gordon called the advertising program "a genuine multimillion dollar venture." Agency for the campaign is Benton and Bowles.

Mr. Gordon said plans for the first eight-week "wave" of advertising calls for use of network and spot announcements on both radio and television, as well as exposure in magazines and newspapers in 152 markets. The broadcast media are expected to draw some 80% of the total advertising revenue for the new cigarette.

All seven of Philip Morris' network buys will be given over entirely to promotion of the Paxton brand. The seven shows—all on CBS-TV—are *Perry Mason, The Red Skelton Hour, The Alfred Hitchcock Hour, The Jackie Gleason Show, Walter Cronkite and the News, Route 66,* and *Rawhide.*

In addition, Mr. Gordon estimated spot TV advertising would reach some 25 markets, and radio—both network and spot—would be used in "considerably more depth."

Paxton, a twin-filter menthol cigarette, was test-marketed in Fresno, Calif., and Tulsa, Okla. in February (BROADCASTING, Feb. 11), then distributed during May in the middle Atlantic and New England states as well as in Ohio and Hawaii. "If the results had not been conclusively favorable," said a company official last week in New York, "we would not be here today."

Paxton will be the second menthol cigarette distributed by Philip Morris, which also has Alpine on the market. "We may take a few customers away from Alpine," said one official, "but basically we feel this cigarette will be unique." Paxtons are packaged in a soft plastic case designed to maintain a high level moisture inside the pack even after the pack is opened and, it's claimed, this assures longer freshness of the cigarettes.

The cigarette's television advertising content will point out this concept, with the package being dunked into a bowl of water.

Philip Morris, which introduced the flip-top box concept in its Marlboro brand, is testing another brand, a non-menthol filter cigarette called Saratoga. The company is also experimenting with the plastic package for Saratoga, but said it has no plans to convert its major brands to plastic cases.



Robert Gordon, brand manager for Paxton cigarettes, demonstrates how a current TV commercial dramatizes the moisture-retarding qualities of the cigarette's plastic package. Mr. Gordon immersed the package in water, drew it out, then opened the package and smoked one of the cigarettes.

revenues for their existance.

College Radio Corp., a sales representation firm handling about 130 campus stations, said some manufacturers had talked of halting their advertising but that none had yet done so. It said a survey in 25 colleges showed 63% of the smokers started smoking before college.

Companies Involved ▪ All of the major U. S. cigarette companies except Philip Morris appeared to have decided to withdraw from campus advertising and promotion. A Philip Morris spokesman denied that his firm had such plans.

A spokesman for American Tobacco confirmed that company's decision to give up advertising in college media—but said the plan goes no further than that. The company has no plans to change its regular commercial broadcast schedules or its advertising philosophy or techniques, he asserted.

A similar report came from a spokesman for P. Lorillard Co.

Other companies involved, although not directly confirmed, were reported to include Reynolds Tobacco, Liggett & Myers and Brown & Williamson.

Canadian Cutback ▪ In Canada, the move into television's post-9 p.m. hours was announced by Rothmans of Pall Mall Canada Ltd., Imperial Tobacco Co. of Canada Ltd. and Benson & Hedges Canada Ltd.

Rothmans said its change was effective immediately. The others were planned to take effect this fall.

Most of the Canadian cigarette TV advertising is in spot or network participations. One pre-9 p.m. program involved is *The Defenders* in which Imperial sponsors a quarter-hour.

John H. Devlin, president of Rothmans, advised Canada's minister of health of his company's move and said a subsidiary, Rock City Tobacco Ltd., of Quebec City, is completing negotiations to move its commercials to late-night spots.

Dr. Arthur Kelly, general secretary of the Canadian Medical Association, welcomed the actions as a step in the right direction. Doctors in convention at Toronto last week condemned cigarette smoking.

No Magic in 9 ▪ Among U. S. broadcasters, the consensus seemed to be that confining cigarette commercials to hours after 9 p.m. made no sense—at least in the U. S.

Network commercials presented at 9 p.m. in the East are seen at 8 p.m. in the Midwest—where, it was noted, approximately one-third of all TV homes are located. Broadcasters doubted that many susceptible teenagers would be in bed by 9, much less by 8.

One broadcaster expressed his feeling of the futility of a 9 p.m. dividing line—or any other clock-hour demarcation—in this way:

"If we can't have cigarette advertising until 9 p.m., then let's take magazines and newspapers out of the homes until 9 p.m., because they contain cigarette ads. Billboards will have to be covered up till 9 o'clock if they carry tobacco ads, and, to be really effective, parents must stop smoking until 9 p.m., because that's where the example is set in the first place."

Present Schedules ▪ Approximately half of all cigarette commercials on the three TV networks are currently scheduled after 9 p.m. The other half, or slightly more than half, are in daytime and evening hours up to that mid-evening point.

The daytime cigarette schedule varies from network to network. CBS-TV, for example, has relatively little cigarette advertising in the daytime, outside of sports. NBC-TV's schedule, on the other hand, shows a substantial volume of daytime cigarette advertising— mostly in hours when housewives are the principal viewers.

A special compilation made by Broadcast Advertisers Reports for BROADCASTING, based on BAR's monitoring reports, showed that in 16 leading U. S. markets in a typical week there was an average of 167 cigarette commercials per market.

Of these, 77 were carried on the networks and 90 were the per-market average placed via spot television.

In spot, the division between pre and post-9 p.m. placements could not be immediately ascertained, but of the 77 carried on the networks, 40 appeared in the hours before 9 p.m. and 37 at or after that time.

Twenty brands placed the 77 network commercials in frequency ranging from one (York) to eight (L & M) messages per week. The spot commercials, totaling 1,435 in the 16 markets, were placed by 17 brands and ranged from two commercials (Du Maurier) to 421 (Winston) in the 16 markets during the week. The period covered was the last week in March.

Doctors on Smoking ▪ A move by a group of Florida physicians to persuade the American Medical Assn. to take a strong stand against smoking was defeated at the AMA's convention in Atlantic City last week. The group proposed a resolution urging AMA to recognize that a preponderance of scientific evidence indicates cigarettes are strongly implicated in lung cancer and other types of illness.

Following a recommendation of its board of trustees, the AMA decided instead in favor of an educational program on effects of toxic materials, including tobacco, on young people.

An AMA committee report said there are many toxic substances not related to use of tobacco, pointing to the need for extensive research into the cause and effect of many toxins, including tobacco.

Capitol Reaction ▪ Representative Morris K. Udall (D-Ariz.), who has indicated he might introduce legislation restricting cigarette advertising, said last week he hoped the NAB "would heed what the CBC has done." He was critical of the use of athletes "as shills for the tobacco industry."

Senator Maurine Neuberger (D-Ore.), who seeks reforms in tobacco advertising, was "pleased" by last week's developments. She said "early starters [young people] become the heaviest smokers." She felt it would be wise to emulate the European broadcasting policies restricting cigarette commercials to late evening hours. She also criticized "romantic appeals and come-ons to the sports-minded."

AFL games sold out on ABC-TV schedule

ABC-TV last week announced a sell-out for its fourth year of coverage of the American Football League regular season games and championship match. Coverage begins Sunday, Sept. 8 and continues through the championship game on Dec. 22. P. Lorillard, which has quit campus advertising, is one of the pro football advertisers.

Eight sponsors have bought time on the telecasts: The Gillette Co. (Maxon), Lincoln-Mercury Division of Ford Motor Co. (Kenyon & Eckhardt), P. Lorillard (Lennen & Newell), Goodyear Tire & Rubber Co. (Young & Rubicam), Chesebrough-Pond's Inc. (Norman, Craig & Kummel), Union Carbide Corp. (William Esty Co.), and Liberty Mutual Insurance Co. (BBDO).

The schedule of games to be carried, expected to include two or three regionals weekly, will be released soon.

Like ham and eggs

A taped *Password* show last week retained an implied reference to the cigarette-cancer scare when the program was aired Monday, 10-10:30 p.m. on CBS-TV. The contestant panel sought to identify the word "butt." A panelist proposed "cigarette," and the word "cancer" came back quickly. The association of words brought a howl from the audience. *Password*, which also is sponsored in a daytime version, has no cigarette advertisers. The nighttime show is sponsored by Toni and Lever Bros.

SELLING RASH AT NETWORKS

TV lineup for the fall gets nearer sellout stage; highlight is P&G's $4 million buy at CBS-TV

Each of the television networks last week could report an improved sales picture for the next season.

CBS-TV, already in a favorable sponsorship position on its nighttime schedule for 1963-64, picked up additional business from Procter & Gamble; Brown & Williamson led a group of advertisers signing at NBC-TV, and Breck, Lever Bros., Heinz and a few other advertisers are signing new orders at ABC-TV.

CBS-TV got an estimated $4 million lift when P&G, through Benton & Bowles, placed about that much additional to the advertiser's sponsorship already firm on the network schedule.

The P&G new buys include alternate-week, half-hour sponsorships in *The Judy Garland Show* (Sunday, 9-10 p.m.) and *Route 66* (Friday, 8:30-9:30 p.m.).

Both *Garland* and *Route 66* are now sold out. CBS-TV's availabilities were cut last week to *The Great Adventure* (Friday, 7:30-8:30 p.m.), one-half of *East Side, West Side* (Monday, 10-11 p.m.), 15 minutes in *The Nurses* (Thursday, 10-11 p.m.), about 40% of *Hitchcock* (Friday, 10-11 p.m.) and approximately one-sixth of *Rawhide* (Thursday, 8-9 p.m.).

Brown & Williamson, through Post, Keyes & Gardner, signed at NBC-TV for one-half of *Redigo* (Tuesday, 8:30-9 p.m.).

Breck Breakout ▪ John H. Breck Inc., only recently shifting its account to Young & Rubicam, broke out in a spate of buying at NBC-TV and at ABC-TV. The NBC-TV purchases, it was learned, represent some $1 million for the fourth quarter of the year. The advertiser bought participations in *Espionage, Eleventh Hour,* Monday and Saturday night movies, *Mr. Novak, Sing Along With Mitch,* and the new *Bill Dana Show* (early evening on Sunday).

Also along the participation trail at NBC: Helena Rubinstein (Ogilvy, Benson & Mather) for Monday movies and *Richard Boone,* and *Eleventh Hour;* duPont (N. W. Ayer) in *Mr. Novak;* Corning Glass (N. W. Ayer) in *Richard Boone;* S. C. Johnson (Needham, Louis & Brorby) in *Espionage, Eleventh Hour, Robert Taylor, Jack Paar, International Showtime,* and Saturday movies; Polaroid (Doyle Dane Bernbach) in Monday movies.

ABC-TV's new sales glow included Breck buying one-third of the half-hour *Patty Duke Show* and one minute per week in *Burke's Law* (formerly titled *Amos Burke*) and an alternate half-hour of *Hootenanny;* Rayette (Taplinger-Gladney) in *Jerry Lewis;* Seven-Up (J. Walter Thompson) in several shows (representing about a half-hour weekly in total); Heinz (Maxon and now shifted to Doyle Dane Bernbach) in several shows (to the extent of an alternate half-hour weekly).

Lever also has entered ABC-TV's sponsorship list, signing for an alternate-weekly half of *Price Is Right* and one minute in *Burke's Law.* Duncan Coffee Co. (Tatham-Laird) has purchased participations equivalent to 2.5 minutes weekly, while Dodge (BBDO) and Mentholatum Co. (J. Walter Thompson) are minute participation buyers, Dodge in *Jerry Lewis* and Mentholatum in some six shows (BROADCASTING, June 17).

Selling Splurge At ABC-TV ▪ An ABC-TV sales executive said that the last 30 days have been the "most active 30 days of the current sales season" for his network and that "advertisers are beginning to taste our new schedule."

Just how well they are tasting: ABC-TV claims on an October basis that Sunday, Tuesday, Thursday (except for *Jimmy Dean,* which has at least 20 minutes open) and Friday are "near sold out." Monday still has some minutes open, Wednesday has a little open in the *Patty Duke Show* and several minutes in *Channing* though advertisers are beginning to purchase in that one-hour program. On Saturday, *Hootenanny* has time available, while Jerry Lewis's new two-hour vehicle has a lengthening list of advertisers.

Tv network gross goes up 5%

First-quarter network TV gross time billings were up from $194.6 million in the 1962 period to $204.2 million this year, an increase of 5%.

The totals from the Television Bureau of Advertising, are based on compilations by Leading National Advertisers and Broadcast Advertisers Reports.

The release of network figures for the January-March period follows close on the reporting of $219.7 million in national-regional spot TV gross time billings for the same quarter. The spot quarterly gain was 20% over the 1962 first quarter (BROADCASTING, June 17).

ABC-TV's rise of nearly $5 million represented the largest gain (9.7%) of the three networks.

Also reported by TvB: March billings, up 5.9%.

NETWORK TELEVISION GROSS TIME BILLINGS

	March			January-March		
	1962	1963	% Change	1962	1963	% Change
ABC	$17,762,981	$19,374,760	+ 9.1	$ 50,194,007	$ 55,074,175	+ 9.7
CBS	25,731,519	26,707,146	+ 3.8	74,788,854	76,726,549	+ 2.6
NBC	24,100,566	25,493,927	+ 5.8	69,635 517	72,453,494	+ 4.0
Total	$67,595,066	$71,575,833	+ 5.9	$194,618,376	$204,254,218	+ 5.0

MONTH-BY-MONTH 1963

	ABC	CBS	NBC	Total
January	18,264,011	25,936,917	24,049,463	68,250,391
*February	17,435,404	24,082,486	22,910,104	64,427,994
March	19,374,760	26,707,146	25,493,927	71,575,833

(*February figures changed as of June 4, 1963)

BY DAY PARTS

	March			January-March		
	1962	1963	% Change	1962	1963	% Change
Daytime	$21,278,787	$24,405,665	+14.7	$ 62,493,676	$ 70,424,830	+12.7
Mon.-Fri.	17,463,209	18,933,717	+ 8.4	51,540,758	55,867,264	+ 8.4
Sat.-Sun.	3,815,578	5,471,948	+43.4	10,952,918	14,557,566	+32.9
Nighttime	46,316,279	47,170,168	+ 1.8	132,124,700	133,829,388	+ 1.3
Total	$67,595,066	$71,575,833	+ 5.9	$194,618,376	$204,254,218	+ 5.0

Ad agency sues WNOR

A treble damage antitrust suit asking for $1.2 million in damages has been filed against WNOR Norfolk, Va., by the Cavalier Advertising Agency, that city.

Cavalier claims WNOR conspired with other advertising agencies not to recognize it. In addition to damages, Cavalier asks that WNOR's license be revoked.

WNOR has denied the charge of conspiracy, although it acknowledges that it has refused to recognize Cavalier.

Who's generous to a fault?
(not us)

True, someone might *think* we were do-gooders the way we get so involved in public service. But we're not really. It's just that we're dynamically interested in the community . . . and so is our audience.

That's why we take extra pains. Like our full-time Public Service Director. He doesn't just attend civic luncheons. Or wait to receive announcements written in longhand by nice little ladies. He creates. He plans. His goal: building community interest (resulting in an alert audience for your message). He does his job well. For instance, Heart Saturday – practically a full-day's programming devoted to an on-the-air panel of distinguished doctors answering listeners' questions about heart surgery, health, disease. So successful that even with additional lines, our switchboard was jammed for six solid hours. And then there was Hurricane Carla Relief resulting in a full planeload of food and clothing for disaster victims. Or Sabin Oral Sunday. Or Income Tax Day. Or a hundred other special events. Adding up to nearly $250,000 free air time a year for more than 500 different organizations. Sounds like a lot. And it is.

But that's really only half the story . . . when you consider the public service concept behind Southwest Central's authoritative, accurate news . . . or the leadership in community activities by our personnel.

The result? Rapport with our audience. Take advantage of it. Call your Petryman.

{ WFAA 820 }

WFAA-AM-FM-TV
Communications Center / Broadcast services of The Dallas Morning News / Represented by Edward Petry & Co., Inc.

AAW picks the best commercials

Twenty-five TV commercials and 14 radio spots will be honored today (Monday) by the Advertising Association of the West at its 60th annual convention, at the Ambassador Hotel in Los Angeles. The radio and television commercials, along with outstanding print advertisements are winners of the annual AAW creative competition for the best ads produced in the westernmost United States and Western Canada during the past 12 months.

The first place winners are:

TELEVISION

Golden West Television trophy. Advertiser, Laura Scudder's, Anaheim, Calif.; advertising manager, Arthur Kattan; agency, Doyle Dane Bernbach, Los Angeles; copywriter, Hugh McGraw; art director, Bernie Rowe; producer, FilmFair, Los Angeles; caption, "Wampum Corn."

Animated—60-seconds. Advertiser, Foremost Dairies, San Francisco; advertising manager, Thomas E. Drohan; agency, Guild, Bascom & Bonfigli, San Francisco; copywriter, Jordan Crittenden; visual treatment, Gordon R. Bellamy/Gerard Baldwin; producer, Quartet Films, Los Angeles; caption, "Inspiration Scoop."

Animated—20-seconds. Advertiser, Bank of America, San Francisco; advertising manager, Charles R. Stuart Jr.; agency, Johnson & Lewis, San Francisco; copywriter, Alan Alch; visual treatment, Dick Van Bentham/Alan Alch; producer, FilmFair, Hollywood; caption, "Application."

Animated—ID's. Advertiser, Culligan Inc., Northbrook, Ill.; advertising manager, Ken Edwards; agency, Alex T. Franz, Chicago; copywriter, Dallas Williams; producer, Dallas Williams Productions, Hollywood; caption, "Big Phone."

Live action—60-seconds. Advertiser, Union Oil Co. of California, Los Angeles; advertising manager, Jerry Luboviski; agency, Smock, Debnam & Waddell, Los Angeles; copywriter, Paul Waddell; visual treatment, Jim King; producer, Lee Lacy, Hollywood; caption, "Telephone Doodle."

Live action—20-seconds. Advertiser, Purex Corp., Lakewood, Calif.; advertising manager, Leslie C. Bruce; agency, Foote, Cone & Belding, Los Angeles; copywriter, Jack Calnan; visual treatment, Robert S. Sallin/Marvin Wartnik; producer, Cascade Pictures of Calif., Hollywood; caption, "Box."

Live action—ID's. Advertiser, Dodge Dealers of Los Angeles and Orange counties; advertising manager, R. W. Wickes; agency, Cole Fischer Rogow, Beverly Hills; copywriter, John M. Cody; visual treatment, Joseph A. Denker; producer, Allan Sandler Film Libraries, Los Angeles; caption, "Little Old Lady."

Local. Advertiser, Great Western Savings & Loan Association, Los Angeles; advertising manager, Howard Bourschel; agency, Doyle Dane Bernbach, Los Angeles; copywriter, Hugh McGraw; art director, Mike Kaye; producer, Gerald Schnitzer Productions, Hollywood; caption, "Armored Car."

Color. Advertiser, Chevrolet Motor Division, General Motors, Detroit; advertising manager, Jack Izard; agency, Campbell-Ewald, Detroit; copywriter, Don Miller; visual treatment, Don Miller; producer, Alexander Film Co., Colorado Springs; caption, "Bridge."

RADIO

Regional/National. Advertiser, Japan Air Lines, San Francisco; advertising manager, Dan Nakatsu; agency, Botsford, Constantine & Gardner, San Francisco; copywriter, Nelson Shreve; producer, Electronic Creative Productions, Sausalito, Calif.; caption, "Haiku."

Local. Advertiser, The Barrington Plaza, West Los Angeles; advertising manager, Jack Ford; agency, Anderson-McConnell, Hollywood; copywriter, Robert King; producer, Ad-Staff Inc., Los Angeles; caption, "The Place I Live."



Chosen the Best in the West TV commercial and winner of the Golden West Television trophy was the spot for Laura Scudder.

Spot TV records largest dollar volume in '62

Spot TV expenditures in 1962 rose by almost $104 million over 1961, representing the largest dollar volume gain in its history, according to a report issued last week by Edward Petry & Co.

The report, titled "Spot Spectacular," shows that advertisers increased their national investments in eight measured media by $212.5 million in 1962. Spot TV, it was pointed out, accounted for 49% of this overall gain. The report claims that Spot TV in 1962 increased its billing by 17% and was followed by network TV, up 7%; magazines, up 5% and newspapers, down 2%.

Agency appointments...

▪ The H. J. Heinz Co., Pittsburgh, has switched its $2 million soup account from Maxon Inc. to Doyle Dane Bernbach Inc. Balance of the Heinz line, approximately $9 million in billing, will be retained by Maxon.

▪ Avis Rent-A-Car Canada Ltd. appointed Doyle Dane Bernbach (Canada) Ltd. to handle advertising. Previous agency was J. Walter Thompson Ltd.

▪ The Molly Corp. has appointed Geyer, Morey, Ballard Inc. as its agency. The company is largest producer of hollow wall anchors and other hardware items for consumer and industrial use.

DESK SET



SPENCER TRACY, KATHARINE HEPBURN
GIG YOUNG, JOAN BLONDELL

VOL. 7–"FILMS OF THE 50's"–NOW FOR TV
FIFTY OF THE FINEST FEATURE
MOTION PICTURES FROM SEVEN ARTS

Seven Arts "Films of the 50's"–Money makers of the 60's

SEVEN ARTS VOLUME SEVEN

SEVEN ARTS ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 200 Park Avenue 972-7777
CHICAGO: 4630 Estes, Lincolnwood, Ill. ORchard 4-5106
DALLAS: 5641 Charleston Drive ADams 9-2555
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. STate 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193

For list of TV stations programming Seven Arts "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)



Cleveland is Ohio's biggest market. It is also the home of . . .

WGAR (50,000 watts), "The good sound of Radio in Cleveland" . . . famous for solid news coverage and public service. Now, WGAR (Carl George, General Manager and Vice-President) appoints . . .

wgar
(PEOPLES BROADCASTING CORPORATION)

BLAIR RADIO
(effective July 1) as its exclusive national representative and, by adding its selling power to the Blair Group Plan, making it, more than ever, America's most influential group of radio stations.

NEW CONCEPT IN RANKING MARKETS

'Advanced Markets' method of DCSS eliminates the old rule book as continuing change in growth patterns becomes primary factor

A far-reaching new policy of continuously re-evaluating television market rankings to take account of explosive changes occurring in the nation's growth patterns is now in full operation at Doherty, Clifford, Steers & Shenfield.

The plan, in development for the past year, already has resulted in promotions—some of them substantial—for 30 markets in the agency's TV buying list (see below).

Other markets are in the process of being given new rankings based on information acquired under the program. Additional information on still other markets is being gathered in preparation for future revisions in the lineup.

DCSS, which invests close to $20 million a year in television for a large list of diversified but dominantly consumer-goods clients, calls its concept "Advanced Markets." This is the hard core of a broader DCSS program called "Mediamarketing," which seeks to ascertain each market's true potential and mesh this information with media knowledge for maximum advertising efficiency.

Spot TV buying by the Advanced Markets rankings was started for some DCSS clients in early 1962 and is now done primarily by this list for all of the agency's spot TV advertisers. Results have been carefully plotted.

"What it comes down to," says Sam Vitt, vice president in charge of media and programing, "is the cold fact that we are now able to buy 40 to 50% more impressions for the advertiser's television dollar than he has ever realized before."

Prompt Readjustments ▪ The Advanced Markets plan is centered on the concept that in many areas important population, economic, industrial and other marketing changes are taking place that will not be reflected in standard sources of market information for another two years or more.

By learning about them as they occur, and shifting its TV market rankings accordingly, DCSS hopes to be two years ahead of its competitors in up-to-date market selection.

Mr. Vitt, who has headed a DCSS team on two extensive field trips for first-hand market investigations, and who also supervises the agency's continuous collection of Advanced Market information by research, mail and telephone, explained it thus:

"The traditional data used to select markets is two years old—at least. And the way the country is regrouping, the latest material is frequently out of date when it is used.

"National coverage studies, for example, are usually two years old at the time media planning is done. A population census, for another example, is taken only once in 10 years.

"An agency seeking to get the most efficient sales return for the advertising dollar has to supplement the available statistical material with new data based on what the market really is, rather than what the census takers calculated several years ago.

"In addition to information on what the market was, we need a guide to its future. The factor that will give us a clear picture of the future is growth, but standard techniques omit this factor. Getting an up-to-date picture of growth and incorporating it into our planning and buying—that is the foundation of our Mediamarketing and Advanced Market programs."

Better Than Records Show ▪ An Advanced Market, in the DCSS definition, is one that has been shown to have a greater supply of people and money than the standard marketing sources credit to it. Such a market, Mr. Vitt explained, offers "especially promising potential" to an advertiser, particularly in the sale of consumer goods.

"If an agency can focus its clients' dollars sharply against as many people as possible—people with money to spend—there is minimum waste and maximum efficiency from each dollar," he continued. "Many sophisticated demographic and marketing profile refinements go with it, of course, but people and money are the first essential."

DCSS has singled out five factors as primary causes of the booming growth evident in many areas of the country. These are the five for which it looks first in deciding whether a particular market should be classified as "Advanced" and promoted to a higher position on the agency's buying list. The five:

- Technological advances.
- Population explosion.

20 markets show off their new rankings

Here are 20 of the 30 markets that Doherty, Clifford, Steers & Shenfield already has designated "Advanced Markets" and promoted to higher positions on its television-market buying list.

To show the extent to which growth information not reflected in the standard marketing sources may influence a market's national position—putting it into a better position to attract advertiser dollars—the list shows for some of the markets both their rankings as calculated on a TV-homes basis, and also their new rankings after "Advanced Market" factors have been taken into account.

For competitive reasons DCSS declined to give the new rankings of a few of the areas thus far promoted under the Advanced Markets concept. (For DCSS's complete ranking of 225 markets according to television coverage, which is the list from which the agency works in positioning Advanced Markets, see page 46).

Market	TV Coverage Rank	Advanced Market Rank
Saginaw-Bay City-Flint, Mich.	43	40
Omaha	51	44
Wheeling, W. Va.-Steubenville, Ohio.	57	49
Salt Lake City	71	56
Greenville-Washington, N. C.	88	82
San Francisco	7	5
Miami	24	19
Portland, Ore.	29	26
Phoenix, Ariz.	80	57
Fresno, Calif.	76	67
Norfolk-Newport News, et al Va.	55	34
Winston-Salem-Greensboro, et al N. C.	45	39
Orlando-Daytona Beach, Fla.	63	41
Hartford-New Haven Conn.-Springfield, Mass.	12	11
Seattle-Tacoma, Wash	20	16
New Orleans	40	36

OTHER ADVANCED MARKETS
(Rankings withheld)

Houston
Sacramento-Stockton, Calif.
Tucson, Ariz.
Beaumont-Port Arthur, Tex.

▪ Television signal patterns.

▪ Military or other government or civilian projects in the nation's defense and space age programs.

▪ Interurban trends.

In most of the markets thus far classified as "advanced," DCSS has found that at least three of these factors were decisive.

Extra Buying Power ▪ In some cases, new military establishments have sprung up—or have existed without much notice from the usual market-data compilers—that add millions of dollars to an area's buying power.

In some cases a number of "small" communities have grown together to make one big complex in the increasingly familiar interurban movement—or have been welded into a single market of importance by the radial spread of television signals.

In some cases it is new industry moving in, new highways fanning out, local plants expanding, new businesses developing out of scientific discoveries, the booming influence of government contracts or some other industrial or other development that adds people and money in numbers significant to advertisers.

The first three markets that DCSS designated "advanced"—Orlando-Daytona Beach, Fla.; Winston-Salem-Greensboro-High Point, N. C. and the complex centered on Norfolk-Newport N e w s-Portsmouth-Hampton, Va.—reflected a combination of growth indicators.

The interurban trend was evident in all three. In addition, Mr. Vitt and his associates found in the Orlando-Daytona Beach area, home of Cape Canaveral, the fastest-growing county in the U. S. (Brevard County), an unusually high level of professionals and skilled workers, one of the highest per-capita incomes in the country, and a substantial influx of new private industry already under way or planned.

Blend Into Single Market ▪ They found that Winston-Salem and Greensboro in many respects were already a single market, to which nearby High Point had been added both by its own growth and by TV signals from the other cities. They also found that the entire area had been marked by steady growth and was then in the midst of a major road-building program which promised to make it increasingly a distribution center, apart from new industrial plants moving in.

In the port and ship-building area of Norfolk, Portsmouth, Newport News and Hampton the DCSS team was especially impressed not only with the high rate of growth—about double the national average—but also by the extensive bridge and tunnel-building program that has brought the centers of metropolitan areas of this interurban complex within 30 minutes of one another.

On the basis of these and similar evidences of growth DCSS advanced the Orlando-Daytona Beach market, then in 63rd place on its list, to 41st; Winston-Salem-Greensboro-High Point from 45th to 39th, and the southeast Virginia complex from 55th to 34th.

The Criteria Used ▪ In assessing the Advanced Market potential of any area DCSS looks at its past, present and future.

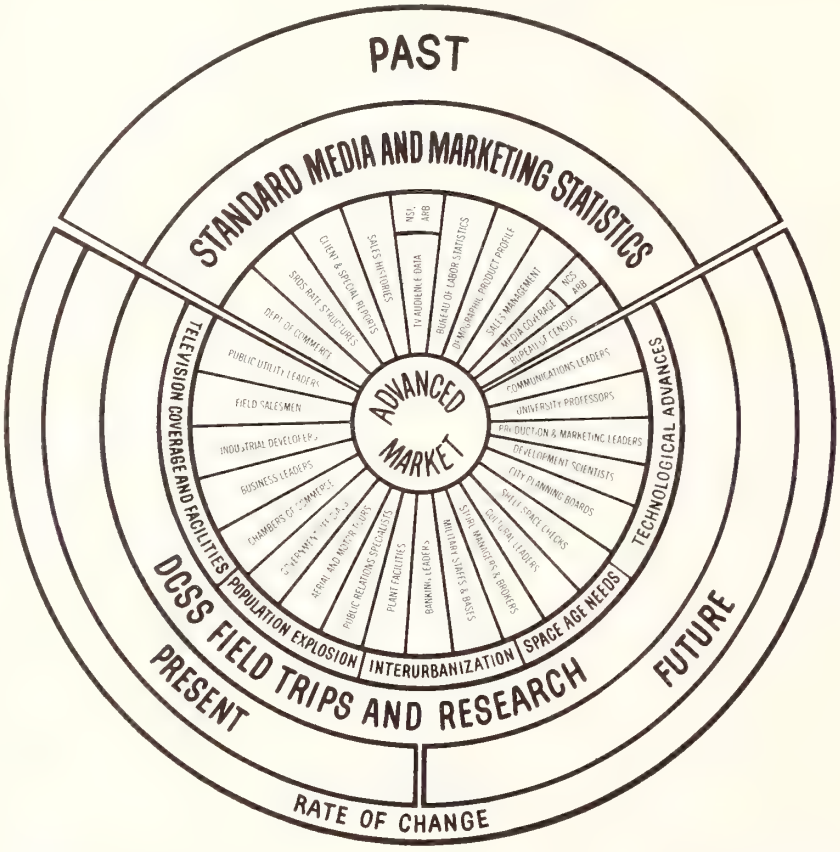
The past performance is judged from data derived mostly from standard sources. Ten key criteria are examined.

These include Bureau of the Census statistics; media coverage; surveys of buying power; product demographic profiles; Bureau of Labor statistics; TV audience rank and composition; sales histories; client and other special media reports; rate structures and schedule costs and Department of Commerce statistics.

To this data DCSS adds information gathered by its own research and by field trips to evaluate the market's present and probable future potential.

The agency maintains an almost constant correspondence with government, business and industrial offices. It also searches out unofficial news sources, both trade and consumer, in its effort to keep abreast of planning in a wide range of fields that may significantly affect the growth of markets.

Public utility executives, field salesmen, communications leaders, industrial development and new business planners,

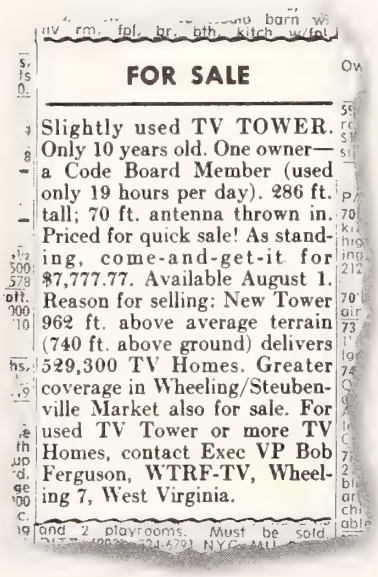


Stations interested in learning whether theirs may qualify as an "advanced" market under DCSS's concept may profitably study this chart. It shows what it takes, and delineates some of the principal sources of such information.

The market's "past," "present" and "future" are all considered, along with the rate at which change is occurring. Data on the "past" is derived from standard research sources, as indicated in the top one-third of the chart. The market's "present" and "future" (lower two-thirds) are measured by data gathered by DCSS field trips and research into the five key forces, shown in the inner arc, that DCSS has found are the chief contributors to the growth in "people and money" that qualifies a market for advancement in the agency's buying list.

Leading sources on present and future growth are indicated in the spokes feeding off from the five growth factors most often involved.

(This chart showing market factors was prepared by DCSS).



FOR SALE

Slightly used TV TOWER. Only 10 years old. One owner—a Code Board Member (used only 19 hours per day). 286 ft. tall; 70 ft. antenna thrown in. Priced for quick sale! As standing, come-and-get-it for $7,777.77. Available August 1. Reason for selling: New Tower 962 ft. above average terrain (740 ft. above ground) delivers 529,300 TV Homes. Greater coverage in Wheeling/Steubenville Market also for sale. For used TV Tower or more TV Homes, contact Exec VP Bob Ferguson, WTRF-TV, Wheeling 7, West Virginia.

Hurry!



PILLARS OF THE COMMUNITY:

teenagers, non-delinquent

Ever stayed awake nights wondering about a teenage son or daughter?

Don't.

Most teenagers are a lot like these Junior Achievers on WANE-TV's "Teen 15" program —basically sound, able citizens.

They handle the whole show from script to airwaves—plan, write, design sets, act, announce and direct, with only occasional backstopping from WANE staffers.

They even sell commercials to local advertisers—and, the way things look now, might



soon be able to pay a 6¢ dividend to their 278 shareholders.

"Teen 15," with all its freshness and charm and warm appeal, helps build a rapport between station and community that is unique.

So do other youth programs on CORINTHIAN air like "The College Choice," "Science Is Fun," "Crime and the Student," "Spotlight on Youth," "School Showcase."

Teenagers who don't make the lurid headlines are the important ones in any community—and CORINTHIAN stations program with them very much in mind.

REPRESENTED BY H-R

KHOU-TV HOUSTON
KOTV TULSA
KXTV SACRAMENTO
WANE-TV FORT WAYNE
WISH-TV INDIANAPOLIS
WANE-AM FORT WAYNE

THE CORINTHIAN STATIONS
RESPONSIBILITY IN BROADCASTING

state and local officials, school men, businessmen, public relations specialists, chambers of commerce, bankers, military establishments, food and drug brokers, retail store managers, civic and cultural leaders, development scientists, governors, mayors and city planning boards—these are among the local and regional experts with whom DCSS talks and corresponds in building its files of potential Advanced Markets.

The Beginning Of A Profile. ▪ In the early stages the material usually is gathered slowly and on many markets at once. Anything indicating that an area has—or may soon have—significantly more people and money than it is normally given credit for is stored away in the file on that market. When enough material has been assembled to indicate that a market is a clear candidate for the Advanced list, more specific investigation is undertaken.

This may take the form of intensive correspondence and telephoning to pin down details, follow up leads and pull together all available information bearing on the market's present status and potential for further growth. Or it may take the form of an on-the-scene investigation, supervised by Mr. Vitt and Martin Herbst, the DCSS media research director, to interview leaders, make aerial and automobile tours of the area, conduct in-store and in-plant inspections and study television and other media coverage patterns.

When all the material has been pulled together it is studied in relation to all available data on other markets, and the market under study is ranked accordingly. The touchstone is still people and money. If the new data indicates that it has significantly more of these than markets with which it formerly was bracketed, it is christened an Advanced Market and promoted to a higher ranking in keeping with its known resources.

Potential Assessed ▪ If it fails to make Advanced Market rating on the first review, it is classified as "soon" or "future," depending on DCSS's best judgment of the speed with which it is growing. As additional material is developed the file is reviewed again—and again and again, if necessary.

The data-gathering process meanwhile continues for Advanced Markets as well as the others. There's always the prospect that growth will continue at a pace to merit another promotion (or, conversely, that it may slacken off and require a downgrading in the market list).

Even markets designated as "soon" or "future" prospects for Advanced Market rankings are so marked in the confidential numbered listings from which DCSS market recommendations are made. Other things being equal, a market with known Advanced Market potential—even though it hasn't quite attained that status yet—is apt to get the nod over one without that potential.

Mr. Vitt and his colleagues see five advantages for advertisers in the Advanced Market concept:

- Greater efficiency, in that advertising budgets are invested where they'll reach the most people.
- More effectiveness, because competitive pressures normally will be less severe in the Advanced Markets: Advertisers buying according to market lists based on standard sources will, in most cases, be concentrating their greatest weight elsewhere.
- Better investment values, because advertising dollars will be working in an expanding growth area.
- Better selection of test markets and better measurement of test-market results.
- More efficient meshing of the major marketing components of sales force, promotion, and distribution channels.

It all starts with the local TV area

LEADING STATION FORMULA BEST SUITED FOR DCSS PURPOSES

The indivisible geographic unit with which Doherty, Clifford, Steers & Shenfield starts in positioning Advanced Markets is the local television area. The list that follows shows how the agency ranks the top 225 markets in terms of TV homes—before considering promotions for Advanced Markets.

Different agencies have different ways of figuring the size of television markets. DCSS uses a 50% cutoff formula, but with refinements to avoid overlooking areas where it feels that viewing, although below that standard, is nevertheless significant from the advertiser's standpoint.

Each market gets credit for all TV homes reached by its leading station—the one with the biggest effective coverage. This system has shortcomings, but DCSS considers it much more satisfactory than its principal alternatives.

These, according to Media Research Director Martin Herbst, are (1) to use the local outlet of a given network as the standard for the whole market, or (2) to assign counties, including those with overlapped coverage, among different markets on an "average crediting" basis.

Methods Rejected ▪ Mr. Herbst rejetcs the former method on the ground that it is not uniformly realistic, since the chosen network's affiliate in one market may be unusually strong and thus inflate the market's ranking, while in others the affiliate may be weak and unfairly reduce the market's position. In smaller markets there is also the problem of multiple network affiliations.

The "average crediting" system, according to Mr. Herbst, arbitrarily distorts the facts of viewing because it fails to recognize that viewers in overlapped counties watch programs emanating from more than one market. While this may not affect the rankings of the top markets, he contends that it may be critical—from the advertiser's standpoint as well as the markets'—in establishing the rankings of those below the top 20 or 25.

Critical Counties ▪ "As we get to the 30th, 40th or 100th market," Mr. Herbst said, "the difference of one or two counties can be quite critical. In fact, it can make the difference between inclusion and exclusion in the buying list."

In the DCSS system the leading television station in the market (and therefore the market itself) is generally credited automatically with coverage of all counties where at least half of the TV homes are shown in the latest available television coverage studies as viewing that station during a given span of time, usually a week. This 50% cutoff, Mr. Herbst notes, complements the engineering Grade B contour—the line where an acceptable signal can be received 50% of the time.

"However," he continues, "while the 50% cutoff is simple to comprehend and implement, by itself, it does produce inequitable results. Many counties fall into the 40-50% coverage range, and in some instances these should be included in the market's set count because there is sufficient audience potential and—more importantly—the county is large enough to produce a significant increase in a station's effectively covered homes."

For that reason, according to Mr. Herbst, DCSS developed "a unique technique for uniformly and fairly handling these problem counties." This is the way it works:

"Where the coverage study showed



Some people always make the right impression. Like the top-drawer personalities local audiences will be enjoying this fall on the five CBS Owned television stations. Judy Garland, Danny Kaye, Phil Silvers, Robert Goulet, Gleason, Ball, Sullivan, Skelton, Moore, Hitchcock, Van Dyke, Benny...the greatest names in show business are all part of next season's CBS Television Network schedule. Add a full complement of community-minded local programming and it's easy to see why the CBS Owned television stations consistently lead all others in their markets. Before you set your advertising plans for next season, check with your CTS National Sales representative. He'll be glad to show you how you can make a concrete impression on your customers.

Personality makes the difference!



◉ CBS TELEVISION STATIONS NATIONAL SALES

REPRESENTING CBS OWNED WCBS-TV NEW YORK, KNXT LOS ANGELES,
WBBM-TV CHICAGO, WCAU-TV PHILADELPHIA, KMOX-TV ST. LOUIS

that a station reached between 40 and 49% of the TV homes at least once during the week (day or night), we determine the loyalty of this audience. We place the nightly viewing homes over the weekly viewing homes, and if the ratio is 70% or more, the station gets credit for the county. The 70% ratio gives us an indication that the viewers are daily repeat viewers, and the client who uses the station is likely to receive a real audience in that county with his buy."

On that basis, DCSS's basic buying list of TV markets was developed as follows (before adjustments for Advanced Markets):

Rank	Market	TV Homes (000)
1	New York	5,118.1
2	Los Angeles	2,439.9
3	Chicago	2,198.2
4	Philadelphia	1,958 0
5	Boston	1,702.0
6	Detroit	1,488.8
7	San Francisco	1,194.1
8	Pittsburgh	1,166.3
9	Cleveland-Akron	1,150.0
10	Washington	801.1
11	St. Louis	777.4
12	Hartford-New Haven, Conn.; Springfield, Mass.	698.6
13	Minneapolis-St. Paul	666.7
14	Dallas-Ft. Worth	663.4
15	Indianapolis	641.1
16	Baltimore	602.4
17	Cincinnati	570.9
18	Kansas City, Mo.	561.8
19	Buffalo	561.7
20	Seattle-Tacoma	559.7
21	Milwaukee	533.6
22	Charlotte, N. C.	523.6
23	Atlanta	521.8
24	Miami	500.3
25	Providence, R. I.	494.2
26	Houston	479.6
27	Dayton, Ohio	466.5
28	Syracuse, N. Y.	450.8
29	Portland, Ore.	448.4
30	Lancaster-Harrisburg-Lebanon-York, Pa.	437.8
31	Columbus, Ohio	435.2
32	Birmingham, Ala.	433.2
33	Johnstown-Altoona, Pa.	430.6
34	Charleston-Huntington, W. Va.	426.7
35	Grand Rapids-Kalamazoo, Mich.	426.7
36	Memphis	421.7
37	Nashville	392.7
38	Tampa-St. Petersburg, Fla.	392.4
39	Albany-Schenectady-Troy	383.1
40	New Orleans	374.2
41	Louisville. Ky.	371.0
42	Lansing, Mich.	367.9
43	Saginaw-Bay City-Flint, Mich.	365.4
44	Toledo, Ohio	365.3
45	Greensboro-Winston Salem, N. C.	348.7
46	Denver	347.8
47	Greenville-Spartanburg, S. C.; Ashville, N. C.	340.4
48	Sacramento-Stockton, Calif.	333.0
49	Oklahoma City	322.1
50	Wichita, Kan.	312 6
51	Omaha	303.8
52	Durham-Raleigh, N. C.	297.0
53	Tulsa, Okla.	292.1
54	San Diego	291.5
55	Norfolk-Newport News, Va.	290.6
56	Rochester, N. Y.	289.8
57	Wheeling, W. Va.; Steubenville, Ohio	285.7
58	Green Bay, Wis.	281.9
59	Wilkes Barre-Scranton, Pa.	279.0
60	Champaign-Decatur-Springfield, Ill.	278.9
61	Davenport, Iowa; Rock Island, Ill.	275.1
62	Roanoke-Lynchburg, Va.	269.7
63	Orlando-Daytona Beach, Fla.	266.2
64	Cedar Rapids-Waterloo, Iowa	262.8
65	Monterey-Salinas, Calif.	259.8
66	Des Moines-Ames, Iowa	253.4
67	San Antonio, Tex.	252.8
68	Portland, Me.	248.8
69	Mobile, Ala.; Pensacola, Fla.	239.5
70	Richmond, Va.	239 3
71	Salt Lake City	236.4
72	Baton Rouge	233.1
73	Shreveport, La.	232.8
74	Spokane, Wash.	232.8
75	Knoxville, Tenn.	229.8
76	Fresno, Calif.	229.4
77	Jacksonville, Fla.	227.8
78	Binghamton, N. Y.	225.3
79	Little Rock, Ark.	224.8
80	Phoenix, Ariz.	224.0
81	Sioux Falls, S. D.	221.4
82	Cape Girardeau, Mo.; Paducah, Ky.; Harrisburg, Ill.	221.2
83	Madison, Wis.	217.8
84	Jackson, Miss.	209.6
85	Evansville, Ind.; Henderson, Ky.	207.3
86	Columbia, S. C.	196.2
87	Chattanooga, Tenn.	192.0
88	Greenville-Washington, N. C.	185.0
89	Youngstown, Ohio	176 0
90	Augusta, Ga.	164.6
91	Johnson City-Bristol, Tenn.	159.7
92	Rockford, Ill.	159.3
93	Lincoln, Neb.	155.4
94	Ft. Wayne, Ind.	154.0
95	Duluth, Minn.; Superior, Wis.	152.5
96	Peoria, Ill.	151.6
97	Fargo-Valley City, N. D.	150.9
98	Beaumont-Port Arthur, Tex.	149.5
99	South Bend, Ind.	147.5
100	Sioux City, Iowa	146.6

It's late to bed and early to rise

NATIONWIDE MARKET SURVEY MEANS MANY FACTS IN FEW DAYS

It takes more than an inquisitive mind to find out whether an area rates as an Advanced Market.

It takes stamina, too.

Sam Vitt, vice president in charge of media and programing for Doherty, Clifford, Steers & Shenfield, and Martin Herbst, the agency's media research director, covered 11,000 miles in 18 days in studying five areas on the most ambitious Advanced Markets field trip they've yet made.

A reporter of supposedly strong nocturnal habits, tagging along on part of the five-market swing to see how DCSS's Advanced Markets concept works, wilted quickly under the enfeebling influence of 5:30 a.m. risings, 2 a.m. bedtimes and an unbroken succession of conferences, tours, interviews, tower-climbing, plant-inspecting and store-visiting in between.

The markets ranged from North Carolina to Utah. In the order of their appearance on the Vitt-Herbst itinerary, they were: Greenville-Washington, N. C.; Flint-Saginaw-Bay City, Mich.; Omaha; Salt Lake City, and Wheeling, W. Va.-Steubenville, Ohio.

At Least Three ▪ In each of the five markets the DCSS executives found strong evidences of two and in most cases three or four of the five key factors that contribute to their definition of an Advanced Market: technological advances, population explosion, TV signal patterns, space age developments and interurban trends.

In all, they estimated on their return to their New York headquarters that they had "discovered" close to 1.6 million people and more than $3.6 billion in annual spending that are not reflected in the usual sources of market information.

THE ADVANTAGES CHECKED OFF AFTER THE DCSS 5-MARKET TRIP	TV coverage & facilities	Population explosion	Interurban-ization	Space age needs	Technological advances
Greenville-Washington, N. C.	✓	✓	✓		✓
Flint-Saginaw-Bay City, Mich.	✓		✓		✓
Omaha	✓			✓	
Salt Lake City	✓		✓	✓	✓
Wheeling, W. Va.-Steubenville, Ohio	✓		✓		✓

Rank	Market	TV Homes (000)
101	Montgomery, Ala.	145.6
102	Terre Haute, Ind.	145.5
103	Burlington, Vt.; Plattsburg, N. Y.	144.0
104	Albuquerque, N. M.	143.0
105	Utica-Rome, N. Y.	142.6
106	Florence, S. C.	138.7
107	Monroe, La.; El Dorado, Ark.	138.5
108	Joplin, Mo.; Pittsburgh, Kan.	135.4
109	Austin, Tex.	133.4
110	Bakersfield, Calif.	133.4
111	Quincy, Ill.; Hannibal, Mo.	132.4
112	Mason City-Austin-Rochester, Minn.	131.3
113	Erie, Pa.	129.3
114	Wichita Falls, Tex.	127.7
115	Waco-Temple, Tex.	126.9
116	Honolulu	126.9
117	Columbia-Jefferson City, Mo.	124.8
118	Charleston, S. C.	121.9
119	St. Joseph, Mo.	117.0
120	Wausau, Wis.	116.6
121	Columbus, Ga.	114.8
122	Springfield, Mo.	112.7
123	Albany, Ga.	111.9
124	Amarillo, Tex.	110.9
125	Lafayette, La.	109.7
126	Topeka, Kan.	109.1
127	Yakima, Wash.	108.7
128	Lubbock, Tex.	107.5
129	Tallahassee, Fla.	105.6
130	Macon, Ga.	103.4
131	El Paso	103.2
132	Eugene-Roseburg, Ore.	99.7
133	Pueblo-Colorado Springs, Colo.	99.4
134	Odessa-Midland, Tex.	99.4
135	Hastings-Kearny, Neb.	97.1
136	Bismarck, N. D.	95.3
137	Bangor, Me.	94.8
138	Wilmington, N. C.	94.1
139	West Palm Beach, Fla.	93.6
140	Tyler, Tex.	93.3
141	Corpus Christi, Tex.	93.2
142	Manchester, N. H.	93.0
143	Savannah, Ga.	91.4
144	Cadillac-Traverse City, Mich.	90.4
145	Alexandria, Minn.	89.8
146	La Crosse, Wis.	89.4
147	Tucson, Ariz.	88.8
148	Ottumwa, Iowa	88.0
149	Bluefield, Iowa	87.2
150	Mankato, Minn.	83.9
151	Lexington, Ky.	82.2
152	Meridian, Miss.	81.7
153	Ada, Okla.	81.5
154	Chico-Redding, Calif.	81.1
155	Lake Charles, La.	79.4
156	Alexandria, La.	78.3
157	Eau Claire, Wis.	75.2
158	Abilene-Sweetwater, Tex.	74.3
159	Santa Barbara, Calif.	70.9
160	Clarksburg-Weston, W. Va.	66.6
161	Boise, Idaho	65.9
162	Dothan, Ala.	63.9
163	Harlingen-Weslaco, Tex.	63.3
164	Harrisonburg, Va.	63.0
165	Ardmore, Okla.	60.6
166	Scottsbluff, Neb.; Cheyenne, Wyo.	60.6
167	Jackson, Tenn.	58.2
168	Carthage-Watertown, N. Y.	57.6
169	Idaho Falls, Idaho	56.1
170	Marquette, Mich.	55.9
171	Billings, Mont.	53.6
172	Columbus-Tupelo, Miss.	51.2
173	Ft. Smith, Ark.	49.6
174	Hattiesburg, Miss.	48.1
175	Eureka, Calif.	48.1
176	Lima, Ohio	45.1
177	Rapid City, S. D.	43.4
178	Reno, Nev.	43.4
179	Bellingham, Wash.	43.0
180	Salisbury, Md.	41.6
181	Casper-Riverton, Wyo.	41.4
182	Las Vegas	41.2
183	Great Falls, Mont.	40.3
184	Ensign-Garden City, Kan.	38.5
185	Butte, Mont.	38.2
186	Missoula, Mont.	36.6
187	Parkersburg, W. Va.	34.4
188	Lufkin, Tex.	33.8
189	Muncie, Ind.	31.5
190	Grand Junction-Montrose, Colo.	30.8
191	Medford, Ore.	29.7
192	Ft. Dodge, Iowa	28.9
193	Grand Forks, N. D.	28.3
194	Greenwood, Miss.	28.1
195	San Angelo, Tex.	28.1
196	Twin Falls, Idaho	27.1
197	North Platte, Neb.	26.5
198	Decatur, Ill.	25.6
199	Huntsville, Ala.	25.6
200	Yuma-El Centro, Calif.	25.2
201	Anderson, S. C.	24.1
202	Klamath Falls, Ore.	23.7
203	Aberdeen-Florence, S. D.	23.4
204	Ft. Myers, Fla.	23.3
205	Florence, Ala.	23.0
206	Presque Isle, Me.	22.9
207	Lafayette, Ind.	22.3
208	Mitchell, S. D.	21.9
209	Zanesville, Ohio	21.9
210	Panama City, Fla.	21.8
211	Anchorage, Alaska	21.3
212	Clovis, N. M.	17.3
213	Big Spring, Tex.	15.6
214	Monahans, Tex.	15.3
215	Carlsbad-Roswell, N. M.	15.3
216	Pembina, N. D.	15.1
217	Goodland, Kan.	13.9
218	Dickinson, N. D.	13.9
219	Laredo, Tex.	11.9
220	Ft. Pierce, Fla.	10.3
221	Selma, Ala.	10.2
222	Fairbanks, Alaska	10.0
223	Helena, Mont.	7.2
224	Glendive, Mont.	3.6
225	Juneau, Alaska	3.4

(Base: U.S.-TV 48,100,000 Homes)

"In these five markets, taken together, we found all sorts of developments that are typical of what we are looking for when we set out to decide whether any particular market should be classified as 'advanced,'" Mr. Vitt reported. "Broadcasters interested in knowing whether their own markets have similar 'hidden' values might find it helpful to see a rundown of our specific findings in these specific markets."

Here are some of the principal discoveries, market by market, in their search for the "hidden" people and money—buying power not yet reflected in traditional market-data sources—that can transform a good market into an Advanced Market for DCSS clients:

GREENVILLE-WASHINGTON

Messrs. Vitt and Herbst reached Washington, N. C. at 10:30 p.m., conferred on plans for their tour, reviewed their files, and were up for an early breakfast meeting with officials of WITN-TV Washington—a meeting spent more in orienting them to the area than in competitive media talk.

The area seems predominantly rural, but after three days of being driven over it by WITN-TV President Bill Roberson and Executive Vice President T. H. Patterson they were convinced that "the tremendous interurbanization between the smaller cities—Washington, Greenville, Kinston, Jacksonville, etc.—accentuates the potential of this area as an important metropolitan center."

Their first major discovery came at approximately 9:45 a.m. when they arrived at Camp Lejeune, home of the Second Marine Division and billed as the world's largest amphibious training base. After a tour of the base they conferred with the commanding general's chief of staff, Colonel Tom Ivey,

GREENVILLE-WASHINGTON, N. C.

Facts developed	What this means in terms of additional people and money: People	Yearly dollars	Effects to be felt
1) Antenna height of WITN-TV increased from 883 feet above average terrain to 1,470 feet effective August 1962	85,000	$145,000,000	Superior TV service delivered by area station tying market together.
2) Camp Lejeune, Marine Corps base, home of Second Marine division, is not picked up by standard measurements	123,000	$210,000,000	Adds stable, important growth of customers particularly for package goods.
3) Second largest phosphate develpment on East Coast currently being explored by Bear Creek Mining Co.	19,000	$ 40,000,000	More efficient agriculture in world's largest leaf tobacco markets.
4) Washington, N. C., will be midpoint on new improved ocean route from New York to Florida when Norfolk Bridge-Tunnel is completed in 1964.	71,000	$125,000,000	Growth of tourism in eastern North Carolina.
Total	298,000	$520,000,000	



From the top of the Livestock Exchange building in Omaha, the fact-checking Doherty, Clifford, Steers & Shenfield team of Sam Vitt and Martin Herbst get a steak-eyed view of a major livestock market with Owen Saddler, executive vice president, KMTV(TV), Omaha, and their host, Charles O'Rourke. The Omaha stop was one of many on the national check for "advanced" markets. (L-r) Messrs. Saddler, Vitt, O'Rourke and Herbst.

who for almost an hour described its contributions to the area's economic life.

The military establishment's influence, not reflected in standard market research sources, adds 123,000 people and $210 million a year to the Washington area's "known" resources. Most of these newly found people and most of the new money represent young families making major commitments in such consumer products as food, drug and baby items.

A few miles eastward is the 11,500-acre Cherry Point Marine Corps Air Station. Although they didn't visit Cherry Point, Messrs. Vitt and Herbst learned that it puts $85 million a year into the area, including a $64 million payroll for its 8,000 military and 3,500 civilian personnel.

Tobacco Center ▪ Historically, the Washington-Wilson-Kinston area has been the center of the world's biggest bright-leaf tobacco market—"an important element of stable growth," Mr Vitt called it after inspecting the tobacco warehouses.

He and Mr. Herbst also conferred with the manager of the Bear Creek Mining Co., which currently is exploring the development of important phosphate deposits in the area. They were told that these are the largest phosphate fields on the East Coast, except for Florida's, and give promise of building to a $20 to $40 million annual phosphate business for Bear Creek Mining in the next few years.

"We also learned that other operators may develop additional facilities in this market, which will mean even more efficient production for eastern North Carolina's immense agricultural plant," Mr. Herbst reported.

The agency team also checked progress on the construction of a new bridge-tunnel in neighboring Norfolk, Va., which they visited on a similar trip a year ago. The bridge-tunnel, a modern architectural wonder, will be a vital link in a new superhighway from New York to Florida when it is completed in 1964. Motel and restaurant builders already are scouting the area for sites, figuring its location will make it an ideal midway stopoff point for tourists and promote a sharp increase in tourism moving into the eastern Carolina and coastal resorts.

At a dinner meeting with two dozen area business leaders and state government officials, held at the WITN-TV transmitter site, the DCSS executives learned how new business is moving into the area and how local businesses are expanding.

Follows TV's Umbrella ▪ The manager of the Belk-Tyler department store in Washington outlined the Belk-Tyler chain's plan of locating its stores within the umbrella patterns of television coverage—and told how it has used commercials on a single station, WITN-TV, to sell a single item simultaneously in 14 stores.

The plant manager of the National Spinning Co. reported on the new plant his company is building adjacent to its existing facilities.

An official of the du Pont dacron plant near Kinston, said to be the largest facility of its kind in the world, summarized the major factors of power, transportation, labor, plant requirements, raw materials and manufacture, storage and distribution of finished products that figured in du Pont's choice of plant locations.

An official of the State Department of Conservation and Development passed out brochures in package lots, reported on the state's training system to teach the skills that industry needs—and set up a 9:30 a.m. conference with Governor Terry Sanford in the state capitol, Raleigh, two hours away.

The agency men found Governor Sanford one of the most enthusiastic of the many North Carolina salesmen they met. He was preparing to visit New York two days later to discuss North Carolina's business opportunities in a speech before the Sales Executives Club. This kind of business missionary work, and more particularly the plans of close to 500 North Carolina business leaders to accompany him, impressed the DCSS team as evidence of the state's emphasis on growth.

An Impact Is Felt ▪ "This sort of enthusiasm has an almost tangible effect," according to Mr. Vitt. "It's an impact that will never show up in market statistics, but it's enough to make even the most indifferent observer feel that North Carolina will succeed in its efforts to become a truly major factor in the economy of the future."

The key role in tying together the commercial, industrial and agricultural complex centered on Washington-Greenville is performed by television. Messrs. Vitt and Herbst were told repeatedly that TV is the dominant communications medium for the whole area.

It broadened its grasp last August when the NBC-affiliated WITN-TV increased its tower height from 883 feet to 1,470 feet above average terrain and, in the process, increased its reach even farther by having specially tuned receiving antennas designed and built for sale to distributors and dealers at cost. More than 7,500 have been installed, many of them in the Raleigh area, which has no local NBC outlet.

▪ Summing up: The DCSS investigators figured they had found almost 300,000 people and more than $500 million a year that are not reflected in standard sources on this market.

FLINT-SAGINAW-BAY CITY

In two and one-half days Messrs. Vitt and Herbst held 19 meetings in this car-conscious complex, which impressed them with its air of abundance

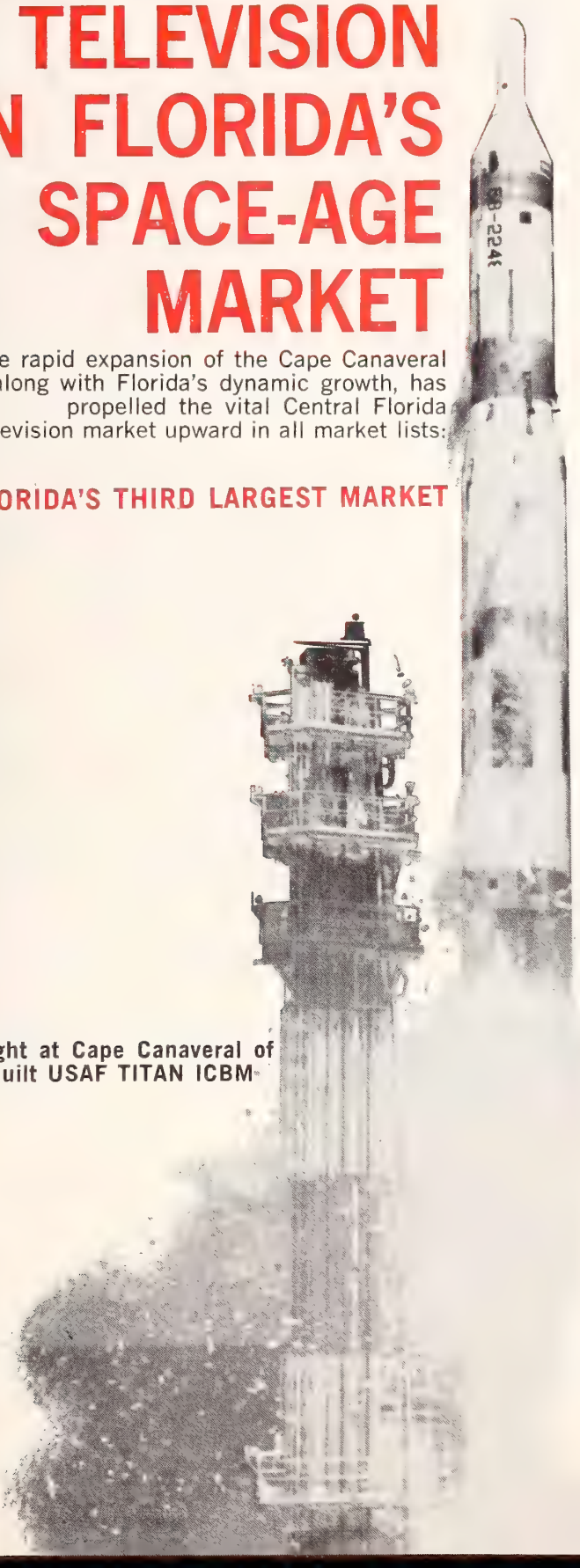
"The extremely high statistics on wages and the extremely low statistics on unemployment," said researcher Herbst, "tend to make the area a tremendously affluent one for anybody wishing to obtain effective sales value."

They found Flint basking in the prosperity produced by the recent sales successes of Buick cars and by the higher wage rates and greater produc-

UNDUPLICATED TELEVISION IN FLORIDA'S SPACE-AGE MARKET

The rapid expansion of the Cape Canaveral area, along with Florida's dynamic growth, has propelled the vital Central Florida television market upward in all market lists:

FLORIDA'S THIRD LARGEST MARKET



Test Flight at Cape Canaveral of Martin-Built USAF TITAN ICBM

More than 10,000 construction workers and their families are moving into this dynamic area preparing for man-to-the-moon projects.

Spurred efforts in our scientific space complex adds to the explosive growth of this industrial, commercial and agricultural complex adding people, dollars and consumers to this tremendous market that includes Orlando, Daytona Beach, Cocoa, Cape Canaveral and Melbourne.

Three television stations offer UNDUPLICATED coverage of this dynamic Orlando-Daytona Beach market. Is your market list up to date to sell this opportunity market? Contact our national representatives for the fantastic space age story in Central Florida.

WFTV
Ch. 9 - ABC
Formerly WLOF-TV
Adam Young, Inc.

WESH-TV
Ch. 2 - NBC
Advertising Time Sales, Inc.

WDBO-TV
Ch. 6 - CBS
Blair Television



Household Miracle

Once upon a time, Aladdin rubbed a magic lamp and found himself in the hands of a genie. Once upon a time, George Baxter hired a maid and found himself in the hands of Hazel.

About the only major difference is that Hazel didn't leave the premises after three wishes—and that's just dandy with the Baxters, who know a household miracle when they've got it.

Since NBC-TV is as happy with her as audiences are, "Hazel" will most definitely be back for a third season in the Fall as a major attraction on our widely-varied 1963-'64 agenda.

The maid-to-order Hazel is, of course, Shirley Booth—who tidily swept up an Emmy in each of her two seasons on the job. (Collecting prizes is an old habit, really. She already had an Oscar, a



Cannes Film Festival Award and three of Broadway's Tony Awards.)

Naturally, "Hazel's" talents range far beyond the domestic. Before the awed eyes of her TV family—Don DeFore, Whitney Blake and Bobby Buntrock—she has gotten rid of a free-loading relative via some *very* special recipes; won the city's biggest bowling competition, and helped legal expert George land some of his choicest contracts.

Actually, about the only list we know that's *more* varied than the roster of "Hazel's" talents is the program schedule NBC-TV has whipped up for the coming season. It ranges from some of the medium's most promising newcomers—like "Espionage" and "Harry's Girls" to such attractive returnees as "The Jack Paar Show" and "The Virginian." To borrow "Hazel's" favorite description: it's a doozie.

Look to NBC for the best combination of news, information and entertainment.

tion efficiency stemming from increased use of automation on the Buick assembly lines.

In Flint it was pointed out to them that the average weekly wage in the area was $145, the highest in the country, while the unemployment figure at the time was 2.1%.

Mr. Vitt observed that while the high average wage and low unemployment were largely dependent on the success of the nation's car-buying public, it was clear that the average worker in this area still has more money to buy more goods more often than do his counterparts in the rest of the country.

In addition Mr. Vitt was impressed by the long-range plans of the automotive manufacturers to keep fulltime employment high, which he felt would insure a high level of future income and thus make the area a prime prospect for new-product introduction in the future.

Outstanding Opportunities ▪ Along with near-capacity employment, the DCSS investigators learned, business leaders of the area have developed and maintained top-flight cultural and economic opportunities for the growing population. A visit to the C. S. Mott Foundation in Flint emphasized this point.

Started in the bottom of the 1930's depression to help people help themselves, the Mott Foundation conducts adult-training courses in practically every public school in the area. The Mott concept is to use the school system, not as a training center for children, but as a focal point for the entire community—a place to teach the skills that will serve, as Mr. Vitt described it, "as a nucleus for additional expansion without the concurrent pain of the displacement of people."

North of Flint, the DCSS team surveyed a well-balanced industrial-agricultural area showing all the symptoms of interurbia. The growing-together of Flint with Detroit on one side and with Bay City-Saginaw to the north, they concluded, is creating a continuously growing market of "people and money" that can be reached most completely by the broadcast media.

In side trips they saw a new 400-mile, toll-free highway to Sault Ste. Marie nearing completion to give easier access to Michigan's prime—and multi-million dollar—tourist attractions in the northern part of the state. It was estimated that this facility alone will introduce $180 million in new revenues annually from some 62,000 "new" people in this market area.

Automation ▪ The economic influence of new trends within the automotive industry was emphasized by several business leaders the agency executives met with. The general manager of the Saginaw Steering Gear Co., for one, stressed the growing importance of automation, both to the industry and to the area as a marketing center.

In the past, he noted, automation has been limited primarily to the assembly lines. Now technological advances are bringing automation into the automotive parts business. As a result, he said, his company, which sells parts to all car manufacturers, is planning "a vast expansion" of its facilities to take advantage of the new technological developments.

The Vitt-Herbst enthusiasm for this section of Michigan as an Advanced Market for advertisers was in no way abated by the report they got from Frederic G. Donner, chairman of the board of General Motors. Capital expenditures in Michigan, he said, normally run 45 to 50% of the U. S. total and in 1963 will amount to approximately half of the $525 million expected for the country as a whole.

Said Mr. Vitt:

"When you're talking about putting $260 million or more into a state, you're talking about a tremendous potential for consumer spending. These are the kind of figures that mean so much in our Advanced Market considerations, because we don't have to wait six months to a year or more to receive them from some governmental or other research outfit."

Education And Culture ▪ Growth prospects for the area were also found in non-industrial developments. Bankers, food brokers, ship builders, communications executives, retailers, mayors and chambers of commerce were interviewed at length, but Messrs. Vitt and Herbst did not overlook the educational and cultural environment which, they feel, can make a good advertising market better.

In Saginaw they were impressed by the growth of a relatively new junior college, Delta University, which has come along so rapidly as an educational center that it is already up for accreditation as a full-scale college.

"The educational and cultural atmosphere of a community cannot be reported in marketing statistics," Mr. Vitt said afterward. "But it is an essential element in a growing community. Any study of markets will show that interest in education and the arts goes hand in hand with growth. You can't put a number on it, but you can't afford to overlook it."

President James Gerity Jr. of WNEM-TV Saginaw, which helped arrange the tour for Messrs. Vitt and Herbst, stressed the influence that expanding transportation facilities will have. The water facilities along Lake Huron and the network of railways and highways to the west and south, coupled with the lands available for further industrial development, promise to push the Saginaw-Bay City area to its full potential as an advertising market, he asserted.

▪ Summing up: Messrs. Vitt and Herbst judged that standard research sources underestimate the Flint-Saginaw-Bay City market by at least 200,000 people and $584 million a year in spending power.

FLINT-SAGINAW-BAY CITY

Facts developed	What this means in terms of additional people and money: People	Yearly dollars	Effects to be felt
1) Accelerated implementation of technological advances (automation) in automobile parts industry.	27,000	$290,000,000	Extension of production efficiency initially established by automation of assembly line
2) Completion of toll-free highway to Sault Ste. Marie	112,000	$180,000,000	Easier access to Michigan's tourist attractions
3) Movement together of Flint-Detroit area with Bay City-Saginaw	62,000	$114,000,000	Clear example of interurbanization.
Total	201,000	$584,000,000	

OMAHA

If one thing about Omaha registered with the DCSS team more than anything else, it was the "depression-proof" nature of the economy.

Its variety of economic forces—stockyards and meat-packing, the Strategic Air Command center, insurance, transportation and distribution, industry and agriculture, among others—left little doubt that the area's economy could absorb any blows that might reasonably be anticipated.

"If the whole nation turned vegetarian," Mr. Vitt speculated, "the other forces at work in Omaha could take up the slack left by the loss of the beef market. If the SAC moved out, civilian business and industry would still move ahead. Even if the sale of insurance policies were outlawed, Omaha has enough other things going for it to make a depression improbable if not impossible.

"The fact that none of these ex-



STONE REPRESENTATIVES, INC.

FORMERLY *Radio T.V. Representatives, Inc.*

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SY THOMAS, Vice President — SAUL FRISCHLING, Treasurer

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Atlanta, 72 Eleventh St., N. E. • Boston, 100 Boylston St. • Los Angeles, 111 N. LaCienega Blvd.

San Francisco, 690 Market St. • Portland, Morgan Building • Seattle, Tower Building

tremes is apt to happen only reinforces our belief that the Omaha area cannot move any way but forward. The wide, busy avenues and the extremely active shopping areas give more than the appearance of prosperity—they're evidence of what the city officials call 'a continued boom.' "

A Growing City ▪ On top of everything else, Messrs. Vitt and Herbst found, Omaha is growing. On tours by air and car, arranged by KMTV(TV) officials, they saw new buildings going up in practically all areas of the city—and beyond, where what was comfortable farm country five or ten years ago is now covered with medium to high-priced housing developments.

They got a taste of the up-to-date atmosphere when they arrived: The new jet airport is served by five major airlines and handles more than 100 flights a day.

They got another taste—literally—in their first Omaha dinner: Steaks they vowed were as good as they'd ever eaten. Waiters and businessmen alike explained why: for years, Omaha has been the world's largest livestock and meat packing center, with more than 15,000 people working in the stockyards sprawled over a large part of South Omaha.

Omaha is also the nerve center of the SAC with all its nuclear and electronic equipment. On a visit to the SAC public information office they were told that more than $360 million is left in the Omaha-Lincoln-Council Bluffs area each year by SAC's military and civilian personnel.

As evaluated by Mr. Herbst, "this represents a largely unmeasured economic factor in the consideration of the Omaha area as an Advanced Market, and opens up still more the potential of this area for high per-dollar sales effectiveness."

Other major economic highlights show Omaha as one of the nation's insurance capitals, with 28 insurance companies headquartered there; and as a major transportation hub, fourth largest rail center in the country and, not incidentally, headquarters for the Union Pacific railroad.

Market Size Is Deceptive ▪ Television and interurban trends combine to make it a bigger market than normal statistics indicate, in the opinion of the DCSS

OMAHA

Facts developed	What this means in terms of additional people and money: People	Yearly dollars	Effects to be felt
1) Steady, diversified industrial growth will continue at least for remainder of decade.	120,000	$226,000,000	Maintenance of depression-resistant economy in geographic center of U. S.
2) Nerve center of the nuclear age via SAC headquarters and Offutt AFB, which do not appear in standard measurements.	82,000	$360,000,000	Continued permanent military residence.
3) New interstate highway will be completed in 1964.	31,000	$ 54,000,000	Enhance Omaha's position as gateway to West and maintenance of world's largest livestock and meat packing center.
Total	233,000	$640,000,000	



appraisers. The growth of Council Bluffs and Lincoln in the direction of Omaha have brought significant portions of these markets within Omaha's TV range.

Owen Saddler, KMTV executive vice president, stressed the influence of a new highway system linking these areas: "Inter-travel between Omaha and Lincoln for workers, shoppers and visitors alike has become a routine thing, and as the suburbs continue to grow, the inter-locking of the communities is not far off.

"Even now," he said, "we have advertisers in Lincoln selling their goods on Omaha television, and advertisers in Omaha selling to Lincoln people."

Growth as evidenced in nonindustrial terms also made an impression on the agency visitors. They found that Omaha has one of the most active dramatic playhouse groups in the country, maintains a 22,000-man local organization called AK-SAR-BEN (Nebraska spelled backwards) that runs a race track, a fair and other civic attractions whose proceeds go into civic and cultural developments.

Omaha's Medical Center, they were told, is not only rated among the finest in the country but also is currently putting $79 million into an expansion of building and equipment.

▪ Summing up, Messrs. Vitt and Herbst estimated that their two and one-half days in Omaha had uncovered 233,000 people and $640 million in annual expenditures not reported through normal sources of marketing information.

SALT LAKE CITY

The vastness of the Salt Lake market, geographically, was particularly impressive to the DCSS executives and kept them on the move for more than four days.

"It's a media man's real pleasure to hit an area whose market potential so far exceeds the standard ratings by which it is ordinarily assessed," Mr. Vitt reported.

In mileage, the TV market is the biggest in the U. S. With the help of high transmitting towers, translators and boosters, community antennas, microwave relays and home antennas that often are 150-feet tall and cost more than a TV set, television coverage ranges over an area larger than New England, extending as far north as the Glasgow Air Force Base on the Canadian border in Montana.

Plans currently afoot to document this coverage story by new and more detailed area research were described to Messrs. Vitt and Herbst by George Hatch, vice president of KUTV(TV) Salt Lake City. The agency men counted on this added documentation to go far in gaining wider recognition of the Salt

NOW!

WNEM-TV
MICHIGAN'S
TOWER of
SALES POWER



SELLS
THE NATION'S
40th
RETAIL MARKET:
FLINT - SAGINAW - BAY CITY

today WNEM-TV ...
is the direct channel to a total effective buying income of $2,875,469,000.

DRUG SALES
34th Nationally—($73,008,000)

AUTOMOTIVE SALES
35th Nationally—($354,205,000)

FOOD SALES
37th Nationally—($469,063,000)

With complete studio facilities in Flint's Pick-Durant Hotel . . . plus comparable broadcast studio facilities on Becker Road in Saginaw . . . WNEM-TV is the only station in Eastern Michigan providing complete local service for an area rather than a single city.
WNEM-TV's nine years of proven sales success confirms Channel 5's complete coverage of the Nation's 40th Retail Market—FLINT-SAGINAW-BAY CITY. Plus, of course, all of Eastern Michigan!
For details on Eastern Michigan's only color everyday station . . . call Edward Petry & Company, Inc.

FLINT offices and studio
Pick Durant Hotel • Flint, Michigan • CEDAR 5-3555
Saginaw - Bay City offices and studio
5700 Becker Road • Saginaw, Michigan • PLEASANT 5-8191

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A Gerity Station

WNEM-TV NBC

SERVING FLINT - SAGINAW - BAY CITY AND ALL EASTERN MICHIGAN

We are involved with this woman

She's "Miss Indiana" . . . and we are involved in just about every civic activity she views from atop the famous Soldiers and Sailors Monument in Indianapolis. That is to say, we take a big part in community life . . . and that bodes well for any advertiser wishing to take a big part of the $3 billion spent annually in our 760,000 home market. The stations that *serve* best *sell*



best. We not only offer top broadcast coverage of area activities, we *involve* ourselves vitally in civic affairs . . . heading committees, determining policies, supporting causes, even running plain-spoken editorials when we feel something needs to be said in the public interest. In the process, we win more than our share of awards (see below). If you'd like more than *your* share of the Mid-Indiana market . . . see your KATZ man!



Represented by the KATZ Agency

The WFBM Stations

INDIANAPOLIS—TV, AM, FM • TIME-LIFE BROADCAST INC.

Here are our most recent awards—Headliner Award: Atlantic City Press Club award for consistant excellence in local news reporting • The Freedom Foundation Award: For Local Promotion of Patriotic Ideals • Indiana News Photographers Association Awards: Station of the Year; News Photographer of the Year; Separate awards for local documentaries and news coverage • Casper Awards: Clean sweep of four community service organization awards—two for television, two for radio • Man of the Year: Awarded to Eldon Campbell, station manager, by the B'nai B'rith organization • Merchant Marine Merit Award: For creating awareness of Indianapolis' position as a vital inland port.

FACTS PROVE
CONCLUSIVELY!
K-NUZ
IS HOUSTON'S
No. 1 ADULT
AUDIENCE
BUY!

Here are the latest facts and figures on cost per thousand—

TOTAL ADULT MEN IN AFTERNOON TRAFFIC TIME

delivered by Houston radio stations. K-NUZ again is conclusively Houston's NO. 1 BUY!

MON.-FRI.—4-7 PM

STATION	COST PER THOUSAND
K-NUZ	$6.90
Ind. "A"	$8.24
Net. "A"	$7.25
Ind. "B"	$13.08
Ind. "C"	$10.00

SOURCE:

First Houston LQR-100 Metro Area Pulse, Oct., 1962. Based on schedule of 12 one-minute announcements per week for 13 weeks, from rates published in S.R.D.S., Feb., 1963.

SEE KATZ FOR COMPLETE ANALYSIS OF ALL TIME PERIODS!

THE KATZ AGENCY INC.
NATIONAL REPRESENTATIVE
IN HOUSTON call
DAVE MORRIS JA 3-2581
K-NUZ

SALT LAKE CITY

Facts developed	What this means in terms of additional people and money: People	Yearly dollars	Effects to be felt
1) Fuller measurement of TV signal and supporting amplification equipment will show Salt Lake City as largest geographic market in U. S.	442,000	$796,000,000	Improve the documented measurements of Salt Lake City market area.
2) Greater availability of raw material will improve areas' position as leader in variety of mineral resources from phosphates (fertilizers) to pitchblend (uranium ore)	62,000	$105,000,000	Salt Lake City's natural resources will provide continued growth.
3) Glen Canyon Dam to open in 1964 will highlight one of U. S.'s greatest tourist attractions.	38,000	$140,000,000	Tourism can trigger many facets of economic growth
4) Thiokol and Hercules extensively involved in solid fuel propellents.	82,000	$160,000,000	These are part of the most advanced missile projects in production.
5) LDS Church continues to be fast est growing religion in world.	.....	$340,000,000	Salt Lake City will benefit in many ways as world LDS church center.
Total	542,000	$1,381,000,000	

Lake market among agencies generally.

Salt Lake's location, they agreed, has an important bearing on its potential developments. It is situated in the center of the mountain states, approximately equidistant from Los Angeles and Seattle and in a direct line with San Francisco.

'Clearfield Project' ▪ In their meetings the DCSS executives were given details of the "Clearfield Project," a futuristic plan to take advantage of Salt Lake City's strategic position by using the Clearfield Naval Supply Depot as a free port.

It was estimated that this installation now accounts for about 5% of the total public warehouse space in the continental United States. Local officials expect that when the Clearfield Project plans have been executed many manufacturers will find it more feasible to use Salt Lake City as their primary distribution point for the entire West Coast.

Land which once formed the bottom of the Great Salt Lake is now a fertile valley for agriculture and the basis of an extractive industry that develops minerals from the nearby mountains. Geological studies, it was pointed out, have shown that, acre for acre, this area has the greatest variety of commercial mineral sources on the face of the earth. These include the Kennecott open-pit copper mine, the largest of its kind in the world.

Out of this earth $122,265,000 worth of gold, silver, copper, lead and zinc were produced in 1961, not to mention substantial amounts of cobalt, phosphate, steel, vanadium, carnolite and pitchblend. At least $26 million worth of the uranium ores was extracted.

Greater Development ▪ "Current and future space age demands for these important minerals will exert even greater pressures for the area's development as a mining center in the next few years," according to Mr. Herbst.

In the same area, Thiokol and Hercules Powder currently are involved in the development of solid-fuel propellants for the nation's more advanced missile systems.

Water, one of the West's most vital resources, will be controlled and used more efficiently through a new dam system called Glen Canyon on the Colorado River, now under construction and due for completion in 1964. This will also permit better access to a leading tourist attraction—the scenic panorama of southeastern Utah, which has been used in countless motion pictures portraying the grandeur of the West.

Local tourist business is currently estimated at $125 million a year, and new developments planned and envisioned can increase this sum substantially.

Salt Lake City is also a world center for the Mormon Church, described as the fastest growing religion in the world. Maintenance of the current growth rate, in the DCSS men's opinion, "will exert profound influences in terms of the economy of the area."

One of the church's primary tenets is its belief in secular education. Some 65% of the state's population is Mormon, and three main universities—Utah, Utah State and the church's Brigham Young—currently show an enrollment of 27,000 students. Such an educational level, in the DCSS executives' judgment, "will insure Salt Lake

City's position in the space age."

▪ Summing up: More than 500,000 people and $1.3 billion a year not credited to this area by the usual research sources.

WHEELING-STEUBENVILLE

The most impressive Advanced Markets feature the DCSS investigators found in this upper Ohio River Valley area was the unifying influence of a number of forces to form a tight market complex out of many towns geographically cut off from one another by the hilly terrain.

The degree of industry diversification apparent during their two-day visit was an important secondary consideration in their decision to rate the area as "advanced."

One of the unifying forces was the work under way on a new tower for WTRF-TV Wheeling. Due for completion in July, it will rise 962 feet above average terrain as compared to 590 feet for the old tower.

Mr. Herbst estimated that this change alone will bring 241,000 "new" people with an additional market potential of $431 million into television range.

Another integrating factor investigated by the agency team was the new interstate highway U. S. 70, now nearing completion, which they said will serve as a major east-west transportation link complementing the Ohio River's north-south passageways.

WHEELING-STEUBENVILLE

Facts developed	What this means in terms of additional people and money: People	Yearly dollars	Effects to be felt
1) Antenna height of WTRF-TV will be increased from 590 feet above average terrain to 962 feet by the start of the fall 1963 TV season.	241,000	$431,000,000	More complete integration of upper Ohio market via television coverage.
2) New chemical and garment industry scheduled for Wheeling.	72,000	$122,000,000	Reflects continued industrial growth.
3) Improved transportation with completion of new interstate U. S. 40.	43,000	$ 73,000,000	Will complement Ohio River as important transportation resource.
Total	356,000	$626,000,000	

In a session with the executive director of the Ohio Valley Industrial and Business Development Commission, Messrs. Vitt and Herbst got a detailed report on the influx of new industry to diversify the economy.

A new garment manufacturing plant is going up a short distance from Wheeling, they were told, while developments in the chemical, aluminum and glass-making industries have "virtually guaranteed" continuing growth through local expansions in those fields.

Varied Economy ▪ These additions, it was pointed out, represent a continuation of a trend that in the last 10 years has brought at least 35 new plants into the area and reduced the economy's dependence on the steel industry from 85% to about 45%.

Diversification was emphasized repeatedly by local officials and businessmen seeking to explode the "great misconception" that the depressed areas label applied to West Virginia's coal mining regions also extends into the Wheeling-Steubenville market.

The mayor of Wheeling, leaders of the development commission and officers of private companies supported Robert W. Ferguson, executive vice president and general manager of WTRF-TV, which was the DCSS team's host for this visit, in his contention that



Ratings not a criterion in choosing market, says DCSS

Program ratings become strictly a buying guide, not a factor in market selection, in Doherty, Clifford, Steers & Shenfield's Advanced Market Plan.

"Ratings are still essential in selecting specific adjacencies within markets, because there is no other yardstick," said Martin Herbst, media research director of the agency.

"But the stacks of new market data we get in studying advanced markets, added to the information available from standard sources, gives us an up-to-date picture of the relative importance of different markets. Our clients can base their market selections and allocate their budgets on the basis of market information alone.

"Thus it is unnecessary to select markets according to those showing the widest reach in the ratings, as some agencies do."

The advanced markets concept also lends itself to—and relies upon—the agency's computer program.

Two banks of information are stored in the computer: (1) past media and marketing data, as compiled from standard research sources, and (2) present and future marketing data, as compiled in advanced markets studies.

Classifies Promptly ▪ The computer evaluates these banks both separately and together and, using formulas supplied by the agency, can quickly designate the markets to be rated as "advanced."

"The computer's ability to store data and retrieve it quickly and accurately permits the handling and use of an almost limitless amount of data," Mr. Herbst said.

DCSS relies on electronic data processing service centers to handle its computer work. Central Media Bureau is used primarily for media cost estimating, various other organizations for special computer programs to meet specific needs.

"Wheeling-Steubenville is not a depressed area."

"Many people think that because we're sitting in West Virginia we are similar to the downstate areas," he continued. "But a glance at the map will show that Wheeling is a lot closer to Ohio and Pennsylvania than it is to the rest of West Virginia, and our industrial progress makes the distinction clear."

▪ Summing up, Messrs. Vitt and Herbst estimated that the area's normally unreported resources add some 350,000 people and $600 million a year to its market potential.

LOCAL RETAILERS

DCSS finds tv coverage sets marketing pattern

Signs of a trend that may enable television to break the hold newspapers have on much local advertising emerged as a by-product of Doherty, Clifford, Steers & Shenfield's development of its advanced markets concept.

On their five-market swing to study advanced market prospects (see page 46), the agency's Sam Vitt and Martin Herbst found several local advertisers patterning marketing operations along television coverage lines.

These instances included reliance on TV coverage to determine new store sites, promotion of the same items in many different stores on a single telecast, relating advertising performance to specific stores and the use of television to create new markets for established stores.

This sort of adaptation of business practices to television coverage patterns is an old thing with many national and big regional advertisers, but instances of its use by local advertisers have been slower in coming to light.

Antiquated Plans ▪ Mr. Vitt, DCSS's vice president in charge of media and programing, noted that national advertisers recognized, several years ago, that their tradition of setting up distribution and marketing plans along standard metropolitan area lines was being antiquated by television's umbrella coverage effect.

Newspaper circulation tended to concentrate in metropolitan areas, too. But TV signals—like radio signals—were creating entirely new marketing complexes that covered cities, towns and rural areas as well as the standard metropolitan areas.

The importance of these outlying areas to national advertisers was illustrated by Mr. Vitt with this example:

"For most national advertisers the top 100 television markets generally form a realistic spot TV universe. There are 29 million TV homes within the metropolitan areas of these 100 markets. But an additional 15 million TV homes lie outside the metropolitan areas of these same markets, so that an advertiser who does not consider the total area can, in fact, ignore 50% of his potential customers.

"In some instances, such as we found in Washington, N. C., he may ignore *all* of his potential customers if he sticks to the standard metropolitan areas—for the simple reason that there is no standard metropolitan area in Washington, or in many other markets like it.

The Overlap Problem ▪ "When the top 100 markets are superimposed on one another we find about 20% overlap, which largely exists outside the metropolitan areas. This overlap is another reason why the total effective coverage area of each TV market must be carefully and accurately determined and then strictly adhered to.

"National advertisers were the first to recognize the validity of this concept, because they often had good distribution on a TV-market-by-TV-market basis. Their first job was to collect sales data for the entire television area, once this had been accurately defined. Then it was a simple matter to adjust advertising and promotion budgets in line with realistic sales data."

Mr. Vitt cited Bristol-Myers and the Quinton Co. as DCSS clients that for several years have been building their distribution as well as advertising and promotion patterns around markets defined by television signals rather than more confining boundaries.

Regional advertisers, meanwhile, have been adopting the television marketing concept in substantial numbers, guided in many cases by their advertisiny agencies. Narragensett beer in New England, Wiedemann beer in the Midwest and Jax beer in the south central area are among DCSS clients relying on television coverage areas to determine their sales, distributor territories and advertising budgets.

TV-Oriented Thinking ▪ "Now our Advanced Markets field trip has shown that this concept has come full cycle," Mr. Vitt reported. "Now retailers are beginning to think in terms of television marketing areas.

"All of this suggests that an advertiser's television viewing area automatically becomes his most efficient marketing area. The extension of this philosophy to the retail level represents an entirely new phenomenon.

"In the past local media have sprung up where people lived, to provide them with entertainment and news. Now we find that television is redefining where people live, based on the goods and services available to them—first on a national, then on a regional and finally, now, on a local level."

Maintenance for Collins FM transmitters



Collins' performance record of less down time than any other make of transmitter is a fact we can demonstrate. So, what maintenance amounts to is mostly regular dusting . . . with a good dust cloth. Keeps your Collins FM transmitter clean. And gleaming, as befits modern station decor. □ Of course, you don't have to dust (although we recommend it). In which case, your Collins FM transmitter will just stand there, dustily transmitting a clean, strong signal. Makes for great reception . . . happy listeners. And you know what that means to advertisers! □ Get complete information on Collins' complete line of FM transmitters. They're available in models from 250 to 20,000 watts (5 kw shown above). Call your Collins Broadcast Sales Engineer today. □ COLLINS RADIO COMPANY • Cedar Rapids, Iowa • Dallas, Texas • Los Angeles, California • New York, New York • International, Dallas

FIRST WITH
2

COLLINS

ADVERTISING STANDARDS IN WORKS

AFA to work with other groups in code development

The Advertising Federation of America approved plans last week to develop and promulgate a nationwide code of advertising standards. At its 59th annual convention in Atlanta last week, AFA adopted a resolution empowering its Advertising Improvement Committee to work with other groups in developing such a code.

Charles Farran, president of Griswold-Eshleman Co., Cleveland, and AFA vice president-board member, is chairman of the improvement committee.

During convention sessions, there was much said about the rising cost to advertisers of getting their messages before the public and the dearth of four-year colleges which offer degrees in advertising. Speaking on the former subject, Art Tatham, board chairman of Tatham-Laird Inc., Chicago, said advertising must carefully consider what rising prices may do to restrict further growth.

"It behooves all of us to be aware of rising costs and to consider where and how the brakes can be applied," Mr. Tatham, who also is board chairman of the American Association of Advertising Agencies, said. Agencies as well as their clients should strive "vigorously and constantly to resist these rising costs and to find economies which will offset them," he said.

Citing TV as an example, Mr. Tatham pointed out that recent commercials have cost as much as $50,000 and the average TV advertiser is paying 85% more for a filmed minute commercial today than 10 years ago. And, he said, one agency recently calculated that a year's output of commercials which cost $700,000 to produce required the payment of another $1.5 million is use fees.

Edward R. Murrow, director of the U. S. Information Agency, hit the recent action of the House of Representatives in chopping $15 million from USIA's budget request for fiscal 1964. Addressing the AFA convention, he said many USIA programs—vital to the Free World—will have to be curtailed if the cut is not restored. The House approved $142.7 million, an increase of $11 million over fiscal 1963.

The agency was granted only $110,000 for overseas entertainment, he said. "Not infrequently some of that money is used to entertain visiting congressmen who later deny requests for money for entertainment," he charged.

Mr. Murrow said the USIA TV service received $3.9 million last year and had asked for an additional $3 million for fiscal 1964. "But instead we received an unsympathetic response and a personnel ceiling . . ." he said.

Educational Crisis ▪ Lamenting the state of advertising education available in colleges and universities, Mc-Cann-Erickson President Emerson Foote told a panel discussion of the American Academy of Advertising (AAA) that the industry needed to start advertising the advertising business more actively.

He charged that there "is not yet demand enough for advertising courses in American colleges and universities," and that "the biggest problem lies . . . in the disinterest of students in advertising and marketing.

Dr. Royal H. Ray, Florida State University and national dean of AAA (an affiliate of AFA), also decried the lack of advertising students and the decreasing number of schools which offer degrees in advertising. "If you practitioners want education for advertising in American universities, you need to be much more concerned about this than you have ever been before," he warned.

Speaking before the full convention, Dr. Lyndon O. Brown, senior vice president at Dancer-Fitzgerald-Sample, also spoke with concern of an education lag in advertising. "We are far from the goal in which formal education is a requirement for the practice of advertising," he said. "Today the bulk of advertising concerns don't even give much credit to the student who has attempted to prepare himself through advertising courses."

He added, however, that "great strides are being made toward the development of professional training in our universities today."

Radio TV rep firm changes name to Stone

A change in name of Radio T.V. Representatives Inc. to Stone Representatives Inc. was announced last week by Peggy Stone, president of the station representation company. The change takes effect immediately.

Continuing with the firm are the following officers and personnel of the former company. George Schmidt is vice president in charge of sales and Saul Frischling is treasurer, both operating from the New York office, and Seymour Thomas is vice president and manager of the Chicago office. Stone Representatives also maintains offices in Philadelphia, Boston, Atlanta, Los Angeles, San Francisco, Seattle and Portland, Ore.

General Foods showcase

General Foods Corp. will sponsor an hour telecast next fall on CBS-TV introducing stars of all the CBS shows in which it will advertise in the coming season. The program, *General Foods Opening Night Special,* will be aired Sept. 23 (9-10 p.m.).

It will feature Lucille Ball, Jack Benny, Garry Moore, Andy Griffith, Danny Thomas and Phil Silvers in a format described as "a satiric book musical." Agency for General Foods is Benton & Bowles.

Alberto-Culver head notes success in TV

One of TV's most outstanding success stories and the need for innovations and better research in advertising highlighted the 46th annual conference of the American Marketing Association in Washington last week.

In a luncheon address to over 1,000 delegates, Alberto-Culver Co. President Leonard H. Lavin told of the growth in his company since its founding in 1955. "We banked almost entirely on TV and we invest serious funds in the medium," he said. Documenting this, Mr. Lavin said that A-C currently is the number one TV advertiser in the toiletry field and the ninth overall.

The A-C TV budget for the 1963-64 season will be well over $30 million, he noted. "We invest heavily in TV because we feel it can be—and thus far has been for us—the most economical medium for advertising mass packaged-goods to a mass audience," the Alberto-Culver head said.

In spite of this, he stated, TV is "indecently expensive." A single word uttered on a network commercial in prime time costs Alberto-Culver about $330, he said. The toiletry and proprietary drug manufacturer buys only into mass audience programs, he said, and keeps a close tab on every phase of its TV advertising.

"As president of Alberto-Culver, I feel one of my most important functions is to double-check . . ." regularly the entire TV program, he said.

K&E market guide released

Kenyon & Eckhardt is issuing this week a planning guide to regional and test markets based on U. S. TV coverage areas. Called "Kenyon & Eckhardt Market Guide," it contains key facts and figures on 217 U. S. TV coverage areas, including population and income statistics, media originations, trade factors and distribution information. The $15 guide also contains a large fold-out for each of 27 Nielsen Index areas.



Susie just *has* to crack up when WCBS Radio's Bill Randle starts his comedy close-ups every weekday morning. Bill's 11:10 to Noon show was a revelation to Susie. Having passed through her rock 'n' roll stage—summer listening seemed to be a real drag until she discovered that WCBS Radio is a million laughs all morning starting at six a.m. with Jack Sterling, followed at ten by Arthur Godfrey's gang and wrapped up with The Bill Randle Show. Later, at the beach, she'll listen to Yankee Baseball. By Susie's standards, WCBS Radio is a gas. Stuffy? Us?

WCBS RADIO 880
101.1 FM

A CBS OWNED RADIO STATION

CBS-TV TURNS OUT NEW RATE CARD

Network folder brings rate changes up to date

Television advertisers, their agencies and prospective clients of CBS-TV last week received the network's newly designed rate card (No. 16) that incorporates rate and discount changes announced from time to time since the predecessor card was published in April of 1960.

The new CBS-TV rate card shows 159 interconnected stations at an hourly class A rate of $139,175. Total hourly class A rate based on the combination also of non-interconnected and extended market plan stations is $142,490 for 192 stations. All figures are as of June 15. Also listed: a Canadian group of 48 stations at $16,085 and a group made up of Bermuda, Guam, Mexico, Puerto Rico and the Virgin Islands stations at $750.

Last fall, figures available showed the hourly class A rate for a U. S. network of 200 stations at $137,745. Comparable figures for years previous: in 1961 a total $135,130, in 1960 the U. S. network had the combination rate of $131,195.

The new card is incorporated as a folder. Printed on the inside cover is the rate, discount and sales policy information of a more permanent nature. An inside pocket contains detailed data on the 192 stations making up the network. In addition to station call letters and city, this removable section indicates time zone, channel and the class A hour rate and the effective date of any rate changes.

Revisions of the latter section will be issued every few months, the next insert to be published on Sept. 1.

The following are among the proposed station changes in the class A hourly rate and the effective dates in 1963:

WTEN(TV) Albany from $1,000 to $1,150 on Nov. 18; KFDA-TV Amarillo, Tex., from $300 to $325 on Dec. 1; WRDW-TV Augusta, Ga., from $375 to $425 on Sept. 15; KXMB-TV Bismarck, N. D., from $80 to $100 on Sept. 15; KBOI-TV Boise, Idaho, from $300 to $325 on Nov. 17; WMT-TV Cedar Rapids, Iowa, from $875 to $925 on Oct. 20.

WCHS-TV Charleston, W. Va., from $950 to $1,000 on Sept. 15; WBTV(TV) Charlotte from $1,450 to $1,525 on Dec. 1; KLZ-TV Denver from $950 to $1,000 on Sept. 15; WTVY(TV) Dothan, Ala., from $300 to $325 on Nov. 4; KXJB-TV Fargo-Valley City, N. D., from $425 to $450 on Sept. 1; KREX-TV Grand Junction, Colo., from $140 to $175 on Nov. 4; WABG-TV Greenwood, Miss., from $120 to $150 on Oct. 20; WTIC-TV Hartford, Conn., from $1,900 to $2,000 on Sept. 15; KHOU-TV Houston from $1,200 to $1,300 on Sept. 1.

WDXI-TV Jackson, Tenn., from $125 to $150 on Sept. 15; KODE-TV Joplin, Mo., from $350 to $375 on Oct. 20; KOTI-TV Klamath Falls, Ore., from $50 to $75 on Oct. 6; WKBT(TV) La Crosse, Wis., from $400 to $450 on Nov. 4; KOLN-TV Lincoln, Neb., from $650 to $725 on Sept. 1; WISC-TV Madison, Wis., from $650 to $700 on Oct. 20; WTVJ(TV) Miami from $1,450 to $1,500 on Dec. 1; KXMC-TV Minot, N. D., from $175 to $200 on Oct. 20.

WLAC-TV Nashville from $1,025 to $1,075 on Oct. 6; WWL-TV New Orleans from $1,050 to $1,100 on Oct. 6; KDKA-TV Pittsburgh from $2,500 to $2,700 on Sept. 1; KXTV(TV) Sacramento, Calif., from $950 to $1,000 on Sept. 15; KMOX-TV St. Louis from $1,900 to $2,000 on Oct. 6; KSBW-TV Salinas-Monterey, Calif., from $550 to $650 on Oct. 20; WSBT-TV South Bend, Ind., from $450 to $475 on Sept. 15; WTVT(TV) Tampa, Fla., from $1,200 to $1,250 on Dec. 1.

KBTX-TV Bryan, Tex., from $100 to $130 on Sept. 1; KXLF-TV Butte from $275 to $300 on Nov. 18; KKTV (TV) Colorado Springs-Pueblo from $275 to $300 on Dec. 1; KDIX-TV Dickinson, N.D., from $60 to $75 on Aug. 18; KTVC (TV) Ensign, Kan., from $100 to $120 on Sept. 1; WINK-TV Fort Myers, Fla., from $80 to $100 on Oct. 20; KAYS-TV Hays, Kan., from $75 to $95 on Sept. 15; WHNT-TV Huntsville, Ala., $50 on joining network Sept. 1; KEYC-TV Mankato, Minn., takes $150 rate on July 13.

On basis of new rate changes and accounting for known deletions expected, the new rate at yearend for Class A hour on the U.S. network is estimated at $144,385.

Business briefly . . .

Chrysler Corp. and Gillette Safety Razor Co. will sponsor NBC's radio and color television coverage of the major league All-Star baseball game from Cleveland Tuesday, July 9 (12:45 p.m. EDT). Chrysler's agency is Young & Rubicam; Gillette's agency is Maxon Inc.

General Foods Corp. and Lever Brothers Co. will sponsor a 10-week series of situation comedies, *Vacation Playhouse,* on CBS-TV this summer beginning Monday, July 22 (8:30-9 p.m. EDT). The show is described by the network as "showcase productions for possible regular series," with each show dealing with a different comedy theme. General Foods' agency is Young & Rubicam; Lever Brothers' agency is J. Walter Thompson.

Rep appointments . . .

- WJRZ Newark: Broadcast Time Sales Inc., New York, as national sales representative, effective immediately.

- WYDE Birmingham, Ala., and WAKE Atlanta, both owned by Basic Communications Inc.: Venard, Torbet & McConnell as national representative, effective July 1.

- WPON Pontiac, Mich.: Gill-Perna Inc., New York, as national representative, effective immediately.

'Flair Reports' at 80%; 13 sponsors sign today

ABC Radio says *Flair Reports,* a series of brief news features which will be presented 36 times weekly beginning July 1, is 80% sold out.

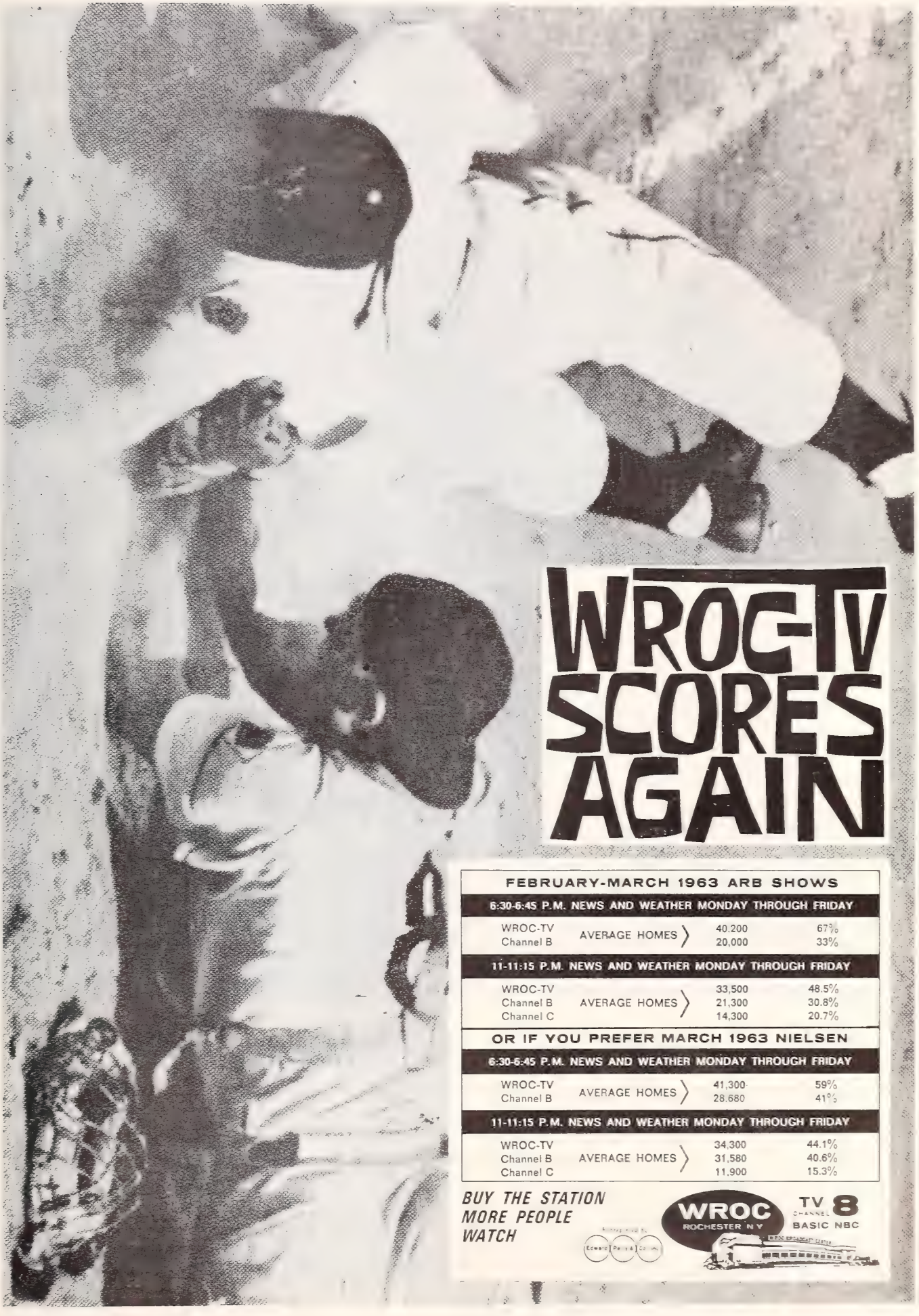
The network today announced the signing of 13 sponsors for the series, and ABC Radio President Robert R. Pauley said he expects the show to be near sellout within a month.

Advertisers and their agencies who have bought time on the series are Wm. Wrigley Jr. Co. (Arthur Meyerhoff Associates), Bristol-Myers (Grey Adv.), Ex-Lax Inc. (Warwick & Legler), P. Lorillard Co. (Lennen & Newell), Canada Dry Corp. (J. M. Mathes), Kraft Foods (Needham, Louis & Brorby, Chicago), Pepsi-Cola Co. (BBDO), Sylvania Electric (Kudner), and two divisions of Campbell Soups—beans and V-8 juice—(NL&B, Chicago).

Other advertisers and agencies are Hires Division Beverages International (Fuller & Smith & Ross, Chicago), Florists Telegraph Delivery Association (Campbell-Ewald), Seven-Up Co. (J. Walter Thompson, Chicago), and Rexall Drug Co. (BBDO).

Publisher buys new CBS plan

William Morrow Co., publisher of *The Shoes of the Fisherman,* a new book by Morris West, last week became the first customer for CBS Radio Spot Sales' new market plan, whereby an advertiser may buy spots on as many as all 10 of the CBS-represented stations in a package deal. According to CBS Radio Spot Sales, the plan is designed to develop "maximum cumulative audiences in each of the markets for the least dollars. He can vary the advertising pressure in the individual market by selecting 15, 25, or 35 announcements per week."



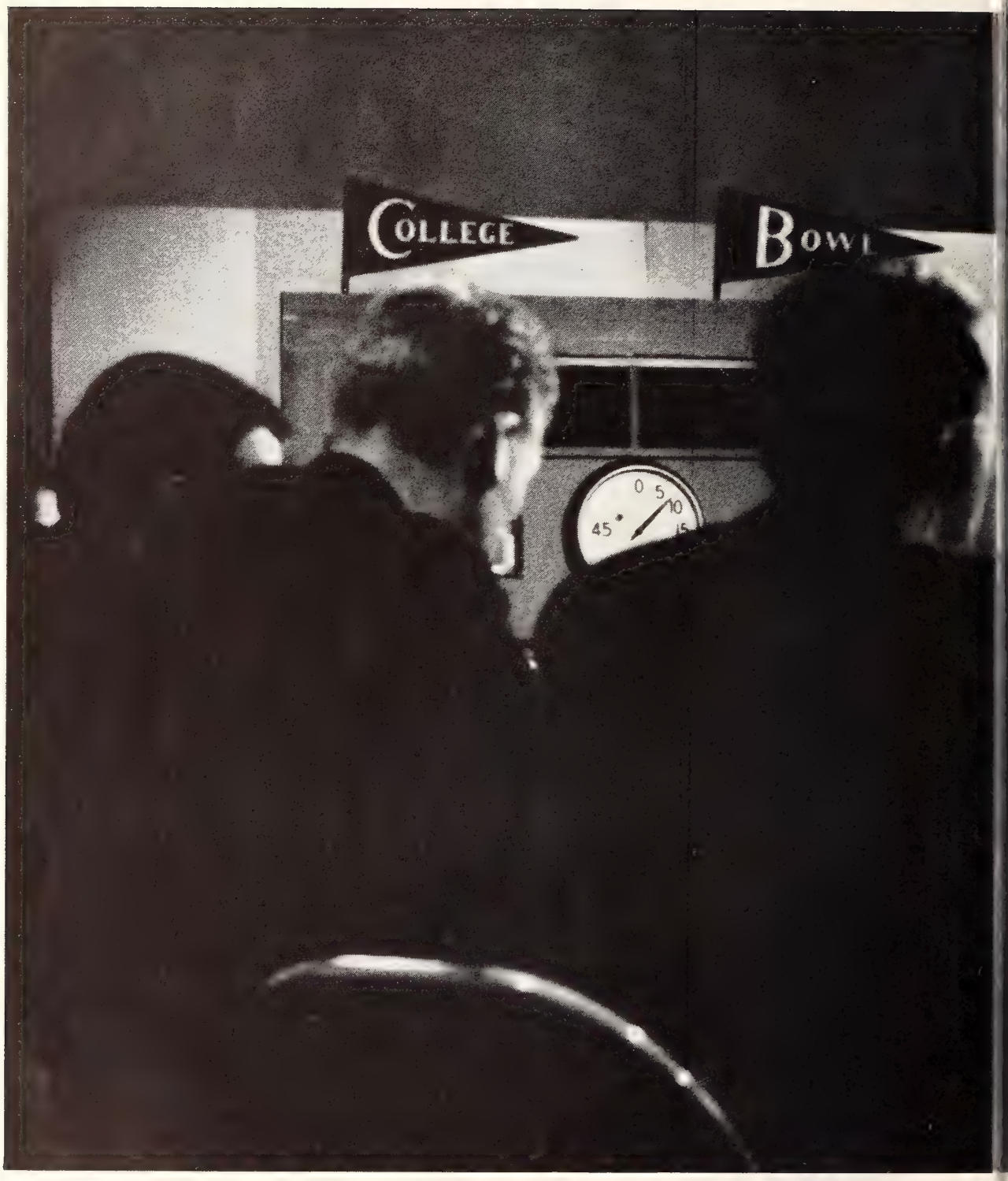
WROC-TV SCORES AGAIN

FEBRUARY-MARCH 1963 ARB SHOWS			
6:30-6:45 P.M. NEWS AND WEATHER MONDAY THROUGH FRIDAY			
WROC-TV	AVERAGE HOMES	40,200	67%
Channel B		20,000	33%
11-11:15 P.M. NEWS AND WEATHER MONDAY THROUGH FRIDAY			
WROC-TV	AVERAGE HOMES	33,500	48.5%
Channel B		21,300	30.8%
Channel C		14,300	20.7%
OR IF YOU PREFER MARCH 1963 NIELSEN			
6:30-6:45 P.M. NEWS AND WEATHER MONDAY THROUGH FRIDAY			
WROC-TV	AVERAGE HOMES	41,300	59%
Channel B		28,680	41%
11-11:15 P.M. NEWS AND WEATHER MONDAY THROUGH FRIDAY			
WROC-TV	AVERAGE HOMES	34,300	44.1%
Channel B		31,580	40.6%
Channel C		11,900	15.3%

BUY THE STATION MORE PEOPLE WATCH

Represented by Edward Petry & Co., Inc.

WROC ROCHESTER N.Y. TV CHANNEL 8 BASIC NBC



The Goal Is A Googol

On "G-E College Bowl" not long ago, a "googol" was correctly identified as "ten raised to the 100th power" (or the numeral one followed by 100 zeros).

Now, until there are that many people in the world, no television program (not even one of ours) can possibly attract a googol of viewers.

But we do know that when "G-E College Bowl" makes its appearance on NBC-TV in September—as a live, Sunday afternoon color show—its audience will be not only large but terribly enthusiastic.

Television has never had anything like this lightning-fast question-and-answer battle among college foursomes. No varsity teams (not even racing crews) have ever stirred up such excitement while competing from a sitting position. And just a few weeks ago, the show won an Emmy as "the outstanding program achievement in the field of panel, quiz or audience participation."

The range of information demanded of the two opposing groups each Sunday is flabbergasting:



Did dinosaurs live in the Mesozoic or Cenozoic Age? In baseball—disregarding the pitching situation—what inherent advantage does a left-handed batter have over a right-handed batter? Where is Hadrian's Wall?

That's a small indication of the program's scope. Not incidentally, the schools are vying for something more than fame and glory. Each week's winning college receives a $1,500 scholarship grant, with $500 going to the runner-up.

But, for NBC-TV viewers this Fall, "G-E College Bowl's" chief appeal may well be the *quickness* of the panelists. Since the scoring system encourages interruptions from the youngsters, the moderator is frequently stopped in mid-sentence.

Once, he'd just begun to ask about the quotation, "Men are not equal. Small people are necessary...", when one of the panelists rushed in to correctly attribute the quote to Nietzsche. Quite a feat, we'd say. At that point in the question, it could have been just as tempting to guess P. T. Barnum.

Look to NBC for the best combination of news, information and entertainment.

Henry: throw out inaccurate ratings

TOUGH REGULATORY STAND PROMISED BEFORE HOUSE SUBCOMMITTEE

The government, which wants broadcasters to voluntarily clean up the ratings mess, said last week that the best way to go about it is to stop using unreliable and inaccurate broadcast research in their promotions and sales presentations.

That was the word from FCC Chairman E. William Henry, who told a House subcommittee Thursday (June 20) how his agency intends to put teeth in its warning that it would punish broadcasters who misuse audience research information.

The FCC and the Federal Trade Commission have both announced they will crack down on improper ratings practices and uses (BROADCASTING, June 17) but until Chairman Henry's appearance before the Special Subcommittee on Investigations little light had been shed on what the agencies intended to do.

He told the subcommittee, whose revelations set off the ratings row earlier this year (BROADCASTING, Feb. 18 et seq), that the FCC will turn over complaints about improper ratings practices to the trade commission for consideration.

But Chairman Henry said the FCC's role will not end with a referral to its sister agency: "We have made it clear ... that the FCC will take into account any findings or orders of the FTC concerning the licensees in determining whether the licensee is operating in the public interest."

Although the FTC itself has not interpreted its June 13 announcement, another FCC witness, Hyman H. Goldin, chief of the FCC research and education division, said the FTC has primary responsibility for enforcement.

With the tough talk about crackdowns, however, came a call from Chairman Henry for self-regulation by broadcasters. "Here as perhaps never before the industry has a chance to prove it can operate in this area with self-regulation," he said.

Self-regulation ▪ Asked about a self-policing proposal by the National Association of Broadcasters which LeRoy Collins, president, presented to the subcommittee last month (BROADCASTING, May 27), Chairman Henry said it was "on its face a good faith attempt," but he would reserve judgment until he has a chance to "see how it works out."

Too early a government endorsement would be "precipitant," he said, and might be considered a "stamp of approval" which would encourage radio-TV to again rely too heavily on ratings

Meanwhile, the government's action "will serve two worthwhile purposes," Chairman Henry continued. "First, during the period when the industry is working to improve the ratings services, the notices [of the FCC and FTC] should discourage continued improper use of ratings by broadcast licensees in selling campaigns. Second, by doing so, they should contribute to shortening the period of time taken to improve audience measurement surveys. If the station can no longer use a rating in a selling campaign because of its basic defects, it is not going to contract or pay for such defective ratings.

"Frankly, we can't think of any more direct or effective inducement to the rating services and the broadcasters to put their houses in order," he commented.

The subcommittee asked what ratings guidelines the FCC had in mind. Chairman Henry said the FCC's approach is an "interim policy" and that it hoped broadcasters could set up their own standards, as the NAB is trying to do. But he said the commission believed a small 250 w radio station, for example, would have "less of a burden" of responsibility than larger operations.

It would not be expected that smaller stations could afford to spend as much for research as larger ones, he added.

See an Attorney ▪ Chairman Henry suggested it "would be a good idea" for all licensees to request their Washington attorneys to ask research firms what they have done to improve their services. One station, WAME Miami, now is suing two research firms. He recommended broadcasters also ask the FTC for advice. That agency about a year ago started providing advisory opinions on proposed advertising.

" . . . The licensee must take into account the revelations of these hearings," Chairman Henry said. "He therefore has an obligation to take reasonable precautions to insure that a survey which he uses in an advertising campaign is valid. By that we mean, for example, that it is properly conceived, reasonably free from bias, and has an adequate sample. The licensee is also informed that he has an obligation to act responsibly in the use he makes of the survey. He can't, for example, quote a portion of the survey out of context so as to leave a false and misleading impression of the relative ranking of his station in the market."

Subcommittee staff attorney Robert



FCC Chairman E. William Henry (l) and Hyman H. Goldin, FCC research and education division chief, told the House Special Subcommittee on Investigations what the FCC plans to do about improper ratings practices.

E. L. Richardson handed a copy of the June 17 issue of BROADCASTING, to Chairman Henry, noting that "about 50" ads which cited ratings reports had been marked in it. It appeared, he said, the FCC had its work cut out.

Programing ▪ ". . . Overzealous use and blind adherence to ratings" has had a bad effect on the variety of television and radio programs, Chairman Henry said. Licensees determining program needs of their communities need more than accurate ratings, he said. Quoting from the commission's 1960 statement on programing policy, Chairman Henry said licensees "must find [their] own path with the guidance of those whom the signal is to serve."

Asked whether his testimony reflected the views of his fellow commissioners, Chairman Henry said they all concurred except for Rosel H. Hyde, who agreed on the ratings statements but differed on programing.

The subcommittee asked Chairman Henry to look into two problems. Staff director Charles P. Howze Jr. inquired whether the commission had ever studied the possibility of a correlation between low ratings and the cancellation of network television programs. Chairman Henry said he had the impression cancellations usually followed low ratings, but promised the agency would try to come up with concrete facts.

Representative J. Arthur Younger (R-Calif.) mentioned to the chairman a reported attempt by a Department of Agriculture official to threaten broadcasters who failed to support the Kennedy administration's wheat program with license difficulties. Chairman Henry said he knew nothing of the problem and promised to check into it (see page 90).

Bashful Chairman ▪ Representative Harris returned to a proposal he made to President Collins last month: that broadcasters try to explain the ratings problems and related broadcasting subjects to their audiences with a public affairs program. He wanted "no part" in the program himself, Representative Harris said. Chairman Henry said he thought the idea was "an excellent suggestion" and would help the public understand the ratings problem.

Although the subcommittee and FCC witnesses referred repeatedly to what the FTC would be doing to help clean up the ratings situation, there was no indication the agency would be called to Capitol Hill to speak for itself.

Chairman Paul Rand Dixon testified in the first week of the subcommittee sessions on ratings (BROADCASTING, March 11), but hasn't been asked to come back and explain the FTC's role now that problems have been exposed.

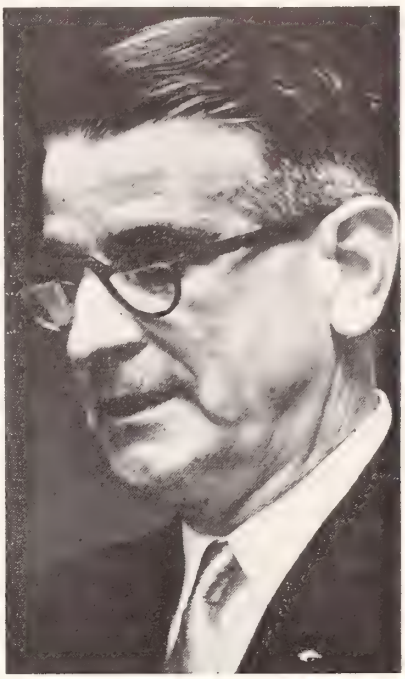
Harris asks for cooperation on ratings

Broadcast advertisers and their agencies were asked last week to cooperate in improving the ratings situation by Representative Oren Harris (D-Ark.), who spelled out the possible consequences of non-cooperation.

Representative Harris, chairman of the House Special Subcommittee on Investigations and its parent Commerce Committee, said the collective efforts of broadcasters in the area of ratings reform "cannot be successful unless the sponsors, the advertising agencies, and the ratings services themselves, cooperate in improving the ratings picture."

He delivered the message to a meeting of the Sales Executive Club in New York, attended by a representative broadcaster group including LeRoy Collins, president of the National Association of Broadcasters, and several members of the NAB's audience ratings council which also met in New York last week (see story below).

The specter of "legislation in this area" was raised again by the congressman. He said "such legislation might . . . impose statutory responsibility of disclosing vital facts to broadcasting licensees. For example, the responsibility could be imposed on rating services to disclose the methods used by them in securing rating information and the limitations with respect to accuracy which are inherent in the rating results."



Oren Harris

Representative Harris said he was aware of the divergent interests of broadcasters, advertisers and rating services, but suggested that the interests of each group could best be served by a unified effort for reform.

RATINGS UNIT UNDERWAY

New NAB council prepares to check on raters but action delayed on plea for help in RAB study

The newly formed Rating Council started organizing itself last week for the job of drafting minimum criteria and standards for ratings services and establishing a system to audit their performance.

At the same time the research committee of the National Association of Broadcasters, which set up the council, again considered and deferred action on the Radio Advertising Bureau's request that the NAB join in the RAB's separate study of radio measurement methodology.

The committee agreed that the "direction" of the RAB plan has "considerable merit" but unanimously felt that since the plan is still in a formative stage the committee should await further developments before recommending NAB participation, according to Donald M. McGannon of Westinghouse Broadcasting, chairman of the committee and also of the council.

The NAB and broadcasters generally have long recognized "a serious need" for complete measurement of radio listening, especially to non-plug-in sets, the committee said.

Melvin Goldberg, NAB director of research, and professional members of both the committee and the council were instructed to confer with the RAB and with Audits & Surveys, the independent firm named by RAB to conduct its study. Mr. Goldberg and the professional members are to report back to the research committee on the plan's progress, "looking to the time when specific recommendations and affirmative action can be taken" by the committee.

Note of Hope ▪ RAB, which for some time has been seeking NAB support, including a $75,000 investment, said that "we now have some reason to



Meeting last week in New York was the newly formed Rating Council of the National Association of Broadcasters and the council advisers. Attending the two-day session were (seated, l-r) Simon Goldman, WJTN-AM-FM Jamestown, N. Y.; Norman E. Cash, of Television Bureau of Advertising; Leon Arons, of TvB; Hugh M. Beville, NBC, and Miles David, Radio Advertising. Standing (l-r) are Willard Schroeder, WOOD-AM-TV Grand Rapids, Mich.; Thomas K. Fisher, CBS; Fred Paxton (in rear), WPSD-TV Paducah, Ky.; Doug Anello (front), National Association of Broadcasters; William Kistler, Association of National Advertisers; Donald H. McGannon, Westinghouse Broadcasting, council chairman; Mel Goldberg, NAB, Howard Bell, NAB; James Schulke of the National Association of FM Broadcasters, and Ben Strouse, WWDC-AM-FM Washington. Also attending the meeting were LeRoy Collins, NAB president; Edward Marshall of the American Association of Advertising Agencies; Bennett Korn, Metropolitan Broadcasting, and Robert Hurleigh, Mutual.

Appointed to the council but not attending the New York meetings were Joseph C. Drilling, Crowell-Collier Broadcasting; Frederick C. Houwink, WMAL-AM-FM Washington, and Simon Siegel of ABC.

hope that NAB and RAB are much closer to a merger of efforts than at any time in the past several months. However, we are continuing full speed ahead to develop the study plan. We hope that NAB participation will be forthcoming."

The research committee's vote to defer a recommendation followed a meeting at which Audits & Surveys outlined the plans thus far developed for the RAB study, designed to find ways to measure the complete radio audience.

Council Committees ▪ The Rating Council meanwhile set up an executive committee consisting of New York members so that the council's work can proceed "continuously" without requiring constant trips by out-of-town members. Mr. McGannon heads the executive committee.

Other members: Hugh M. Belville, NBC; Thomas K. Fisher, CBS; Simon B. Siegel, ABC; Edmund C. Bunker, RAB, and Norman E. Cash, Television Bureau of Advertising. Representatives of the Association of National Advertisers and the American Association of Advertising Agencies, which elected to work with the council in a "liaison" rather than a membership capacity, will also work with the executive group.

The council confirmed the appointment of an audit subcommittee, under Fred Houwink of WMAL-AM-TV Washington, and a criteria and standards subcommittee under Simon Goldman of WJTN Jamestown, N. Y.

The subcommittees held separate meetings last week, and it was reported unofficially that the audit group voted to recommend — as anticipated — the formation of a nonprofit corporation to supervise the auditing of ratings services. Members expressed hope that arrangements could be made to have the auditing done by an independent organization, rather than by the employes of the corporation.

Invitation to Raters ▪ Mr. McGannon was authorized by the council to prepare letters to all the ratings services, asking them for formal indication of their willingness to cooperate with the council, supply detailed data on their procedures and submit to audit.

Mr. Beville was named chairman of a working committee to devise a questionnaire for the ratings services. Other members are Leon Arons, TvB; Miles David, RAB, and a representative to be designated for advertising agencies.

Customer Contacts ▪ Mr. McGannon stressed that the NAB had wanted both the ANA and the AAAA to be represented in the council membership, but that these organizations preferred to work "in liaison," instead.

He emphasized that the council plans to keep the Advertising Research Foundation informed of its work and to make sure that the results of the council's work will reflect advertiser and agency as well as broadcaster viewpoints.

Mr. McGannon offered these observations after the meeting, in response to newsmen's questions based on statements issued by Barton Cummings of Compton Advertising and Frank Gromer of Foote, Cone & Belding, who had protested the all-broadcaster make-up of the council and called for liaison with ARF (BROADCASTING, June 17).

William Kistler, vice president of ANA, Ed Marshall, assistant vice president of the AAAA, and Bob Sorenson of D'Arcy Advertising, also representing the AAAA, took part in the council sessions, held Monday and Tuesday in New York.

Chairman McGannon and research director Goldberg will report to the NAB boards on Tuesday of this week. They are also ex-officio members of all council committees and subcommittees.

Named to the council's audit subcommittee with chairman Houwink were Ben Strouse, WWDC Washington, who presided over the group's meeting in the absence of Mr. Houwink, Bennett Korn, Metropolitan Broadcasting, and Messrs. Beville, Fisher and Cash.

The criteria subcommittee consists of chairman Goldman and Fred Paxton, WPSD-TV Paducah, Ky., Robert Hurleigh, Mutual Broadcasting System; Willard Schroeder, WOOD-AM-TV Grand Rapids, Mich.; James Schulke, National Association of FM Broadcasters, and Messrs. Siegel and Bunker.



Is the U. S. approaching an era during which we'll have to go it alone in world affairs? Can U. S. self-interest remain compatible indefinitely with that of the European community of nations? Will fateful decisions of tomorrow be made by hardware instead of men?

Not for the light entertainment-minded is "World Accent", KOIN-TV's distinguished program series featuring Dr. Frank Munk, famed scholar and authority on international relations. Dr. Munk, whose own far-ranging influence has helped shape the pattern of world affairs, shares his experience, his hopes . . . at times his fears . . . with thoughtful viewers throughout KOIN-TV's 34-county area during an enlightening half-hour every other week.

"World Accent" exemplifies KOIN-TV's recognition of television's obligation to the community and to the broadcast industry. Through Dr. Munk and "World Accent", one of America's great influence stations makes another contribution to its region's knowledge and culture.

* . . . *from "Peace By Polaris", a public affairs program in the KOIN-TV "World Accent" series, featuring Dr. Frank Munk. Dr. Munk, an international authority on political science, was for two years senior research fellow in Paris for The Atlantic Institute, which he helped to organize under NATO. He was advisor on intellectual cooperation to Radio Free Europe, in Munich. Famed as an educator in international affairs in both Europe and the U. S., he is now professor of political science at Reed College in Portland, Ore.*

KOIN-TV

One of America's Great Influence Stations

CHANNEL 6 • PORTLAND, OREGON

Represented Nationally by Harrington, Righter & Parsons, Inc.

A week of grappling with big issues

ON NAB BOARD AGENDAS: CODE CHANGES, RATINGS, INTERNAL POLITICS

Commercial time standards, ratings and the election of a new chairman highlight the agenda as the National Association of Broadcasters' 44-man board of directors begins four days of meetings in Washington tomorrow (Tuesday).

And sure to gain a lion's share of the directors' time will be the restrictions on commercial time in the radio and television codes and the threat of the federal government to embrace these voluntary standards into law.

The radio code board added fuel to the major problem last week by recommending to the parent radio board radical changes in the present time standards based on maximum minutes by time periods. The TV code board already had recommended a change to put the emphasis on percentages rather than minutes (BROADCASTING, June 17).

Other important matters to come before the board this week:

- A plea by the Radio Advertising Bureau for NAB participation in and financial support of the RAB's own "crash" study of radio ratings (see SPECIAL REPORT page 68).
- A recommendation by the NAB's program committee that the association create a program department for the exchange of ideas and materials.
- How to improve liaison and relations with state associations and the possible addition of a staff member to do nothing but deal with state broadcasting groups.
- Editorializing by broadcasting stations and the growing government threat to legislate and regulate in this area. The NAB editorializing committee met in Washington Thursday and strongly condemned any government encroachment on freedom in this area (see page 85).
- The status of Robert D. Swezey, director of the NAB code authority, also will be discussed, individual board members have indicated. Mr. Swezey's two-year contract at $40,000 annually expires in October, and renewal or the appointment of a new man requires board approval. Mr. Swezey reportedly has given the board no indication of whether he will seek renewal of his contract.
- Election of a combined NAB board chairman to succeed Clair R. McCollough of the Steinman Stations. There are three candidates: William B. Quarton, WMT-TV Cedar Rapids, Iowa, present TV board chairman; Willard Schroeder, WOOD Grand Rapids, Mich., immediate past radio board chairman, and Henry B. Clay, KTHV (TV) Little Rock, Ark. (see box, page 73). The TV board also will elect a chairman. Ben Strouse, WWDC Washington, was named chairman of the radio board, succeeding Mr. Schroeder, at the NAB convention in April.

Radio Time Changes ▪ The recommended changes in the commercial time standards of the radio code were reached in Washington last Thursday after an all-day meeting of a three-man subcommittee and a telephone poll of a majority of the full radio code board. In essence, the proposed changes would establish a system of "classifications" of stations, each classification allowed a different maximum on the amount of commercials.

Various classifications of standards would be set up in the code, and a station then could subscribe to the classification of its choice. There would be no restriction as to market size or station power. Theoretically, a 250 w daytimer could subscribe to the highest classification and a 50 kw clear channel outlet could select the most relaxed standard.

The proposed amendment to the radio code was submitted by Mr. Swezey to the subcommittee meeting Thursday. Members of the group include Lee Fondren, KLZ Denver; Robert L. Pratt, KGGF Coffeyville, Kan., and Herbert L. Krueger, WTAG Worcester, Mass.

The full radio code board met late last month and, although it rejected a quantitative measure on the number of commercials, it tabled all proposals to amend at that time (BROADCASTING, June 3).

Mr. Swezey worked up his proposal since that meeting and called the subcommittee together for further considerations last week.

In a memorandum dated June 13 on the radio code board meeting to the 1,830 subscribers, the NAB code authority informed subscribers the board was of the opinion that "no change in the time standards is advisable at this time."

The radio board also will be asked to consider other minor changes in the code dealing with religious programing and disparagement of competitive products.

Proposed TV Changes ▪ The TV code board, which met two weeks ago in New York, recommended that the present maximums on commercial limits be scrapped in favor of a percentage limitation. The full TV board will be asked to adopt the following new language on time standards:

"The maximum total time to be devoted to advertising copy shall not exceed 20% of any broadcast day; provided, however, that no less than 70% of any hour shall be devoted to program material. Non-program material in prime evening time shall not exceed 17.2% of any hour.

"Prime evening hours are defined as any continuous period of not less than three evening hours per broadcast day as designated by the licensee. Non-program material is defined as advertising copy, billboards, public service announcements and promotion announcements for other programs."

The above language would replace paragraphs 1, 2 and 3 of Section XIV of the present TV code on time standards. These paragraphs provide that commercial material in prime time may not exceed 4 minutes in any 30-minute period plus a station break of 70 seconds and 6 minutes of commercials plus station break in a 30-minute non-prime time period.

The code now prohibits more than

Collins Europe bound

LeRoy Collins, president of the National Association of Broadcasters, will leave this Friday for a one-month trip to the British Isles (CLOSED CIRCUIT, May 27) He will depart from New York on the America and will return on or about Aug. 1 on the Queen Elizabeth.

Governor Collins will be leaving as the NAB Board of Directors is winding up a week-long meeting in Washington. The board may hold an unusual night session this Thursday if needed before the NAB president leaves Washington.

In England Governor Collins will participate in a July 5-8 conference of the Dichtley Foundation for the study of Anglo-American relations in Enstone, Oxfordshire. Mrs. Collins will accompany the governor and the trip will be combined with their vacation.

three announcements in succession while the proposed change would delete this provision. There now are 409 TV station code subscribers.

The board session will get underway tomorrow morning with an orientation session for the seven new radio board members and three new members of the TV board. The radio board has 29 members and the TV board 15, increased by one at the 1963 convention. Chairman McCollough is not presently a member of either board, his term as a board member having expired in April and he was not eligible for re-election under the two term restriction in the by-laws.

A meeting of the combined boards (to include the election) is scheduled tomorrow afternoon. Wednesday, the TV board will met with radio board members having an off-day. This will be reversed Thursday with the radio board meeting and a session of the combined boards is scheduled Friday. All meetings will be held in the Statler Hilton Hotel, Washington.

The NAB membership committee will meet at noon Tuesday.

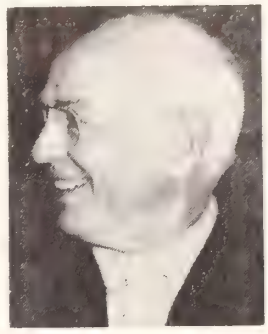
Hot race for NAB board chairmanship



Mr. Schroeder



Mr. Clay



Mr. Quarton

Activities in and around the Statler Hilton Hotel in Washington may resemble a small-scale political convention today (Monday) and tomorrow as the National Association of Broadcasters has its first contested election of a new board chairman in its history.

With the 29 radio board members and 15 TV board members gathering in Washington over the weekend for five days of meetings, there were three announced and aspiring candidates for the post of chairman of the joint boards to succeed Clair R. McCollough of the Steinman Stations. Listed alphabetically they are Henry T. Clay, KTHV(TV) Little Rock, Ark.; William B. Quarton, WMT-TV Cedar Rapids, Iowa (present chairman of the TV board), and Willard Schroeder, WOOD-AM-FM-TV Grand Rapids, Mich. (immediate past chairman of the radio board).

All three have been actively campaigning on their own behalf and their friends have been lining up votes for them. Other board members have received letters soliciting support from Messrs. Quarton and Schroeder personally while Mr. Clay's supporters also have been active on his behalf.

The election of a board chairman will take place either tomorrow afternoon or Friday, when combined sessions of the radio and TV boards are scheduled. Under the NAB by-laws, it takes a three-fourths vote of the board to elect a new chairman.

One Radio, Two TV ▪ Mr. Schroeder was just elected to a new two-year term on the radio board while the terms of both Messrs. Clay and Quarton on the TV board expire at the 1964 NAB convention. The board chairman will be elected for a one-year term and he is prohibited by the association's by-laws from serving as the chairman for more than two consecutive one-year terms.

There has been some speculation that none of the three avowed candicates will secure the required number of votes for election and that a "dark-horse" compromise candidate might be elected in case a deadlock develops.

Mr. McCollough has served two terms as chairman, having been elected in 1961 to succeed the late Harold Fellows. Mr. Fellows served concurrently as NAB president and board chairman. He had succeeded Justin Miller as NAB president in June 1951, and Mr. Miller continued to serve for a time as board chairman.

Radio-TV chairmen ▪ The TV board also is scheduled to elect a chairman and vice chairman during the meetings this week. It is understood that Mr. Quarton plans to stand for reelection as TV board chairman if he loses out for the higher post. James D. Russell, KKTV(TV) Colorado Springs and currently TV vice chairman, also is understood to be seeking the TV board chairmanship.

Ben Strouse, WWDC Washington, was elected radio board chairman during the NAB convention 10 weeks ago (BROADCASTING, April 8). He had served as vice chairman during 1962. Richard Chapin, KFOR Lincoln, Neb., succeeded Mr. Strouse as vice chairman.

NCAB to protest rule on commercial limits

The North Carolina Association of Broadcasters joined their cousins from Georgia last week and announced plans to descend bodily on Washington in protest of the FCC's move to place a limit on broadcast advertising.

At its convention in Durham last week, NCAB adopted a resolution urging the 48 other states to send delegations to Washington within the next month in a similar protest. Copies of the resolution were sent to all state broadcasters associations, according to G. C. (Jac) Starnes, WBAG Burlington and NCAB president.

Mr. Starnes said that North Carolina broadcasters, in a "Calling on Congress" crusade, would come to Washington in the near future and urge all members of the North Carolina delegation to actively oppose the FCC rulemaking.

Ten days ago the Georgia Association of Broadcasters had announced plans for a similar "Flying Mission" to Washington on July 9 (BROADCASTING, June 17).

In another attack on the FCC rulemaking, KRUX Phoenix urged business and civic leaders and listeners to write members of Congress and the FCC in protest of what the station called "censorship by intimidation." KRUX has broadcast a series of editorials on the subject and General Manager George Lasley said response by the public has been "enthusiastic." An official of the National Association of Broadcasters said that, as far as the NAB knows, no other stations to date have taken such an editorial position in broadcasts.

Formal Comment ▪ The Oklahoma Broadcasters Association last week lodged formal opposition to the proposed rulemaking. OBA's three-angled attack asked the FCC what it would do if the NAB should change its code regulations (see story opposite page), and if the code has such high standards, perhaps the FCC should have "an eye to further rules based thereon."

The association also warned the agen-

cy against getting involved in the competitive status of stations in a market. The public should decide this question, OBA said. It is a useless labor for the commission to try to establish definite public interest standards, the association said. It also pointed out the varied nature of the different classes of service and markets.

OBA urged that in "the unlikely event that the commission adopts these proposed rules," it should provide simple waiver procedures.

Collins to FCC: drop commercial rule

Broadcasting's self-regulatory codes will assume "ever-greater strength and effectiveness" if permitted to develop without government interference, LeRoy Collins, president of the National Association of Broadcasters, said last week.

Addressing the Florida Association of Broadcasters, the former governor of that state called on the FCC to withdraw its rulemaking which would adopt as federal fiat the time standards contained in the NAB radio and TV codes. "This is a most serious threat," he said. "If we lose this battle the cause of free broadcasting will be irreparably crippled."

Governor Collins also attacked current congressional efforts to encroach upon the broadcaster's freedom to editorialize in a strong attack on current government regulatory trends.

He said the NAB's codes are not defensive maneuvers but affirmative efforts of self-regulation in response to the broadcaster's own sense of right and duty. "If the government should regulate the amount of time that may be devoted to advertising, this will be only a brief step away from the fixing of charges for that advertising," Governor Collins charged.

There is no void in the area of broadcaster self-regulation today, he said, as some sponsors of government control charge. "Some critics choose to ignore the codes' many accomplishments in improving program and advertising standards," he said.

NAB Disturbed ▪ Governor Collins said that the NAB is disturbed by the reactions of some members of Congress who view with alarm the growing practice of broadcast editorializing. This is prompted, he said, by a lack of understanding.

He said the NAB was "astounded" when Representative John Moss (D-Calif.) last week introduced a bill applying equal time provisions to editorials as well as political broadcasts (see page xx). "If this proposal should become law, it would seriously discourage —if not eliminate political editorializing," he said. "The Moss proposal is grossly unrealistic and reactionary."

FCC Commissioner Robert T. Bartley, also speaking at the FAB convention, deplored the lack of affiliates' influence over network programing. "If affiliates cannot exercise their rights, there will be more and more demands for federal control of networks," the commissioner said. The commission, he said, is just as capable of programing for the nation as are the networks—but it should be up to the local stations and not the networks to chose programming.

Commissioner Bartley reviewed FCC progress in developing new TV program reporting forms and said much of the problem will be solved when these new forms are in use. The required licensee surveys of local needs will give affiliates an effective "hammer" in dealing with networks, he said.

Other speakers at the Florida convention included Florida Governor Farris Bryant; Jack Thayer, vice president-general manager of WHK-AM-FM Cleveland; Harold Krelstein, Plough Broadcasting Inc.; Ed Bunker, president of Radio Advertising Bureau; Arthur Gilbert, FCC field engineer; Michael J. Minahan, Radio Press International, and Washington communications lawyers Robert Heald (Spearman and Robertson) and Tom Wall (Dow, Lohnes and Albertson).

Held in conjunction with the FAB convention was a meeting of the southeastern State Industry Advisory Committee.

Please, shut us off

Loudspeakers in 29 fire stations in Oneida county, N. Y., began to pour out a radio station's programing late last month. On checking the Mutual Aid Fire Department found that the unwitting culprit was WRUN Utica.

A department employe had inadvertently switched Mutual Aid's loudspeaker system onto WRUN. Unable to locate the person responsible for the switching, Mutual Aid called the station and asked for a broadcast of an appeal to free the system. It worked.

ABC-TV to give fall lineup full support

ABC-TV will have the largest promotion, advertising, publicity and exploitation in the network's history to support its new program lineup for 1963-64, Thomas W. Moore, president, told the managers of ABC-TV's primary affiliated stations last Monday (June 17) in Hollywood. The station managers, along with their promotion managers, were in Hollywood Monday-Wednesday to see the new ABC-TV programs and discuss their promotion.

Julius Barnathan, ABC vice president and general manager of the TV network, told the promotion men that ABC-TV will give the stations more support than ever before in the new season and promised that the network would work closely with its affiliates in their combined promotions of the new schedule.

On Tuesday both groups were addressed by the producers and stars of some of the new shows in the fall lineup. Henry Kaiser also addressed both groups, speaking in the dual capacity of owner of ABC-TV's affiliate in Honolulu, KHVH-TV, and as sponsor of a new ABC-TV program, *The Greatest Show on Earth.*

The meetings concluded Wednesday with a meeting of the ABC-TV affiliates board of governors for some station managers, while the promotion men concluded their three-day shirtsleeves workshop with visits to the Hollywood studios where many of the new ABC-TV shows are now in production.

40 stations sign with Ohland/Robeck

A new station representation firm, Ohland/Robeck Inc., has been formed in New York. The new company's station list, according to its principals, is composed of 40 radio outlets, nearly half of them FM-only stations. Its headquarters will be at 230 Park Avenue and it will have field offices in Chicago, San Francisco, Detroit and Cleveland.

Company principals Otto A. Ohland, president, and Peter M. Robeck, vice president, said last week the stations represented are "united" by a common programing philosophy appealing to special interests in the United States's so-called mass "culture market."

Mr. Ohland was formerly associated with the John Blair Co., station representative, for more than 12 years, and Mr. Robeck heads the Peter M. Robeck & Co., a TV production and distribution company.

In announcing the new firm, Mr. Ohland cited a 32-market survey of the audience available to "good music" stations. He said the survey shows O/R-represented stations in the position of providing "the most direct avenue to a concentrated market of buyers whose level of incomes is 4½-times higher than the average United States population and markedly higher than all of the top selective and serious magazines."

The new rep firm, he said, is nego-



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Albany-Troy-Schenectady, WFLY(FM); Baltimore, WFMM-FM; Binghamton, N. Y., WKOP-FM; Birmingham, Ala., WSFM(FM); Elmwood Park, Ill., WXFM(FM); Cincinnati, WKRC-FM; Cleveland, WCLV(FM); Columbus, Ohio, WTVN-FM; Corning, N.Y., WCLI-FM; Kettering, Ohio, WKET-FM; Denver, KFML-FM; Detroit, WDTM(FM); Greensboro, N. C., WQMG(FM); Houston, KRBE(FM); Indianapolis, WFBM-FM; Itnaca, N. Y., WVBR-FM; Jamestown, N. Y., WJTN-FM; Kansas City, Mo., KCMO-FM; Los Angeles, KFMU(FM); Miami, WWPB-(FM).

Milwaukee, WFMR(FM); Minneapolis, WLOL-FM; New Orleans, WWMT(FM); Norfolk, Va., WRVC(FM); Philadelphia, WIFI(FM); Phoenix, Ariz., KEPI(FM); Braddock, Pa., WLOA-FM; Portland, Ore., KPFM(FM); Providence, R. I., WXCN(FM); Roanoke, Va., WSLS-FM; Rochester, N. Y., WROC-FM; San Diego, KOGO-FM; San Francisco, KDFC(FM); Seattle, KLSN(FM); Syracuse, N. Y., WSYR-FM; Tampa, Fla., WTCX(FM); Tucson, Ariz., KSOM-FM; Utica, N. Y., WRUN-FM; Washington, WASH(FM); Worcester, Mass., WTAG-FM.

Bomar Lowrance to rep 9 SSR stations

Select Stations Representatives, New York, announced last week conclusion of an agreement whereby nine of its stations will be represented regionally in three markets by Bomar Lowrance & Associates, Atlanta.

Bomar Lowrance will represent eight of the stations effective July 1 in Atlanta, Dallas and St. Louis: WITH-AM-FM Baltimore; WLEE Richmond, Va.; WXEX-TV Richmond-Petersburg, Va.; WHTN-TV Huntington, W. Va.; WHIS-AM-TV Bluefield, W. Va.; and KTTS-AM-FM-TV Springfield, Mo. A ninth station—WUSN-TV Charleston, S. C.—will be represented by Bomar Lowrance in the same three markets effective Sept. 1.

Young are impressed by TV believability

Young adults choose television by a margin of almost 2 to 1 over newspapers in naming their "most believable" source of news, Roy Danish, director of the Television Information Office, reported last week.

He told the ABC-TV affiliates' promotion meeting in Los Angeles that this finding emphasizes the importance of television to advertisers with products to sell to young adult audiences.

The statistic, Mr. Danish said, is part of a new breakdown of findings from a survey made by Elmo Roper & Associates in 1961 which showed that 39% of all ages named television and 24% named newspapers when asked which source they would believe in case of conflicting reports.

The new breakdown, by age groups, showed that TV consistently outranked newspapers in believability, but by larger margins in the younger groups.

Among young adults (21-34 age group) 46% voted for TV to 24% for newspapers. In the 35-49 age bracket it was 39% for TV and 23% for newspapers, and in the 50-and-over group it was 32% for TV, 25% for newspapers.

In the "least believeable" category, 28% of all age groups named newspapers to 7% for television. In the 21-34 group 32% considered newspapers "least believable" while 5% named TV In the 35-49 age bracket, 28% named newspapers, 6% TV; and in the 50-plus group 25% named newspapers, 9% TV.

Mr. Danish cited the Roper findings as an evample of facts available from TIO that can be used by stations in sales promotion presentations as well as in general community activities.

He spoke Tuesday at the ABC-TV promotion sessions held Sunday through Wednesday. He and Carl Burkland, TIO general manager, also were scheduled to appear at NBC-TV regional promotion meetings late last week and this week in New York, New Orleans, Chicago and San Francisco.

Bi-racial study plan faces Md.-D.C.

A resolution proposing that a "bi-racial committee of broadcasters study ways and means of how we can better serve our communities" is scheduled to be introduced Friday (June 28) at the Maryland-D. C. Broadcasters Association annual convention in Ocean City, Md.

Thomas S. Carr, vice president of the association and vice president and general manager of WBAL Baltimore, said he would offer the resolution from the floor during the three-day convention.

The resolution concept followed a meeting, June 16 at WBAL, of more than 60 representatives of radio, TV and newspapers in the Maryland-D. C. area. The meeting, suggested by the WBAL-AM-FM-TV news department, had been called for a discussion of the news reporting of racial conflicts on Maryland's Eastern Shore.

While media representatives, including those from Negro newspapers and radio stations, agreed that coverage of the racial disturbances had been generally fair and accurate, there was general agreement that too much emphasis on "bulletin" items and "flash" reporting would do more harm than good in the tense areas.

The delegates felt that additional news exploratory sessions should be planned to deal with other matters of general interest to all media.

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Mary Pickford loses claim against WSJS-TV

ATTORNEY PLANS APPEAL OF SUPERIOR COURT DECISION

Act three of the lengthy legal battle between Piedmont Publishing Corp. and Mary Pickford came to an end Tuesday (June 18) in Los Angeles Superior Court, where it had begun 57 days earlier (BROADCASTING, April 29 et seq.).

Conclusion came with a ruling by Judge Bayard Rhone dismissing Miss Pickford's petition for a larger payment for her one-third interest in WSJS-TV Winston-Salem, N. C., than that awarded her in the same court four years ago. Harned Pettus Hoose, counsel for Miss Pickford, said he would appeal the decision.

The prologue to this courtroom drama took place in 1953, when Miss Pickford and Piedmont agreed to merge their competing applications for a TV grant in Winston-Salem, where Piedmont already owned WSJS-AM-FM. Part of their agreement was an option for Piedmont to purchase Miss Pickford's interest in WSJS-TV under a formula spelled out in the agreement. On April 30, 1956, Piedmont attempted to exercise its option, but Miss Pickford refused to comply and the parties found themselves in Los Angeles Superior Court.

Piedmont Upheld ▪ Some 50 court days later, on May 25, 1959, Judge John Ford upheld Piedmont's right to purchase Miss Pickford's interest in WSJS-TV (part of which she had assigned to her husband, Charles [Buddy] Rogers). Judge Ford also applied the formula in the agreement and determined that Miss Pickford was entitled to $133,243.95 as a return for her $50,000 investment. This decision was appealed on the ground that the price adjudicated by Judge Ford represented only the book value of Miss Pickford's interest and did not include the goodwill which is part of the value of any going business.

In the appeals court Miss Pickford's contention was upheld and the case remanded to the Superior Court for reevaluation of WSJS-TV as of April 30, 1956, including goodwill.

For the past eight weeks, Judge Rhone has listened to argument by opposing counsel—Mr. Hoose for Miss Pickford, Sherman Welpton for Piedmont—and testimony from expert witnesses. Among the witnesses were Harold Essex, vice president of Piedmont and general manager of the WSJS stations and W. K. Hoyt, former president-publisher of Piedmont, now retired, as well as a number of professional appraisers whose evaluation of a fair price for WSJS-TV on the date in question varied from about $1 million from Piedmont's witnesses to three times that figure from those called on behalf of Miss Pickford.

Judge Rhone accepted the evaluation of John Alden Grimes, veteran appraiser who was Piedmont's first witness (BROADCASTING, May 6), of $1.1 million as probably the most accurate. Subtracting a longterm debt of $660,000, Judge Rhone said, would leave a value of $440,000 for the property. One-third of this would be $146,666.67, representing Miss Pickford's share. As she had already been awarded $133,243.95 for the tangible assets of WSJS-TV, she would be entitled to an additional $13,422.72 if this formula were to be applied.

However, Judge Rhone stated, the agreement between her and Piedmont "left nothing to chance" in establishing the formula for the sale of her interest and to his mind it covered intangibles like goodwill as well as tangible assets. "This court does not have the authority to rewrite the contract," he said, awarding the verdict to Piedmont and dismissing Miss Pickford's contention that she is entitled to anything beyond the sum originally set by Judge Ford.

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Changing hands . . .

ANNOUNCED ▪ *The following sale of station interests was reported last week subject to FCC approval:*

▪ WKNY Kingston, N. Y.: Sold by Joseph J. Close to William H. Rich and Alastair B. Martin, principal owners of the Regional Broadcaster group, for approximately $200,000 in cash. Broker: Blackburn & Co. (corrected item).

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 106).

▪ KENO Las Vegas: Sold by Maxwell Hurst and associates to VRA Enterprises Inc. for $275,000. VRA Enterprises is headed by M. D. Buchen who is president of KNEZ Lompoc and KAVR Apple Valley. Other VRA Enterprises stockholders have varying interests in those two stations. KENO operates full-time on 1460 kc with 1 kw.

▪ WKMF Flint, Mich.: Sold by estate of Fred A. Knorr to John J. Carroll and others for $250,000. Buying group is composed of local businessmen.

WKMF is fulltime on 1470 kc with 5 kw day and 1 kw night.

▪ KAVE-AM-TV Carlsbad, N. M.: Sold by estate of Edward P. Talbott and others to John Deme for $168,000 and agreement not to compete. Mr. Deme owns WINF Manchester, Conn. KAVE is a 250 w fulltimer on 1240 kc; KAVE-TV operates on ch. 6 with 11.7 kw. Commissioner Kenneth A. Cox dissented.

▪ WNBE-TV New Bern, N. C.: 50% sold by Nathan Frank, 100% owner, to Harold H. and Meredith S. Thoms for $60,000. Thoms interests include WISE-TV Asheville, WCOG Greensboro, WKLM Wilmington and WAYS Charlotte, all North Carolina, and WEAM Arlington, Va. Mr. Frank owns WHNC-AM-FM Henderson and WCNF Weldon, both North Carolina. WNBE-TV went on the air in November 1962 on channel 12, and is affiliated with ABC.

Taft electing directors at stockholders meeting

The annual stockholders meeting of Taft Broadcasting Co. will be held July 9 in Cincinnati to elect directors.

In the proxy statement sent to stockholders, aggregate remuneration of top officers (those receiving $30,000 a year or more) for the fiscal year ended March 31 disclosed that Hulbert Taft Jr., chairman and president, received $52,819; Lawrence H. Rogers II, executive vice president, $42,391, and Kenneth W. Church, vice president (sales), who retired June 1, $57,222. Messrs. Taft and Church also received $8,308 and $8,485 set aside under the profit sharing retirement plan, respectively.

Fraud charged in stock transfer at KYFM(FM)

The chief engineer of an FM station has accused principals of his station of fraud. Harold N. Rainey, who identified himself as chief engineer and 35% owner of KYFM(FM) Oklahoma City, charged that he was induced to transfer his stock by Eugene Rogers and that this stock eventually found its way into the possession of Cleeta John Rogers, the brother of Eugene. Mr. Rainey asked the state district court to nullify the transfer and to restrain Cleeta John Rogers from taking control of the station.

The FCC on May 16 approved the transfer of control of KYFM from Bernard Groven and James E. McCarty to American Preferred Life Insurance Co. Mr. Rainey objected to this transfer, but the FCC denied his petition for a hearing on the grounds that the transfer of stock from Mr. Rainey to Cleeta John Rogers occurred on the assumption of corporate liabilities and relief of personal liabilities and that he (Mr. Rainey) had been represented by counsel at the time the assignment of stock took place.

Banned from buses

The Baltimore City Council last week eliminated at least one minor element of that market's out-of-home radio audience by a unanimous vote to ban the playing of radios on mass transit vehicles.

The ordinance was pushed hardest by an irate councilman who objected to teen-agers with blaring transistor radios on city buses. The councilman brought two transistors to the meeting to prove his point.

Media notes . . .

Storm for WRVM ▪ Storm Advertising Inc., Rochester, N. Y., has been appointed agency for WRVM in that city. Storm will handle all consumer and trade advertising and will create special promotions for the station. Storm is currently boosting WRVM via a billboard and bus card campaign.

Illinois breakthrough ▪ Partial breakthrough in permission to cover the Illinois House of Representatives was achieved last week when the house permitted WTAX Springfield to cover live its Tuesday evening session. The Illinois Broadcasters Association commended House Speaker John W. Lewis Jr. and said it is hoped future live coverage requests also will be approved.

KTLA names Recht ▪ Recht & Co., Beverly Hills, Calif., has been appointed by KTLA(TV) Los Angeles to handle all future advertising. Plans are still in the formative stage, Recht said, but trade publications, newspapers and other media will be used. Burt Wenland will serve as KTLA account executive.

New ABC outlet in Worcester

WAAB Worcester, Mass., will join the ABC radio network effective July 1. The station, owned and operated by Waterman Broadcasting Corp., has been affiliated with NBC radio and the Yankee network. It will end its association with NBC but plans to continue carrying some Yankee programing.

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NORTHWEST—Well equipped fulltime radio station in stable economy market. Had cash flow of over $21,000.00 on 1962 gross of $63,000.00. Capable of materially increasing gross. Priced at $100,000.00 with $29,000.00 down and long terms. ***Contact—John F. Hardesty in our San Francisco office.***

MIDWEST—Daytime—only radio station with a low frequency and good power located near a major market. This facility is grossing $8,000.00 monthly and is priced at $150,000 with a low down payment and attractive terms. ***Contact—Richard A. Shaheen in our Chicago office.***

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FCC takes a beating at budget hearing

REPUBLICANS FIRE AT HENRY ON OMAHA HEARING, NEW POLICIES

FCC Chairman E. William Henry's maiden appearance as the agency's official representative to a congressional hearing was no honeymoon.

Two Republican senators used the opportunity last week—an FCC budget hearing before the Senate Independent Offices Subcommittee on appropriations—to blast Chairman Henry and the Commission for this year's local program hearing in Omaha and for what they believe the agency's policies have done to television in the past two years.

By the time Chairman Henry was excused from the session Tuesday (June 18) he'd had to again defend Omaha (he conducted that hearing) and explain just why the FCC will need $16.5 million to run itself in fiscal 1964.

The commission's schedule of fees also was criticized and so was its intention to incorporate by rulemaking the commercial time limitations recommended by the voluntary code of the National Association of Broadcasters.

The FCC may be called back for another budget session, explained Senator Warren G. Magnuson (D-Wash.), subcommittee chairman and chairman of the Senate Commerce Committee. Last week's hearing had been held in an effor to speed up the 1964 agency appropriations which have been blocked in the House because authorizations for the space agency are still tied up (CLOSED CIRCUIT, May 20). Senator Magnuson said his subcommittee was going ahead with hearings anyway, but expected it might be necessary to recall some witnesses once the House completes its work.

First Came Allott ▪ Senator Gordon Allott (R-Colo.) jumped on the programing issue first. "I think the overall quality [of television] under this dynamic leadership of your predecessor [Newton N. Minow] has completely torn the insides out of good programing," Senator Allott said.

Mr. Minow's policies brought on a "new culture" of "pseudo-intellectual" programs, he continued. ". . . We have had such a proliferation of this sort of tripe . . . [that] I hoped we would be relieved from that. . . ."

Chairman Henry said the commission believes that encouraging more television stations to go on the air would add to diversity in programing. ". . . I personally do not believe . . . that general proliferation of stations is going to increase the quality . . ." the senator replied.

His colleague, Senator Roman L. Hruska (R-Neb.), demanded to know whether the FCC planned to conduct any more local program hearings like the ones in Chicago and Omaha (BROADCASTING, Feb. 4). "I hope no other community would have to go through that same unpleasant experience . . .," he said.

Chairman Henry answered that he didn't know if others would be held in the future but none are planned as of now.

During a dispute on the merits of such sessions, the FCC chairman told the subcommittee it was apparent that a wide area of disagreement existed, but he hoped the senators would read his report on the Omaha hearing. It will be published "soon," he said.

The Cost Factor ▪ Senator Hruska asked how much the Omaha hearing had cost the public. Chairman Henry mentioned $4,500, but said that applied only to salaries of the FCC people who attended. The senator pointed out that he wanted to know about the costs of preparing for the hearing as well and requested Chairman Henry to investigate. An answer was promised.

Senator Hruska also commented on the costs to the three television stations involved: KETV(TV), KMTV(TV) and WOW-TV, all Omaha. ". . . I imagine it must have been five or six times the expense that you folks put into it, because they had to prepare for everything and anything."

Senator Allott had the last word on programing during the "Minow era."

No funds no trip

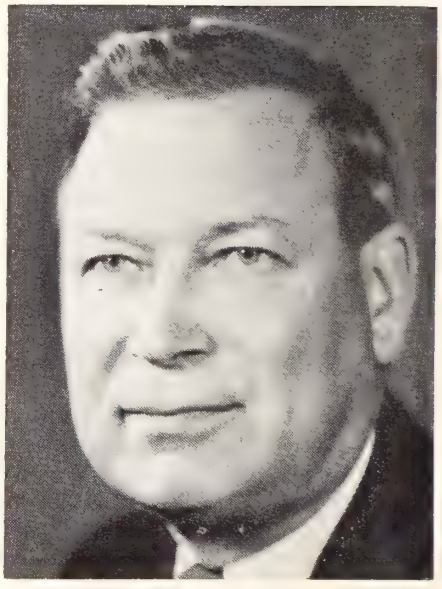
A weekend in Florida for two key FCC staff members was canceled last week because the agency is out of travel money—at least for those below the commissioner level.

Bill Ray, chief of Compliants & Compliance, and Renewal Chief Bob Rawson were scheduled to participate in the Florida Association of Broadcasters' convention last Thursday-Saturday (June 20-22). However, their trip was canceled because of a shortage of travel funds for fiscal 1963, which ends June 30.

Commissioner Robert T. Bartley spoke in Florida as scheduled (see page 74) and Commissioner Frederick W. Ford addressed the Virginia broadcasters last week (see page 88). Following ex parte disclosures in 1958, FCC personnel stopped traveling to industry functions at the expense of broadcasters.



Senator Allott
Questions about codes



Senator Hruska
Questions about Omaha

He said, "I am nauseated with these pseudo-intellectual programs that have been forced down the throat of the American people."

The Colorado senator also brought up the FCC's plans in relation to commercial time limits. He hoped the NAB could modify its present code so the FCC would have no reason to adopt it. He preferred the NAB taking the initiative, Senator Allott said, ". . . so that we do not get into another extensive regulatory thing."

Senator Magnuson questioned $75,000 the FCC says it needs to collect the $3.9 million it expects to realize from license fees. The money would go into the U. S. Treasury, Chairman Henry pointed out—not to the FCC. But the agency must handle the collecting itself and needs $75,000 to process applications and account for the money it takes in.

Greater Workload ▪ When the discussion turned to money matters, Chairman Henry offered an explanation why the FCC needs $1.5 million more for its fiscal 1964 operations. He blamed it on a greater workload.

"I would say frankly that I think the increasing workload and increased budgetary requirements at this agency are not so much due to an additional number of laws passed by the Congress but an additional workload due to the increasing complexity of the situation and the limited frequency space, the number of detailed applications that we are handling, [and] the number of protests to applications. . . . As frequency space becomes more limited and as technology increases rapidly, we are presented with petition after petition to take advantage of this increased technology," he said.

The agency's implementation of many of the recommendations of the Booz, Allen and Hamilton report depends on additional funds, Chairman Henry said. The report proposes improvements in commission procedures and was financed by a special appropriation.

The commission's review board, a body recommended by the report, has speeded up commission procedures, Chairman Henry pointed out. The board handled 539 interlocutory requests in its first 10 months of operation (ending June 17), it was reported. The commission has sustained the board in 10 of 12 petitions forwarded for commission review; five cases still are pending, Chairman Henry said.

The commission's meeting agenda now contains three of four times fewer items than it normally carried two years ago, he reported.

'64 Isn't The End ▪ Not only does the commision need more money and more people for the next fiscal year, Chairman Henry said, but it expects to be back asking for further increases in

Senator charges program control attempts

A Republican senator has accused the Kennedy Administration of trying to control radio-TV programing through the FCC. Senator Milward L. Simpson (R-Wyo.) told the Wyoming Association of Broadcasters that federal pressure is being exerted against the industry because broadcasters had the courage to editorialize in a manner that "ruffled the liberal feathers of the New Frontier."

Senator Gale L. McGee (D-Wyo.) also spoke at the WAB convention June 14-15 and said that he was misquoted in a syndicated column on alleged right-wing influence in Wyoming broadcasting (BROADCASTING, April 29, 22). The senator said, however, that he does not plan to seek a retraction of the article quoting him as saying that "retainers" of up to $1,000 were being paid to Wyoming radio stations by right-wing groups.

"I corrected it here in Wyoming where the misquoting applied," Senator McGee said in referring to a statewide broadcast he made after the column appeared.

Referring to bills in Congress designed to curb broadcast editorials, Senator Simpson said "I don't like the thought that you editorialize properly or you'll be out of business." He said he would fight any moves to dictate programing.

"A year ago I would have considered such a thought [program control] ridiculous," Senator Simpson said, "but that was before you broadcasters . . . had the courage to carry programs that ruffled the liberal feathers of the New Frontier."

Senator McGee, in answer to a question, said that radio and TV programing must be balanced, while newspapers have more freedom, because they exert a more "potent influence" than newspapers. Balanced programing is particularly important in sparsely-populated areas such as Wyoming, he said, because of the limited number of signals available.

Wisconsin broadcasters talk back to Proxmire

The Wisconsin Broadcasters' Association has challenged Senator William Proxmire (D-Wis.) to back up his criticism of television programing with facts.

Answering the senator's floor speech on the departure of former FCC Chairman Newton N. Minow, Bruce Wallace, WBA president, said, "We think you should say anything you want to say. . . . But, is it too much for us to expect or ask, that when you do lash out at our industry, that you accompany your broad generalizations with facts and figures and proof? This is something that I am sure you would be the first to demand of others if they made serious accusations against you involving your good faith and actions."

In an initial reply to the broadcasters, Senator Proxmire said, "For the facts I refer you, Bruce, to the schedule of television programs as carried in [Milwaukee newspapers] . . . and virtually every other paper in the country in every town that has a television station.

"Over and over again I have read these programs and I frankly have been appalled. . . . There is much that is good in television and it is indeed improving. But there is still far more that is bad. . . . I remain convinced that when Newton Minow came to the FCC television was indeed a stultified, overcommercialized bog, and that the corruption of public taste which is planned and programed on television is obviously continuing."

Mr. Wallace, promotion and public service director of WTMJ-AM-FM-TV Milwaukee, reminded the senator that the association had offered, and the senator had agreed to utilize, "the opportunity to supply you with any background facts or information" on broadcasting.

"This, of course, you did not do at anytime before your . . . speech," Mr. Wallace wrote back. ". . . As a consequence, your speech on the Senate floor on May 21st and your May 27th letter to me, were both filled with broad generalized statements of a most critical nature, deploring and accusing the radio and television industry in most emphatic terms, but nowhere containing *facts* and *figures*."

Mr. Wallace requested the senator's "yardstick of judgment" and asked "do you honestly believe, senator, that most [broadcasters] . . . plan and originate . . . programs with the aim and purpose of corrupting the public taste?"

Senator Proxmire's staff said last week that another reply had been sent to Mr. Wallace, but they would not reveal the contents.

fiscal 1965 and 1966.

The FCC requested more manpower, saying it will need 131 more people to operate in fiscal 1964, an increase from the 1,416 now employed.

Senator Magnuson, in a reference to the rising number of government employes, said each agency would have to justify "every requested payroll increase." He noted the FCC's requests for salary funds has gone up sharply in the last two budgets. The agency "is asking for $13,369,000 for personnel compensation in fiscal 1964, as compared to $11,464,000 during the present fiscal year, and $10,341,000 in fiscal 1962."

Largest increase in personnel is in nonbroadcast monitoring, it was shown.

FTC to decide if it's to tighten its 'Guide'

Whether the Federal Trade Commission is going to tighten up provisions of its Guide Against Deceptive Pricing is now in the hands of the five-man agency following a two day public hearing in Washington.

Two dozen witnesses testified, and about 50 others filed statements with the FTC. Most of the businessmen testified in opposition to a proposed FTC revision of the 1958 Guide Against Deceptive Pricing, although some, like the National Better Business Bureau, were in favor.

In its tentative plans, the FTC proposed to tighten up on "advertising which misleads consumers into believing they are getting a bargain price or something for nothing."

At issues are such terms as "manufacturer's price," "list price" "comparable price" etc. Also under review are the promotions offering two items for one, and the use of the word "free" when this is tied to the purchase of one or several of the items (BROADCASTING, April 29).

NAB asks to comment in FCC line rate study

The National Association of Broadcasters has asked to participate in the FCC's study of the proposed rate increases for leased telephone and telegraph facilities used by press services.

The NAB said broadcast licensees and networks would be affected by news services rates changes.

A general increase in private line rates was ordered in January. But several weeks ago the FCC stayed any rate changes for the facilities used by news services (BROADCASTING, June 3), saying it wished to study effects the rates might have on broadcasters. New rates, higher for leased telegraph lines and lower for leased telephone lines, are effective Aug. 1 for all other users.

COURT BYPASSES CONTROL QUESTION

New Mexico ruling against KHOB and KWEW is upheld

The U. S. Supreme Court last week upheld a New Mexico law forbidding the advertising of prices for eyeglasses and, in effect, affirmed a state order against KHOB and KWEW, both Hobbs, N. M., and the *Hobbs Flare*.

In a unanimous decision, the court said the state law imposed no great burden on interstate commerce and that there was no conflict between federal jurisdiction over broadcasting and a state's right to safeguard the health of its citizens.

The opinion skirted the issue of the FCC's control over programing, a significant argument by the government which sought to overrule the New Mexico action against the radio stations (BROADCASTING, April 22).

The opinion was written by Associate Justice Potter Stewart, with Justice William O. Douglas concurring. Justice William J. Brennan, also concurring, wrote a separate opinion.

The case began last year when the state Board of Optometry sought and received a court order enjoining the two radio stations and the Hobbs newspaper from carrying the advertising of an optometrist located in Texas who mentioned prices in his ads. This ruling was upheld by the New Mexico Supreme Court.

In their appeal to the U. S. Supreme Court, KHOB and the newspaper argued that the state's action interfered with interstate commerce and also that the Communications Act and the FCC have pre-empted the field of radio programing and advertising.

The pre-emption argument was stressed by Solicitor General Archibold Cox in his plea to the court last April. He maintained that the FCC's control over programing was extensive and of long standing (BROADCASTING, March 11).

The New Mexico attorney general's office argued that neither the Communications Act nor the FCC has any provision to regulate price advertising. Therefore they claimed the federal government has not pre-empted this field and the state has the right to impose these standards on radio stations.

Justices Agree ▪ In his opinion, Justice Stewart said: ". . . we are nevertheless not persuaded that the federal legislation in this field has excluded the application of a state law of the kind here involved. . . . Congress could not have intended its grant of authority to supplant all the detailed state regulation of professional advertising practices, particularly when the grant of power to the commission was accompanied by no substantive standard other than the 'public interest, convenience and necessity'. . . ."

Finally, Justice Stewart said, there is no conflict between the federal regulations and the New Mexico statute.

In his 16-page separate opinion, Justice Brennan agreed with his colleagues that the New Mexico law is not an "unreasonable burden" on interstate commerce. He disagreed, however, with the other court members on their reasoning in the "supremacy" issue.

After listing the interest and actions of the Federal Radio Commission and the FCC in programing and advertising until World War II, Justice Brennan noted that since then the commission "has apparently followed a policy which puts less emphasis upon regulation of the content and quality of commercials. . . ."

The FCC, he observed, seems content to leave the question of content to the Federal Trade Commission, particularly the policing of false, misleading or deceptive advertising.

He also noted that the FCC considers a licensee's adherence to state laws as an element in his qualifications, and quotes from the NAB codes urging adherence to federal, state and local laws.

Justice Brennan added that even if the FCC desired to regulate advertising abuses, "the agency would understandably desire to share with state agencies the responsibility for policing the myriad local and occasional violations of the canons of advertising. Otherwise, the burden might well become so heavy as to produce a 'no-man's land.'"

He concluded that nothing in the court's ruling would permit a state to issue regulations which would prove so burdensome on broadcasters as to substantially interfere with federal regulation, or which would make it impossible for a station to broadcast network programs.

FCC changes deadlines

Time to file comments on the FCC's proposed adoption of the National Association of Broadcasters' commercial time limitations has been extended from July 1 to Sept. 16.

The deadline was also advanced from July 15 to Sept. 30 for replies to the comments. The NAB had petitioned for the extension, which will allow time for the preparation of comments during the FCC's annual August hiatus.



Ready to ride again!

"The Redcoats are coming!" This midnight warning spared our revolution a crippling blow—earned Paul Revere a place in history. Today, Dew Line radar stations, powered by Alaskan rural electrics, might be the ones to save America from a sneak attack.

Like Paul Revere, these local electric systems are only part-time soldiers. Besides helping defense outposts scan the roof of the world with sleepless radar "eyes," they have a regular job.

Rural electrics now serve faraway dots on the map around Kotzebue, Anchorage, and Kodiak. Twelve widely-scattered cooperatives are the only source of power and light for 87 per cent of all farms in Alaska . . . bring big-city conveniences to over 100,000 consumers in the land of the midnight sun.

These arctic counterparts of electric cooperatives in older states help to speed the growth of this new frontier. As power suppliers to part of the vast defense system that encircles our country, rural electrics help give all Americans added security and peace of mind.

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315 suspension pushed past House

HARD-CORE BIPARTISAN OPPOSITION SHOWS SURPRISING STRENGTH

A majority of House members overrode mixed Republican and Democratic opposition Wednesday (June 19) and passed legislation which would suspend Section 315 for 1964's presidential and vice presidential elections.

The House agreed to a plan much the same as one adopted in 1960 which permitted the joint radio and television appearences of John F. Kennedy and Richard M. Nixon.

An unlikely coalition of liberals, Southern Democrats and Republicans lined up against the measure and mustered a surprising total of 126 votes, but lost to a 263-vote majority composed of members of both parties, but mostly Kennedy administration Democrats.

The Senate is scheduled to begin work on its own version of an equal time suspension Wednesday (June 26) when the Commerce Committee considers legislation ranging from a resolution like the one approved by the House to another urging outright repeal of Section 315.

A hearing on political editorializing and a bill to provide equal time when licensees endorse candidates is planned to begin July 15 and will be conducted by the House Communications and Power Subcommittee (see opposite page).

Congressional Misgivings ▪ Passage of the House version of the suspension was expected, but the strength of the opposition indicated again that many congressmen have misgivings about handing broadcasters a more important role in politics.

That was at the heart of the argument articulated by Representative John Bell Williams (D-Miss.), chief Democratic opponent. Next ranking Democrat on the Commerce Committee behind Representative Oren Harris (D-Ark.), committee chairman and author of the measure, Representative Williams said his colleagues knew of his many disputes with the FCC, but added: "As bad as the FCC administration of the fairness doctrine is, I trust their administration much more than I do that of CBS's Dr. Frank Stanton, NBC's Mr. [Robert W.] Sarnoff, or Mr. [Thomas] Moore of ABC. . . . Under this bill three people will determine who will be the major candidates. . . . and that is too much power to put in the hands of anyone."

Representative John B. Bennett (R-Mich.), ranking Republican on the same committee, also opposed his chairman, leading the Republican opposition. He saw the suspension as a wedge aimed at complete repeal of Section 315. The section is a bulwark for the protection of minority views, he argued. History has shown that often "the minority was the right view and it later became the prevailing view," he said.

The 1959 amendments to the section, which exempted bona fide news programs, interviews and the like from equal time provisions, give broadcasters sufficient lattitude to present political issues and campaigns, Representative Bennett and his supporters argued.

The Defenders ▪ Representatives Harris and Walter E. Rogers (D-Tex.), chairman of the communications subcommittee, defended the proposal with the help of other committee members and Representative William H. Avery (R-Kan.), a former committee member who is now on the Rules Committee and helped bring the measure to the House floor for a vote (BROADCASTING, June 17). They said the suspension would assure the American people of better and improved coverage of the 1964 campaign. Unless Section 315 were suspended, they said, so many minority party candidates would claim equal time that broadcasters would be forced to deny time to all candidates.

Representative Avery urged his Republican associates to consider that while President Kennedy credited his joint broadcast appearances with Mr. Nixon as crucial in his 1960 victory, a Republican candidate would find such appearances with incumbent Kennedy equally advantageous next year. The GOP candidate "will not have the responsibility of explaining all of the misfortunes and mistakes in the last four years."

The Southern View ▪ Representative Williams and other Southerners protested that suspension of Section 315 would prevent a third party (there's talk conservative Democrats may split from the regular party ticket and run their own in 1964) from obtaining national television exposure. But Representative Harris said, "I am confident that the networks, out of fairness, will offer time to a third party."

The opposition also picked up votes from the South because the debate began immediately after the House heard the President's civil rights message. Many Southerners voted against the Section 315 suspension because they considered it an administration proposal—and anything with the word Kennedy attached to it looked bad to them that day.

Wednesday's Hearing ▪ When the

Why they like the law as it stands



John B. Bennett (l), Michigan Republican, and John Bell Williams (r), Mississippi Democrat, typify sources of rising opposition to liberalization of political broadcasting laws. Some Republicans think Richard Nixon was licked by the Great Debates on TV in 1960, and they don't want the same thing to happen to their man in 1964. Some Southerners think a third party would denied time if the law were loosened.



Senate takes up the issue Wednesday, government and broadcasting witnesses will be among the first to appear. Scheduled to testify, although not necessarily in this order: FCC Chairman E. William Henry, who will open the hearing; Senator Vance Hartke (D-Ind.), author of a bill to repeal Section 315; Mr. Sarnoff; Dr. Stanton; Barry Sherman, executive vice president and managing director, WQXI Atlanta; the Socialist Labor Party, which opposed the measure before the House; and Paul Porter, former FCC chairman who will appear for the President's commission on campaign costs, which recommended the suspension in a 1962 report.

Another factor in the Senate hearing will be the FCC's report on political broadcasting experience in 1962. (BROADCASTING, June 17, 10). The report showed how $20 million was spent on political broadcasts last year.

Representative William B. Widnall (R-N.J.) urged the House to consider the impact of television appearances by an incumbent President on "a subject of national importance" during a campaign. This would be the year to lay the ground rules, Representative Widnall said, and he suggested consultations between the FCC, the national political parties and broadcasters.

He cited the fireside chats of Franklin D. Roosevelt and President Eisenhower's talk on Suez in 1956. Adlai E. Stevenson was given equal time by the networks individually to reply to General Eisenhower that year, although the FCC ruled later that he was not entitled to it. The question would not arise next year if Section 315 is suspended, the congressman said, but "the need for setting up some sort of a rule of thumb [is] all the more imperative," he said.

Campaign Profits ▪ Although the FCC study didn't go into it, another survey of broadcasters shows that the great majority of licensees benefit financially from the sale of time in election campaigns. Writing in the spring issue of the *Journal of Broadcasting*, Richard Porter reported on financial and public relations values of political broadcasting to licensees. His tabulations of responses show not only that broadcasters make money on political broadcasts, but "that election campaign broadcasting is generally considered an asset in the public relations effort of the station and . . . that most broadcasters consider themselves responsible for providing some measure of election campaign broadcasting for their audiences."

Mr. Porter sought the views of one out of every three TV licensees and one of each 10 radio licensees; he received replies from about 20% of the persons he contacted.

EDITORIALISTS FACE EQUAL TIME LAW

Moss introduces measure 'to assure fairness'

One congressman's solution to problems he and some colleagues say are caused by broadcasters who endorse or oppose political candidates would be to make such editorializing subject to an equal-time requirement.

Representative John E. Moss (D-Calif.), a member of the subcommittee which will examine the whole subject of editorials next month, last week introduced a bill "to assure fairness in editorializing . . . in support of or in opposition to candidates for public office. . . ." The bill (H.R. 7072) would require broadcasters who support a candidate to give equal time to other candidates for that office and provide them with transcripts of what was said.

A similar rule would apply when broadcasters oppose candidates. Opportunities for replies would have to be provided in time to be aired before two days prior to an election. The bill provides that no editorializing or replies could be broadcast during the two-day period before an election.

Representative Walter E. Rogers (D-Tex.), chairman of the communications subcommittee, said the bill would provide a legislative base from which to launch his already planned hearing on editorials—political and otherwise (BROADCASTING, June 17, 10, 3). Representative Rogers's promise to hold these hearings forestalled some of the congressional opposition to a suspension of Section 315 for next year's presidential and vice presidential campaigns.

The chairman will announce plans for the hearing this week, but it's believed it will begin July 15 with a report from the FCC on its policy to encourage broadcast editorials. Until 1949 the commission opposed expressions of opinion on the air by licensees. Congressmen who have been opposed in broadcast editorials are expected to testify and broadcasters will be asked for their views.

Jack Williams, executive secretary of the Georgia Association of Broadcasters, asked Representative Rogers last week to postpone his editorial hearing until the association holds its editorializing conference July 25-27 at the University of Georgia.

NAB set to fight editorializing hobbles

CONCERN OVER LEGISLATION ON POLITICAL EDITORIALS

The National Association of Broadcasters editorializing committee indicated last week it will oppose congressional efforts to impose new requirements on broadcasters who editorialize.

Committee members, at a meeting in Washington, expressed considerable concern over a House bill that would apply the equal-opportunity requirement of Section 315 of the Communications Act to editorializing for or against political candidates (see story above).

Daniel Kops, WAVZ New Haven, committee chairman, said the group was "unalterably opposed" to any governmental effort to limit broadcasters' freedom of expression.

The FCC's fairness doctrine and Section 315 require broadcasters who editorialize to "afford reasonable opportunities for the discussion of conflicting views." But there is no requirement that equal time be given.

Moss Bill ▪ The bill (HR 7072), introduced last week by Representative John E. Moss (D-Calif.), would amend Section 315. It will be considered by the House Communications Subcommittee at a hearing to be held next month on political editorializing by broadcasters.

Mr. Kops said the public interest "is best served by the exercise of editorial judgment on the part of broadcasters, rather than by restrictive legislation." He added that the "growing trend of editorializing is contributing to the public's knowledge of issues in every American community."

The committee, which discussed its activities during the past 18 months, also directed the NAB staff to conduct an all-industry survey of the experiences of broadcasters who editorialize.

Besides Mr. Kops, members of the editorializing committee are Frank J. Abbott Jr., WWGP Sanford, N. C.; John F. Dille Jr., WSJV-TV South Bend-Elkhart and WKJG-TV Fort Wayne, both Indiana; Frederick S. Houwink, WMAL-AM-TV Washington; Rex G. Howell, KREX-AM-TV Grand Junction, Colo.; A. Louis Read, WDSU-AM-TV New Orleans; and George Whitney, KFMB-AM-TV San Diego.

In opposing proposals for new requirements on broadcast editorialists, NAB officials will argue that the industry can assure fairness without governmental action. The NAB editorializing committee indicated it will rely heavily on its recently revised booklet on editorializing, which contains expanded guidelines on editorializing, including editorializing on political issues and candidates.

Guidelines Will Help ▪ "We intend

to continue to encourage sound editorializing practices," Mr. Kops said "and we feel that the new guidelines will help this effort very much."

The booklet, "Editorializing on the Air," will be widely distributed among members of Congress, government agencies and members of the public. It is to be distributed to NAB board members at their meeting this week, and will be sent subsequently to all members of the association.

The booklet was also discussed at the FCC Friday (June 21), when NAB President LeRoy Collins, Mr. Kops, an editorializing subcommittee and NAB staff members met with FCC Chairman E. William Henry, Commissioners Robert T. Bartley and Frederick W. Ford and FCC staff members.

Mr. Kops said in advance of the meeting that its purpose was to "apprise" the commission of the activities of his committee and of broadcast editorialists in general. The commission, however, regarded the meeting as a first step to reviewing its rules on editorializing.

Senate Pressures ▪ The commission has been under pressure from Senator Ralph Yarborough (D-Tex.) to act on recommendations of the Senate Watchdog Subcommittee, which he heads, for tightening up FCC rules on editorializing. A key proposal was that the commission readopt its fairness doctrine as a rule, a violation of which would be cause for revocation of a station's license (BROADCASTING, April 23, 1962).

Despite these growing demands in Washington for stricter regulation of broadcast editorialists, increasing broadcaster interest in this activity was evidenced last week by the announcement of the first National Broadcast Editorial Conference.

It will be held July 25-27 at the University of Georgia, in Athens, under the co-sponsorship of the Henry Grady School of Journalism and the Georgia Association of Broadcasters. It will be attended by general managers, editorial directors and news directors directly involved in editorializing.

Among those slated to participate in the program are Howard K. Smith, ABC-TV news commentator; Kenneth A. Cox, FCC commissioner; Dr. Mary Ann Cusack, special assistant to NAB President Collins; George Campbell Jr., executive vice president, Peoples Broadcasting Corp., Columbus, Ohio, and Richard Compton, director of news and public affairs, WRFD Worthington, Ohio.

White House censorship code expected soon

NAB WARNS AGAINST USE EXCEPT DURING ACTUAL WAR

A "voluntary" censorship code to be used in wartime is expected to come from the White House in the next few weeks, following a review of the proposed strictures by media leaders and a meeting of newspaper, magazine and broadcast representatives with Office of Emergency Planning officials last week in Washington.

The code, similar to the one used during World War II, was presented to media agents last month (BROADCASTING, May 13). Each of the media circulated the proposals among its members and submitted comments to Edward A. McDermott, OEP director, at the 18 June meeting.

No major objections were voiced to the imposition of the censorship provisions in wartime, but a number of newsmen asked that some specific notation be made that the code is purely for wartime use, and not to be used in any crises short of war.

This warning was voiced by Howard Bell, NAB vice president.

The NAB, Mr. Bell said, is strongly opposed to "the imposition of a censorship code or censorship procedures, directly or by implication, during any period short of actual war."

He also called for clarification of the stand-by plan by more clearly defining the authority, the conditions under which it would be activated, and the recognition of the principles of free speech and free press by embodying them in the code.

He urged also that the code be reviewed on a continuous basis and that all news media, including radio and TV, be equally represented in discussions of code policies and administration.

Weather Reports ▪ In the compilation of comments from broadcasters, submitted by the NAB to OEP, a major objection was voiced by a number of broadcasters to the restrictions on weather reports. Weather reports are too important to farmers, livestock raisers, travelers, and others to be prohibited or restricted, they said.

Another series of comments protested the restrictions on reports of local damage unless cleared by censorship. Those referring to this restriction claimed that clearances would be difficult and time consuming to obtain and reports of local havoc must be transmitted swiftly to the public in order to combat rumors and panic.

In addition to Mr. Bell, broadcasters were represented at last week's meeting by Edward F. Ryan, WTOP-AM-FM-TV Washington, incoming president of the Radio-TV News Directors Association.

Faithless applicants may have no payoffs

Applicants for broadcast facilities who decide against prosecuting their applications shouldn't expect the FCC to approve payoff agreements they they might make with broadcasters in the market they intended to serve.

FCC Chief Hearing Examiner James D. Cunningham made this clear last week in an order handed down in connection with a petition by WOMA TYPA Broadcasting Co. to dismiss its application for an AM station in Mt. Airy, N. C.

In seeking dismissal, WOMA said it had concluded, after observing the operations of the two AM stations in the area, that Mt. Airy couldn't adequately support a third station. Mt. Airy has a population of 7,055.

The applicant also sought approval of an agreement whereby the two Mt. Airy stations—WSYD and WPAQ—would pay WOMA some $2,000 for out-of-pocket expenses in return for dismissal of its application.

Examiner Cunningham granted the petition for dismissal—but with prejudice, and denied approval of the payoff agreement. He said there was no legal basis for such an arrangement. The Communications Act permits reimbursement agreements only between competing applicants.

The two stations, he said, agreed to pay WOMA for its withdrawal "for no visible reason other than the avoidance of the competition which would ensue should the proposed new station be authorized."

"Obviously such arrangements," he said, "are improper, for they encourage the filing of applications which are not altogether in good faith."

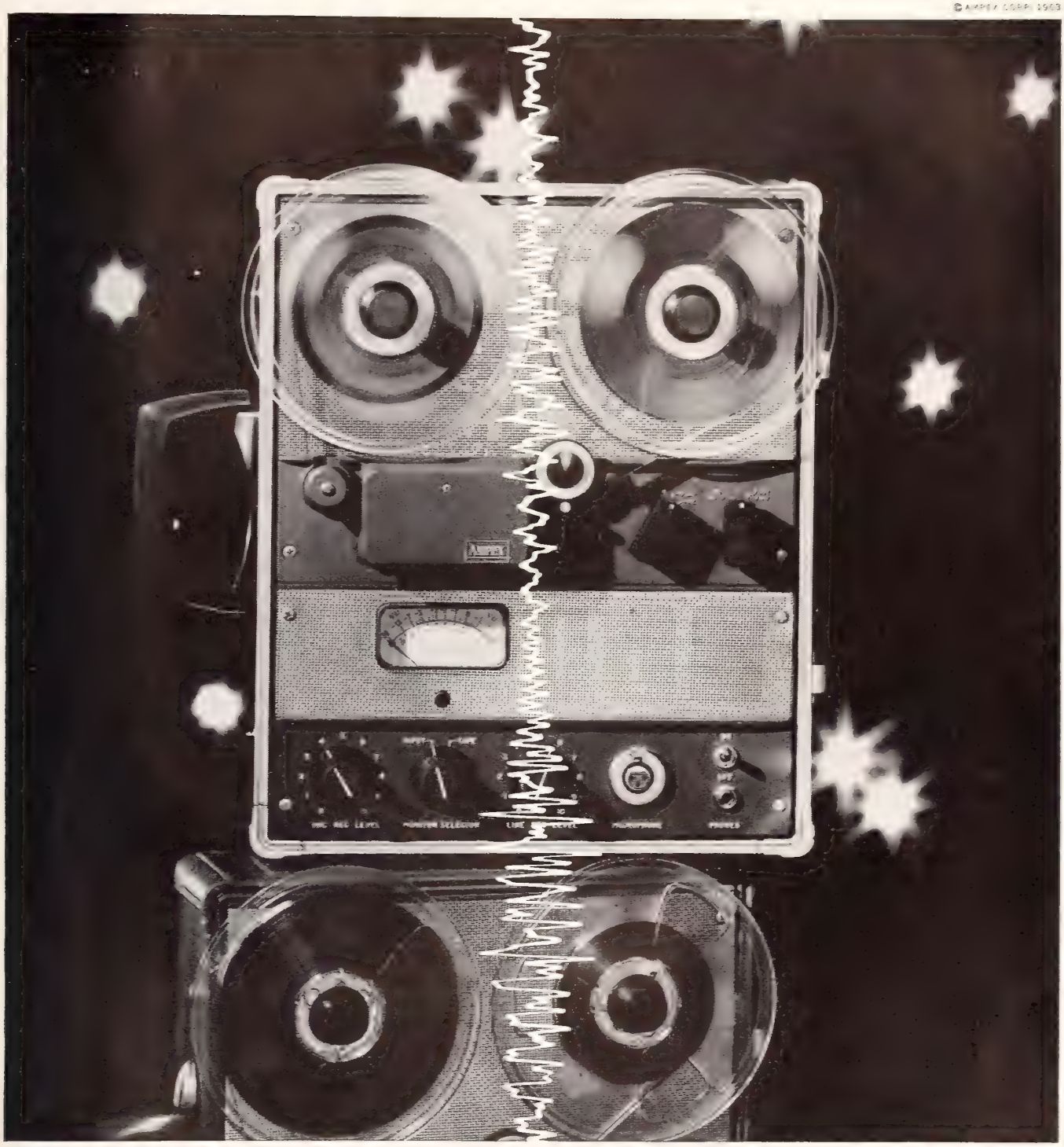
Case urges expansion of Minow's suggestion

Senator Clifford P. Case (R-N.J.) is using former FCC Chairman Newton N. Minow's recommendation to President Kennedy that the FCC's functions be divided (BROADCASTING, June 10), to urge similar plan for agencies dealing with transportation.

In a letter to the President released last week Senator Case writes: "In a broader scale, the same considerations cited by Mr. Minow apply to the important transportation roles now undertaken by a variety of federal agencies, including regulatory agencies." It would be best to bring these functions under one department.

"In considering Mr. Minow's recommendations," the senator concluded, "it is my hope that you would give urgent consideration to the broader implications which his criticisms pose."

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FCC PROGRAMING POLICY REVIEWED

Ford says broadcasters best decide local live question

FCC review of local live programing is here to stay.

But broadcasters who make a conscientious effort to determine their community's needs, and to program in accordance with them, have all the protection they need against any FCC attempt to regulate programing by the lifted eyebrow.

This was the message Commissioner Frederick W. Ford delivered to Virginia broadcasters Thursday at their state association meeting in Williamsburg.

The commissioner's speech was in large part a defense of the FCC's policy of examining a broadcaster's record of local live programing. But it also stressed that the community needs and interests, not FCC wishes, should guide a licensee in his effort to broadcast in the public interest.

Mr. Ford declared that the commission's 1960 statement on programing policy, which was adopted while he was FCC chairman under the Republican administration, "is a reaffirmation" of the freedom of broadcasters.

Licensees who have evidence that they are abiding by that policy, he said, have the facts and the law on their side "which all of our collective eyebrows cannot change."

The commissioner, tracing government interest in local live programing back to 1928, when broadcasting was regulated by the Federal Radio Commission, said the 1960 policy statement represents "a significant change in emphasis."

He said it placed less importance on program types than on (1) what the licensee has done to determine his listeners' needs and wants, (2) his evaluation of those needs and (3) how he has determined those needs should be met.

The commission, he said, is "in dead earnest about that policy."

He said he doesn't think it "proper for the commission to . . . second guess licensees on what they should or should not broadcast, the content of their programs and the time they are scheduled . . . but it is our responsibility to see to it that licensees seek out the needs of the public, evaluate those needs and serve them."

"How they do it," he added, "is their responsibility, but the fact that they do it is our responsibility."

He said the commission has in the past "pointed to the need for local programs 'during the best listening hours.' " But this, he said, "calls for a judgment that the licensee is particularly qualified to make."

Liberal party charges denied by N.Y. stations

Five New York radio stations have denied to the FCC that they failed to present the view of the Liberal party of New York or consider the political party in determining the needs of the area. The Liberal party lodged the complaint with the commission and asked that an investigation of the matter be made.

Ben Davidson, executive director of the party, told the commission that WABC, WQXR, WNEW, WINS, and WMCA had all declined to sell time for a 15-minute program on alternate weeks (BROADCASTING, Feb. 11). At that time he said he was concerned with "the consequences for democracy" if radio stations can silence political party voices by refusing to sell to them. The party finally succeeded in purchasing two 15-minute time segments from WCBS in that city.

WNBC and WQXR have explained that they only sell time during political campaigns. The former station told the FCC that the Liberal party didn't disclose what material would be aired if the time was sold and said that the views of that party have been expressed several different times on discussion programs aired on WNBC. WQXR said if it sold time to the Liberal party it would possibly have to sell time to others who requested it, disrupting its planned format.

WNEW said that when Mr. Davidson first called to request time he failed to identify himself. When he did identify himself, WNEW told the commission, he was refused sale of time but was offered sustaining time if the content of the proposed programs met with the standards and community responsibilities of the station. The station said that it had covered the Liberal party's convention in the same manner as it did the major party conventions. WNEW also said that it has a policy of never selling time, no matter who the party requesting it may be.

R. Peter Straus, president of WMCA, charged the Liberal party with "fabrication of an issue where none exists." Mr. Straus said that the influence of the party may be weakening, and that that "may be an unfortunate fact of public life in New York state," but it doesn't give Mr. Davidson privileges with WMCA programing.

WINS is also involved in the Liberal party complaint but as of last week had not responded to the commission's inquiry.

The licenses for all five were renewed May 31, at which time the commission said "without prejudice to whatever action, if any, may be taken . . . with respect to pending complaint of the Liberal party."

Oh, boy, how the money rolls in

Fines totaling $7,250 were levied by the FCC last week against five stations: KVOB Bastrop, La., WVAR Richwood, W. Va., and WCHI Chillicothe, WCHO Washington Court House and WKOV Wellstown, all Ohio. All the fines except WVAR's were reductions of original penalties.

WVAR, which has 30 days to protest the order, was fined $3,500 by the commission for "willful or repeated" failure to employ a fulltime, first-class engineer. The station is licensed to Royal Broadcasting Co.

KVOB's fine, levied because of the alleged broadcast of teaser announcements (BROADCASTING, Feb. 25), was reduced from $1,000 to $250. The station protested the original fine, claiming that the announcements were run without the knowledge of KVOB's owners, Bastrop Broadcasting Inc., and that the station manager had been replaced because of "this violation and other difficulties. . . ." The FCC refused to eliminate the fine, as KVOB requested, but did reduce it. A station "cannot escape responsibility for the acts of its manager," the commission said.

WCHO, WCHI and WKOV—all principally owned and supervised by W. N. Nungesser—were fined for lacking fulltime, first-class engineers. The commission also charged WCHI with over-modulation. The total fine for the three stations, originally $6,500, was reduced to $3,500 because the stations tried to get qualified engineers and because of the "special problems" small stations have in employing such personnel.

FCC examiner reversed in Mt. Holly, N.J., grant

The FCC has granted a new AM station to Mt. Holly-Burlington Broadcasting Co. (John J. Farina), Mt. Holly, N. J. Mr. Farina has requested a 5 kw fulltime station on 1460 kc, but the commission granted only a daytime operation, pending a final decision in its pre-sunrise operation rulemaking.

The commission denied the rival applications of Burlington County Broadcasting Co. and Burlington Broadcast-



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ing Co. The latter applicant is owner of WCOJ Coateville, Pa., and WNJH Hammonton, N. J. An initial decision by Hearing Examiner Jay A. Kyle had favored Burlington County.

Mr. Farina's bid was chosen for its integration of ownership with management and diversification of media, as he has no interests in other media. Mr. Farina was also given the edge in "preparation and planning, policy, and programing," the commission said.

During the hearing on the applications Mr. Farina's credibility was questioned concerning his claimed financial ability and in the number of persons he said he contacted in planning his programing. At an oral argument April 11, Mr. Farina submitted the results of a voluntary lie detector test in an attempt to demonstrate he had told the truth (BROADCASTING, April 15). However, Mr. Farina's test results have had no official bearing on the case as they were never made a part of the record.

In ruling against the initial decision the commission said that Examiner Kyle's factual findings were accurate but that they did not warrant favoring Burlington County.

New requests to drop daytime rulemaking

The FCC has been told once again that its further proposed rulemaking, to allow daytime only stations to operate before dawn, was inadequate and should be dropped. The commission's latest discouragement was received in a number of reply comments filed last week.

The rulemaking would allow daytime stations to go on the air at 6 a.m. or sunrise, whichever is earlier, in areas without an unlimited time station. Comments on the rulemaking proposal were filed over a month ago, at which time the commission was lauded for its efforts, even though, comments said, those efforts did not fill the bill (BROADCASTING, May 6).

The Daytime Broadcasters Association, representing those stations which the proposal is directly intended to benefit, maintained its firm position that daytimers would be harmed, not helped, if the proposal is adopted. DBA also attacked the proposals of the Association on Broadcasting Standards that pre-sunrise operation by daytime stations be vastly curtailed, if not altogether ceased. DBA argued that the engineering study submitted by ABS in its comments was based on erroneous methods.

DBA also attacked Storer Broadcasting Co. for failing to deal with public interest questions of pre-sunrise operation in its comments. DBA said that Storer "impertinently and presumptuously" inferred that the FCC acted only as a result of congressional pressures.

Report It To Congress ▪ Storer, in its reply comments, told the commission that since the general viewpoint of the industry was that the rulemaking is insufficient, the FCC should show this finding to the House Communications Subcommittee. The commission should then drop the matter.

ABS said that surely enough data had been supplied to warrant the commission's further investigation into pre-sunrise operation. In its original comments ABS proposed that a government-industry study committee be formed. ABS said it felt that other interested groups would join the study. The association further suggested that the FCC await conclusion of the agency's total study of the aural broadcast services (BROADCASTING, May 20), before it makes any decision on the pre-sunrise question.

The Clear Channel Broadcasting Service, although it didn't file any comments before, said that it opposes "any across-the-board extension" of daytimer operations. It also opposes the proposal by DBA that daytime stations which operate on clear channel frequencies have blanket pre-sunrise operation privileges. ABS and Storer both joined CCBS in its opposition to the proposal.

A group of fulltime stations, in a joint filing, told the commission that adoption of the rulemaking would cause severe interruption of the pre-sunrise programing which they provide.

Government free-time pressure charged

WHEAT REFERENDUM SUBJECT OF ADMINISTRATION MEMO

The New Frontier applied a half-nelson to radio and television stations to force them to give free time for its wheat referendum viewpoint, according to the June 19 syndicated newspaper column written by Richard Wilson of the Cowles publications.

Mr. Wilson charged that the "farm bureaucracy" had followed a recent New Frontier pattern by using "crude" pressure based on the public service responsibilities of broadcasters.

The basis of the Wilson charges was a memorandum sent by Ray Fitzgerald, deputy administrator for state and county operations of the Agricultural Stabilization & Conservation Service (ASCS). It was sent April 12 to state executive directors and committeemen of the agricultural service.

The Fitzgerald memo was referred to in the House June 19 by Representative Ancher Nelsen (R-Minn.) in opposing passage of legislation to suspend Section 315 (equal time) of the Federal Communications Act (see page 84). Representative Nelsen entered the text of the Wilson column in the *Congressional Record* after pointing out possible coercion in its contents.

At the June 20 ratings hearing before the House Special Subcommittee on Investigations (story page 68) Representative J. Arthur Younger (R-Calif.) called the attention of FCC Chairman E. William Henry to the memo. Chairman Henry, who was testifying about ratings at the time, said it was the first he'd heard about it.

Two Stories ▪ The department's position became confused in the versions of the memo given by two spokesmen. An Associated Press story on April 20 quoted M. L. DuMars, director of information for the stabilization-conservation unit, as saying, "The Agriculture Department operates on the theory that the nation's radio and television stations have a special obligation to present information free of charge in the field of agriculture."

Mr. DuMars told BROADCASTING, "We described in the memo how broadcasting works. The department had transcriptions dealing with the subject. We have not received complaints from stations; actually, some stations wanted to put on the other side."

Rodney E. Leonard, assistant to Secretary of Agriculture Orville Freeman, commented, "This is Richard Wilson's interpretation of a memo sent out to elected farmer committeemen who administrate the farm program on the local level. The memo was an effort to give county committeemen information as to how radio and television licenses are given and the responsibility this places on those who hold licenses." He said radio and television had given good cooperation. "The broadcast material sent to stations had been designed to explain the legislation and not to argue it," he added.

But Mr. Wilson bracketed the wheat memo with such other New Frontier "favorite techniques" as a $30 million drive for a national cultural center, the steel price controversy and the Cuban prisoners negotiations. He said President Kennedy "would do well to bring it to an end."

'Special Obligation' ▪ The memo text opens by stating it is designed to encourage state executive directors and committeemen in the stabilization-conservation service "to make full use of radio and television public service time in getting to farmers the facts they need to have before voting in the national



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$2 million tax case is taken to court

CORINTHIAN SQUARES OFF WITH IRS ON AMORTIZATON OF AFFILIATION

A serious effort began last week to prove that network affiliation contracts for TV stations have a definite life and should be permitted to be amortized.

Corinthian Broadcasting Corp., with over $2 million in taxes at stake, is fighting the refusal of the Internal Revenue Service to allow amortization of $4.6 million allocated to the CBS-TV affliation for WISH-TV Indianapolis and WANE-TV Fort Wayne, also in Indiana, for the years 1957, 1958 and 1959.

Corinthian bought the Indiana stations, and their AM adjuncts, from C. Bruce McConnell and associates in 1956 for $10 million.

The case is being tried by U. S. Tax Court Judge Howard A. Dawson Jr.

This is the second attempt by a broadcaster to overrule IRS on the subject of network contract depreciation. In 1953 when Westinghouse Broadcasting Co. bought the then WPTZ(TV) Philadelphia from Philco Corp., it allocated $5 million of the $8.5 million purchase price to the NBC network affiliation. IRS refused to permit WBC to amortize this sum. Westinghouse was unsuccessful in the Tax Court and in the Court of Appeals. The Supreme Court in March refused to review it.

A favorable straw in the wind, however, took place last April when a federal district judge in Chattanooga ruled in favor of WDEF-TV of that city in its contention that licenses of broadcast stations have determinable lives and therefore may be amortized. WDEF-TV wants to amortize almost $22,000 it spent in securing its TV license. IRS disallowed it on the ground that licenses do not have definite durations (BROADCASTING, April 29).

In the Indiana transactions, Corinthian allocated $4 million for the CBS-TV affiliation for WISH-TV and $625,000 for the affiliation for WANE-TV (then WINT[TV]). Originally it allocated $125,000 for the ABC-TV affiliation for WANE-TV (the Fort Wayne station was affiliated with both CBS-TV and ABC-TV), but this affiliation was ended in September 1957 and an adjustment was agreed to by IRS.

IRS Disallows ▪ Specifically, IRS claims that Corinthian owes the government the following additional taxes—$743,278 for 1957, $655,748 for 1958 and $775,394 for 1959. It claims Corinthian's income for each of those years was greater by the amount of the amortization figure taken by the group TV owner—$2.9 million in 1957, $972,063 in 1958 and $493,810 in 1959.

The Corinthian case was put by five witnesses, ranging from the practical to the academic. The gist of their testimony:

- A TV station depends on advertising.
- Advertisers buy time based on audience.
- Audiences come from programs.
- The best programs come from networks.
- A station with a network affiliation is more valuable than one without.
- At that time, a station with a CBS-TV or NBC-TV affiliation was much more valuable than one with an ABC-TV affiliation.
- Without a CBS-TV or NBC-TV

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wheat referendum on May 21.

It continued, "Stations have an obligation to provide free time for the presentation of public service information —especially in the field of agriculture. This is spelled out in the laws governing the licensing of stations by the FCC. These stations must renew their operating licenses every three years, and they want to make a good record in public service programing because this is a factor in renewal.

"Radio and television stations, in applying for licensing and renewal, make this promise [of public service programing] in return for two special favors granted by the government: (1) the exclusive use (in an area or in the nation) of a frequency within a broadcast band which is the property of the government and the American people, and (2) the policy of the government not to establish federally operated stations in competition with stations being operated commercially. . . .

"This does not, of course, make the stations subject to dictation. A given station does not have to devote any specific share of its broadcast time to public service programing. Nor is it required to give attention to any particular government program or any particular government agency.

"Nevertheless, a station does have the general obligation to provide its listeners with information on public programs of importance to them. . . ."

Mr. Fitzgerald said his bureau should not be expected to buy time "and cannot legally do so," nor should it be limited "to use of purchased time made available by some other organization or firm." He said interests representing one point of view "are blanketing radio and television stations with material in heavy quantities. . . . May I emphasize that you will find that the overwhelming majority of commercial broadcast people are cooperative to the department and we should always approach them with this in mind."

MOSS VS. MILITARY

Congressman to hold hearing on services' new policies

The military is sticking by its guns in defense of policies which have kept newsmen away from crash scenes on civilian property.

The Air Force and the Department of Defense have told Representative John E. Moss (D-Calif.) their actions were necessary to safeguard classified material whether it is within military or civilian jurisdictions.

Representative Moss, who has attacked these policies as infringements on civilian rights (BROADCASTING, June 10), said last week that replies by the military to several letters he has written on the subject were "completely unsatisfactory." He says he intends to hold a hearing.

As chairman of the House Foreign Operations and Government Information Subcommittee, he has been after the military for several years to abandon policies which permit force against newsmen attempting to photograph or otherwise approach crashed military aircraft on locations away from military installations.

Representative Moss said the subcommittee has observed "a very disturbing trend" in incidents where military personnel have invoked "security" as an excuse for blocking newsmen from doing their jobs.

Having written the Air Force and the Department of Defense early in May, the chairman has now heard from both after dispatching increasingly stern follow-up letters.

The Defense Department insisted its policies are in order but admitted that a review of incidents cited by Representative Moss "indicates that the objections stem primarily from improper execution of the policies of the military departments, as reflected in their regulations on this subject, rather than in the policies themselves.' Better en-

affiliation, Corinthian would not have paid $10 million for the two properties.

This testimony was developed by Charles H. Tower, Corinthian executive vice president, and Howard Stark, New York station broker.

Using a study of all CBS-TV and NBC-TV network affiliations with stations since 1948, a statistical survey specialist, Dr. W. Edwards Deming of Washington, D. C., testified that the data showed a clear example of "Poisson's Exponential Theory of Failure."

Using this theorem, Dr. Deming showed that 5% of the basic number of affiliations are terminated each year. He also calculated that the median number of terminations (the point where half of the original contracts are still in existence and half terminated) is 14 years. The average, he explained, is 20 years.

Methods of using these data for amortization purposes were developed by Dr. Ralph C. Jones, Yale University economics professor, and William D. Sprague, of Arthur Anderson Co., Chicago-based national accounting firm.

Over $11 Million ▪ Actually, according to documents submitted to the court by Edwin S. Cohen, Root, Barrett, Cohen, Knapp & Smith, counsel for Corinthian, the Indiana purchase cost Corinthian over $11 million. This was broken down to $10 million purchase price, $200,000 for commissions (presumably broker's fees), and $900,000 in assumption of obligations.

Edward Becker, counsel for IRS, contended that the useful life of an affiliation contract cannot be determined with any certainty. In many cases, he emphasized, the relationship between a station and a network is "self-perpetuating" because each benefits from the other.

He warned that the statistical data on affiliation changes submitted by Corinthian may be distorted since it includes the early years of TV when more affiliation switches took place than is the case now. He also questioned the validity of the statistics on the ground they did not show whether the affiliations were terminated by the network or by the station.

Exhibit: what price greater competition

What happens in a three-station TV market when a fourth powerful entity comes into the picture? This happened in Indianapolis in 1957 when Crosley Broadcasting began the operation of WLWI(TV) there. The figures on revenues and income for each of the four stations for the first time were made public last week when they were included in an exhibit submitted to the U. S. Tax Court by Corinthian Broadcasting Corp. in its litigation against the Internal Revenue Service on the amortization of network affiliation contracts.

The revenue and income figures submitted by Corinthian are based on its own books and the books of the other stations made available to it for the tax case. The figures:

Station	Revenues in millions	Income Net (loss)
	1956	
WISH-TV (CBS)	$2.7	$1.5
WFMB-TV (NBC)	2.5	.843
WTTV(TV) (ABC)	1.4	.086
	1957	
WISH-TV (CBS)	3.1	1.3
WFMB-TV (NBC)	2.5	.813
WTTV(TV) (ABC)	1.2	.0685
WLWI(TV) (ABC) (Two months only)	.293	(.221)
	1958	
WISH-TV (CBS)	2.9	1.2
WFMB-TV (NBC)	2.4	.754
WTTV(TV)	.74	(.2413)
WLWI(TV) (ABC)	1.9	.200

forcement should help reduce the cause of complaints, the Pentagon said.

The Air Force's reply apologized for its failure to respond sooner. "Difficulty was encountered in obtaining the facts," wrote Secretary Eugene M. Zuckert. Another and more complete reply was promised "in the very near future."

Meanwhile, the air secretary offered answers to some questions raised by Representative Moss.

A proposed revision of instructions to personnel who confront newsmen at crash scenes "contains many provisions designed to preclude the need for the use of force, and to prevent its improper use in protecting classified information from compromise," Secretary Zuckert said.

A new order has been issued to Air Force commands relating to classified material which may be aboard downed aircraft, he revealed. It was issued May 24 (three weeks after the first Moss letter) and reminds personnel that they must determine whether classified material is aboard crashed aircraft and "quickly" conceal or remove it.

Revision of its regulations would provide that when it is unknown whether classified material "is exposed" consent will not be given for photography, but force will not be used to prevent it, Mr. Zuckert said.

NEW EMERGENCY SYSTEM ON HORIZON

Broadcasters submit final draft for FCC consideration

A new Emergency Broadcast System has been presented to the FCC, and it's expected that the commission will put it into effect before June 30 when the 12-year-old Conelrad system becomes defunct.

A group of 10 broadcasters met for three days last week in Washington and on Friday submitted the final draft of their proposals to FCC Defense Commissioner Robert T. Bartley. The draft, based on the proposals put together by the National Industry Advisory Committee last March (BROADCASTING, April 1), was cleared with both the Office of Civilian Defense of the Defense Department, and by the White House's Office of Emergency Planning.

It is expected to be ready for FCC action at the commission's regular meeting this week.

It's not certain whether the commission can put the new emergency service into effect by simple order or whether a rulemaking is required. There are indications that a new regulation will have to be incorporated into the FCC's rules. Ordinarily this would require a rulemaking proposal, comments and/or a hearing, and a final order. Since Conelrad expires next week, however, there is some belief this routine may not be necessary.

The group of broadcasters was headed by Joseph F. Keating, MBS.

Essentially, the new EBS would permit all broadcast stations to remain on the air during a war alert. As a first step, it is proposed that only present AM radio stations holding National Defense Emergency Authorizations be permitted to remain on the air on their authorized powers and frequencies but without identifying themselves. Subsequently, as other AM stations meet the criteria established for NDEA certification, they too would be authorized to continue broadcasting.

Because there has been no official word on the Department of Defense's requirements in the frequencies used by FM and TV, these stations would go off the air during an alert. Later on, it is hoped, they too may be permitted to remain in operation during a war emergency.

Under the Conelrad system, all stations are required to sign off at an alert. Only the 1,200-odd stations now holding NDEA certificates return to

Dodd report may never become best seller

The Senate Juvenile Delinquency Subcommittee has been asked to reconsider its request for permission to print an extra 4,000 copies of the 957-page hearing transcript of its 1961-62 sessions on television programing.

The subcommittee, headed by Senator Thomas J. Dodd (D-Conn.), already has had 1,000 copies printed at a cost of $4,597 (BROADCASTING, June 3). Committees and their subcommittees are usually allowed to print 1,000 copies of such documents, but additional printing requests must be cleared by the Senate Rules and Administration Committee. The committee suggested the juvenile delinquency unit see if it could get along with 1,000 copies.

If the Government Printing Office is told to go ahead with the new order, the total cost to the U. S. taxpayer to publish the hearing transcript would be $11,636: $4,597 for the first 1,000 (already printed); $4,597 for the first 1,000 of the new order for 4,000; and $2,442 for another 3,000 copies at $842 per 1,000.

The transcript covers a hearing on the effects of TV sex and violence on children which stretched over two years: June and July 1961 and January and May 1962.

the air on either 640 kc or 1240 kc, operating with intermittent, cluster transmissions. Conelrad was established to permit radio stations to remain on the air, but to deny navigational aid to enemy airplanes which might "home" on broadcast signals.

White House First ▪ Under a system of priorities, stations operating in the EBS will broadcast, first, the President; second, local reports; third, state and regional programs, and fourth, national reports, instructions, orders and news.

Programing details will be worked out by broadcasters and local, state and regional authorities. Presidential messages will be handled by the networks.

Notification of alerts, including authentication, will be handled as it is now —through AP and UPI teletype.

FCC cancels CP of Peoria UHF

The FCC has cancelled the construction permit of WIRL-TV for a station on channel 25 in Peoria, Ill., and deleted the call letters.

The commission said that in May 1957 WIRL-TV was requested to file certain technical data with the agency following a grant of the construction permit. The commission said that WIRL-TV has not filed the information although it was warned that if it did not, it would be considered as a waiver to any claim to channel 25.

The commission wrote the proposed station again on March 20, 1963, to which it received unsatisfactory response. WIRL-TV did not supply the information, nor did it indicate "any intention to construct and operate a station . . ." the commission said.

The commission said that channel 25 in Peoria is available to qualified applicants.

Arkansas ETV group seeks 8 UHF channels

The Arkansas Educational Television Commission has asked the FCC for a rulemaking that would reserve eight UHF channels for noncommercial educational television. The Arkansas commission said the channels would be used for a network to supplement in-school instruction and general education.

Requested are channel 34 in Arkadelphia; channel 30, Batesville; channel 26, El Dorado; channel 24, Harrison; channel 52, Hot Springs; channels 17 and 23, Little Rock, and channel 19, Russellville.

Lee asks committee for UHF radio study

The UHF radio bands (land mobile) are becoming increasingly overcrowded, FCC Commissioner Robert E. Lee said in urging that an industry-government committee be formed to study the problem.

Commissioner Lee was addressing the Manufacturers Radio Service conference of the National Association of Manufacturers, which met in Washington.

PROGRAMING

Paramount buys Plautus for $5 million

BRODKIN FIRM TO SPREAD INTO FEATURE MOVIES

As part of its long-range plans to expand its activities in TV, Paramount Pictures Corp. last week acquired ownership of Plautus Productions, an independent production firm, in an exchange of stock transaction estimated at $5 million.

Plautus, headed by Herbert Brodkin, produces *The Defenders* and *The Nurses*, both of which will continue on CBS-TV next year and *Espionage*, which begins on NBC-TV in the fall. The agreement provides that Plautus will become a wholly-owned subsidiary of Paramount Pictures.

A Paramount spokesman said that Plautus will produce feature motion pictures as well as TV programs. Plautus will continue to make its headquarters in New York.

The association with Plautus gives Paramount four hours of network programs next fall, exclusive of special shows. Paramount holds a 50% interest in Talent-Associates-Paramount Ltd., producers of *East Side, West Side*, a weekly one-hour series scheduled on CBS-TV next season.

Program notes . . .

UAA sales spurt ▪ United Artists Associated reports that sales of its pre-1948 features to TV stations since January 1, 1963, increased by approximately 38% over the corresponding period of 1962. UAA does not disclose its financial figures since it is a subsidiary of United Artists Corp. Erwin H. Ezzes, executive vice president of UAA, attributed the surge in sales primarily to renewals by stations, whose original seven-year contracts on the features are now expiring.

Concert opens Denver pay TV ▪ Macfadden Teleglobe has reported that *The Joan Sutherland Show*, a one-hour program spotlighting the Metropolitan Opera star, will be the first pay TV show to be offered to its subscribers in Denver in July when its operation begins. The program was produced and presented in England last year.

Harness race ▪ Walter Schwimmer Inc., Chicago, has announced plans for production of a half-hour video-tape color special, *The Hambletonian*, to be aired 7:30 p.m. Aug. 28 on a Sports Network hookup of more than 125 TV stations within two hours after the running of the famous harness race at Dequoin State Fair in Illinois. Highlights of the fair will be pre-taped with the race to be inserted after the last heat is run.

Four Star services ▪ Four Star Distribution Corp. reports it has improved the

rating books it has been offering to TV stations and station representatives on each of its eight series. In addition to a complete ratings history of a series in relation to its competition during its network runs, Four Star now is including episode-by-episode trailers, custom-made promotional spots, bridges and introductions for each series and photographs and background material.

New documentary firm ▪ A new film company, specializing in documentary and educational programs, has been organized by Jack L. Copeland, veteran producer. Named Jack L. Copeland Productions, the new company is located at 9301 Wilshire Blvd., Beverly Hills, Calif. The first project will be a 30-minute TV series, *It's Happening Now*, dramatizing outstanding scientific developments.

Canyon Expanding ▪ Canyon Films of Arizona, Phoenix, has started a construction program to enlarge and improve its facilities. A new sound stage, 60 by 90 feet and 25 feet high, and a new scene dock will be among the improvements. When the expansion is completed the company will occupy 12,500 feet. New facilities will include a sound system, built and installed by Magnasync Inc. of Phoenix, and complete motion picture and sound-mixing equipment.

Based on McClellan

CBS-TV, it was reported last week, is working on a pilot of a proposed one-hour weekly series that would be based on the investigations career of Senator John L. McClellan (D-Ark.). Michael Dann, CBS-TV's vice president in charge of programing, was said to have met with the senator and with Attorney General Robert F. Kennedy who at one time served as chief counsel for the rackets-probing Senate group.

MGM to film Bible series

MGM-TV will produce a full-hour series, *Great Stories From the Bible*, for ABC-TV for the 1964-65 season. Henry Denker, who wrote, directed and produced *The Greatest Story Ever Told* on ABC Radio for 10 years, will be executive producer of the TV series. He has written the initial episode, to be filmed in Southern California later this year, and will also write other installments of the series.

School bells for networks

Three National School Bell awards for network television programs will be presented next Monday (July 1) at the National Education Association convention in Detroit.

Presentations will go to *Bell & Howell Close Up!* (ABC) for the one-hour report, "Meet Comrade Student"; *CBS Reports* for the two-part series, "Storm Over the Supreme Court," and *Hazel* (NBC) for its "Bringing Out the Johnsons" episode.

The annual awards are made in broadcasting and publishing.

TAC to begin series on man in the street

Sixty-one TV stations belonging to Television Affiliates Corp. will cooperate in the production of a series of programs designed to obtain the opinions of the man in the street on significant issues of national import. The first program, on Governor Nelson Rockefeller's chances for the presidency, will be developed this week.

Robert Weisberg, vice president of TAC, said the series, *What America Thinks*, is the outgrowth of the recent TAC programing conference in Chicago. The proposal for such a series was made by Tom Jones, executive program director of the Triangle Stations. The suggestion was adopted unanimously. The plan will use 10 stations

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belonging to TAC to produce one and a half minutes each of a program on a particular issue. Stations will be rotated for different shows. These filmed man-in-the-street segments will be combined and edited at TAC headquarters in New York and subsequently distributed as 15-minute programs. Mr. Weisberg noted that the 15-minute portions providing a national view of particular issues can be integrated with a local live-produced program to create a half-hour show.

Time-Life plans civil rights announcements

A series of 60-second spots for television and radio concerning civil rights, is being produced and will be distributed for a July 4 target date by the Time-Life Broadcast stations.

The announcements on "What Can the Individual American Do About Civil Rights" is Time-Life's "contribution toward impressing the American public with need for maintaining calm and a rational attitude toward potentially serious civil rights situation," according to Richard Krolik.

In a wire sent Thursday (June 20) to 17 government, religious, labor, business, educational, civic, entertainment and sports figures, Mr. Krolik said the messages would be made available to "all radio and television stations in the United States immediately."

President Kennedy will be seen in two spots taken from his June 11 address, broadcast nationally, unless time permits cutting of special announcements.

Jim Grant of Time-Life's Washington bureau has been liaison man with Pierre Salinger, White House news secretary, and Lee White, special presidential assistant on civil rights.

Arrangements with the networks to send the spots to affiliates over closed circuit is being sought by Weston C. Pullen Jr., president of Time-Life Broadcast.

Mr. Krolik said Time-Life was undertaking the public service campaign and using it as "an opportunity to show what licensees can do, without waiting for the networks."

Jay Ward ties with CBS-TV

Jay Ward Productions, creator-producer of *The Bullwinkle Show* on NBC-TV and two syndicated series, *Fractured Flickers* and *Rocky and His Friends,* has formed an association with CBS-TV to develop new comedy program concepts for the network. The first project which CBS-TV will finance is a live comedy-variety pilot, *Inside at the Outside,* a topical wacky series aimed at the 1964-65 schedule. NRB Associates negotiated the deal.

Seven Arts' tennis slated for CBS-TV

Seven Arts Production makes its first venture into network television programing with the production of a 90-minute sports special, "Celebrity Tennis Party," filmed in conjunction with International Video Tape Productions for use by CBS-TV on its *Sunday Sports Special.*

Participating in the special will be tennis professionals, Pancho Gonzales and Pancho Segura, who will receive cash prizes for their singles match, along with motion picture personalities Janet Leigh, Rhonda Fleming, Dean Martin and Rod Taylor, who will participate in doubles matches. A stipulated percentage of the show's earnings will go to SHARE Inc., a motion picture philanthropic organization.

The program is the second West Coast tennis production to be announced this month. KTTV(TV) Los Angeles has announced a 10-week *World Championship Tennis* series involving professional tennis players (BROADCASTING, June 10).

'Have Gun' sales top $1 million in 2 months

CBS Films has completed sales amounting to more than $1 million on the *Have Gun, Will Travel* series which was released for syndication two months ago, it was announced last week by James T. Victory, vice president, domestic sales, CBS Films.

The half-hour series has been sold to WABC-TV New York, KABC-TV Los Angeles, WXYZ-TV Detroit, WRCV-TV Philadelphia, KPIX (TV) San Francisco, WGR-TV Buffalo and WJAR-TV Providence, R. I.; KOTV(TV) Tulsa, Okla., and KSLA-TV Shreveport, La.

Mr. Victory added that a major sale to a regional advertiser in the southwest is pending and other station sales wil be announced shortly.

'Films of the '50's' gets 200th customer

Seven Arts Associated Corp. announced last week the signing of its 200th television station to receive the *Films of the 50's* feature movie series.

KDAL-TV Duluth, Minn., became the 200th customer for the first five volumes of the series when it contracted to receive the first volume. Since the series was placed in distribution in October 1960, Seven Arts reports it has sold Volume One to 137 stations, and the subsequent four volumes have been purchased by those same 137 stations, plus an additional 63 stations.

Volume Two, released in May 1961, has been sold in 113 markets; Volume Three, released in January 1962 has been sold in 104 markets; Volume Four, released September 1962 has been sold in 73 markets; and Volume Five, released also in September 1962, has been sold in 71 markets.

California producers lose on tax relief

California television film producers are worried about the effects of Governor Edmund G. Brown's veto of a bill that would have exempted them from personal property taxes on the intangible value of motion pictures made for television as well as for theatrical exhibition.

Richard Jencks, president of the Alliance of Television Film Producers, said last week that the veto might put California producers at a disadvantage in competing with producers in New York.

As the state's tax rules now stand, the tax assessor is given wide leeway in evaluating both the tangible and intangible worth of a film.

"The film industry is greatly interested in this matter and very concerned about the competitive situation with producers in New York, which does not have a personal property tax," Mr. Jencks said. "This is a highly competitive business, and anything that adds to the cost of the film to a station or network or sponsor is a matter of grave concern to the producer."

He said that even producers would have a hard time agreeing on the value of a series several years old and with a half-dozen runs to its credit. One series might be virtually worthless; another with a lot of valuable life still left. "It's a much simpler task to judge the physical condition of the film than the usability of the pictures and sound that have been put on it and their dollar value at the time of assessment," Mr. Jencks stated.

Mr. Jencks pointed out that much film processing and much film storage takes place outside of California because of the state's personal property tax on completed films. Just before March, California's personal tax day, production of new motion pictures slows down almost to a standstill while producers hasten to get all completed footage out of the state before the tax man comes around.

Film sales . . .

Seven Arts' Volumes 1, 2, 3, 4 and 5 (Seven Arts Associated Corp.): Sold to WREC-TV Memphis, Tenn. The five-volume 211-feature package has now been sold in 30 markets.

Bowery Boys (Allied Artists TV): Sold to WMAR-TV Baltimore; WDSU-TV

New Orleans; KWTV(TV) Little Rock, Ark.; WHEN-TV Syracuse, N. Y.; WHEC-TV Rochester, N. Y.; WANE-TV Ft. Wayne, Ind.; WSJV(TV) Elkhart-South Bend, Ind. and WSM-TV Nashville. Now sold in 48 markets.

Leave It to Beaver (MCA TV): Sold to WRBL-TV Columbus, Ga.; KEZI-TV Eugene, Ore.; WLUK-TV Green Bay, Wis.; WTTV(TV) Indianapolis-Bloomington; WFBC-TV Greenville, S. C.; WBIR-TV Knoxville, Tenn.; KMOX-TV St. Louis; WRC-TV Washington; WBBM-TV Chicago and KNDO(TV) Yakima, Wash. Now in 24 markets.

Bachelor Father (MCA TV): Sold to WHIO-TV Dayton, Ohio; WEAU-TV Eau Claire, Wis.; WFBC-TV Greenville, S. C.; WBIR-TV Knoxville, Tenn., and KNDO(TV) Yakima, Wash.

Love That Bob (MCA TV): Sold to WSOC-TV Charlotte, N. C.; WTVJ(TV) Miami and WEWS(TV) Cleveland.

M-Squad (MCA TV): Sold to WRBL-TV Columbus, Ga., and WJAR-TV Providence, R. I.

Dragnet (MCA TV): Sold to KWTX-TV Waco, Tex.; WRBL-TV Columbus, Ga.; WTTV(TV) Indianapolis-Bloomington and KTVU(TV) San Francisco-Oakland.

Thriller (MCA TV): Sold to KREX-TV Grand Junction, Colo.; WUSN-TV Charleston, S. C., and WSJV(TV) South Bend-Elkhart, Ind.

Hope films bring $750,000

Allied Artists TV Corp., New York, has announced its acquisition of seven full-length feature films from Bob Hope Enterprises. Cost of the films was reported to be $875,000.

The Hope features include "Son of Paleface," "Lemon Drop Kid," "Road to Rio," "The Great Lover," "Road to Bali," "Seven Little Foys" and "My Favorite Brunette."

EQUIPMENT & ENGINEERING

ALL-CHANNEL SETS ON RISE

Sobin cites increase over '62 at EIA convention; repeal of excise tax on VHF-UHF sets to be asked

About 20% of the black-and-white television sets that will be made in the U. S. this year will be equipped to tune all VHF and UHF channels, double the proportion for 1962, it was reported last week by Morris Sobin, president of the Olympic Radio and Television Division of Lear-Siegler, Inc. and chairman of the consumer products division of the Electronic Industries Association. Nearly all new model TV sets produced this year have been adapted for easy conversion to add UHF in the field, he said.

Addressing the EIA annual convention in Chicago, Mr. Sobin said U. S. set makers are stepping up the tempo of their switch to all-channel set production even though the all-channel deadline is still 10 months away. Next April 30 by law all new TV sets shipped in interstate commerce must be able to tune the 70 UHF channels as well as the 12 VHF channels.

EIA's membership last week voted to ask Congress for repeal of the 10% excise tax on all-channel sets in view of the fact the law compels inclusion of UHF channels. Mr. Sobin observed that some buyers cannot now and may never be able to use the UHF portion of the dial even though they will be obliged as a result of the law to pay $25-$30 more for the extra feature in their sets. Added costs for better outside antennas also may be involved in some cases, he said.

EIA expects to have its proposed excise tax relief legislation ready for congressional consideration next month. The topic also is to be put on the agenda of the next meeting of the FCC's committee for the full development of all-channel broadcasting. EIA hopes that the FCC will give support to the excise tax relief proposal since the commission, backed by the White House, actively supported passage of the all-channel law.

More Stations Needed ▪ "Our industry depends heavily on the assistance of the FCC, as well as the broadcasting industry, in making the all-channel law produce the expansion of television predicted by the FCC and members of Congress," Mr. Sobin said. "Unless new UHF stations are established in substantial numbers within the next few years," he continued, "many purchasers of all-channel sets will be paying for a UHF tuner they may never have an opportunity to use."

Mr. Sobin said the EIA members "recognize the chicken-and-egg relationship between broadcasters and set owners in this situation, but we believe that the government has a primary responsibility to do everything possible to increase the number of UHF stations. The responsibility is to the public, not the manufacturer." EIA will continue to cooperate in UHF development, he said.

Mr. Sobin said the current rate of all-channel set production (monochrome) is 11.5%, up from 9.2% last year. This year's eventual 20% ratio will come from increased production later in the season.

Sales Up ▪ EIA President Charles F. Horne, president of General Dynamics Pomona, reported that factory sales for the entire electronics industry this year will top $15 billion, a 9% increase over 1962's $13.8 billion. The new total may push electronics into fourth place among the nation's largest industries, he said. Estimated 1965 total: $21 billion.

The electronic consumer product factory sales total in 1963 should increase to $2.5 billion, Mr. Horne said. In 1963 they were $2.4 billion. Consumer goods such as radios, TV and

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phonographs have reached a plateau compared to the growth rate in past years, he noted, but encouraging new life may be seen in such products as color TV, FM stereo and phono stereo

Orphie Bridges of Arvin Industries Inc., chairman of the EIA consumer product division's radio section, noted that about one-half of all radio and TV combinations to be produced this year will receive FM stereo broadcasts. EIA also is continuing to work with the Federal Trade Commission for adequate description of "high fidelity" in sets and phonographs. EIA so far is the only group that has submitted a proposed definition to the FTC.

Tiros VII sending cloud pictures back to earth

The seventh U. S. space cloud-watcher was sent into orbit last week and has begun televising pictures of clouds to ground stations in the United States. It is working in tandem with Tiros VI, launched in September 1962.

Tiros VII, built by RCA for the National Aeronautics & Space Administration, was put into orbit June 19 from Cape Canaveral. It is circling the earth every hour and 38 minutes about 400 miles high.

The newest electronic weatherman has two wide-angle TV cameras plus video tape for storage of the pictures. These are read-out on command from the ground. Each tape can store 32 pictures which takes about three minutes to transmit to the ground station. At present there are only two stations capable of receiving the TV pictures—San Nicholas Island, Calif., and Wallops Island, Va.

Tiros VI has two TV cameras also, one wide angle and the other medium angle. The medium angle camera failed last December.

Set maker raps CBS for ducking color TV

Ross D. Siragusa, board chairman of the Admiral Corp., criticized CBS-TV and the network's affiliates last week for staying out of color TV programing. He spoke before the Chicago spring conference on broadcast and television receivers of the Institute of Electrical and Electronics Engineers.

Admiral has been active in color set manufacturing.

Mr. Siragusa charged that CBS-TV and its affiliated stations "have created a major color TV blackout that is not in the public interest." The Admiral official commended NBC-TV's color efforts and noted ABC-TV has begun color broadcasting on a small scale.

Emerson to market $100 16-inch portable TV set

Emerson Radio Inc. announced last week introduction of, what it calls, the lowest-priced 16-inch television set ever produced entirely in the U. S.: a $99.95 portable which represents a $30 slash in Emerson's price for a similar model last year. Japanese manufacturers are reported to be producing 16-inch sets priced below $99.95.

The Emerson announcement came at the company's international convention of distributors and licensees in Miami Beach, where the company's line of 59 television sets was announced. The 16-inch portable line ranges from the $99.95 model to a $129.95 all-channel set. Prices in most size sets have been reduced by Emerson, which is also making the all-channel receiver available in each size. Color television sets were priced between $499 and $699.

Technical topics...

New products ▪ Kliegl Bros., New York, has announced the availability of a new line of focusable spot-floods, Lilliput Twin compact floods and Cyclorama cyc-strips. The Q-Lite spot-flood sells for $87, the 10-pound Lilliput Twin costs $135 and the quartz cyc-strip is priced at $144.

New guard system ▪ A new implosion guard system which is said to cut basic costs for television picture tube envelopes will be shown to TV tube manufacturers Thursday in Corning, N. Y., by Corning Glass Works. Corning has not disclosed details of the new development, called Shelbond, but is to explain the manufacturing process and cost estimates at the meeting.

INTERNATIONAL

U.S. SET ON ITS GENEVA PROPOSALS

Will suggest big chunk of spectrum for satellites

A total of 2,725 mc of spectrum space for satellite communications, with all but 100 mc on a share basis with point-to-point radio relay services, is the United States proposal to be submitted at the worldwide radio conference in Geneva this fall.

The U. S. also proposes to allocate 73-74.6 mc exclusively for radio astronomy in the western hemisphere only. No mention is made of the radio astronomers' demands for UHF channel 37 (608-614 mc).

Other recommendations in the U. S. position:

▪ Provision for the use of satellite relay stations by the aeronautical mobile service and satellite-borne aids to aeronautical radionavigation.

▪ Exclusive frequency bands for the radio-navigation-satellite service.

▪ Frequency bands for both narrow-band and wide-band meterological satellite systems.

▪ A group of frequency bands throughout the spectrum for space research, all but one allocated exclusively to that service.

The research into satellite bands began in 1960 with invitations by the FCC for comments. It continued for the next three years. The position paper issued by the FCC last week came after consultation with the State Department and other government agencies.

CGE wins Jamaican TV transmitter contract

Canadian General Electric Co. Ltd., Toronto, has been awarded a $200,000 contract for the Jamaican television broadcasting system. CGE said the system consists of a 150 w station at Kingston, the island's capital city, and 2 kw rebroadcasting stations at Cooper's Hill and Christiana. There will be 150 w standby transmitters at all three points.

The Jamaican contract, won by CGE against European competition, is the second TV transmitter contract won by the company in the West Indies, the previous one being in Trinidad.

The Jamaican stations will be operated jointly by the Jamaican government; Thomson Television (International) Ltd., Glasgow, Scotland; NBC, New York; and Television International Enterprises, London, England.

Dutch TV set registration shows substantial rise

The number of registered television sets in the Netherlands as of May 1, 1963 was 1,401,059, an increase of 31,911 sets from the preceding month and 258,659 more than recorded in May 1962. Registered radio sets as of May 1 was 2,622,054, up 5,944 from April. According to the last count there were 466,488 rediffusion connections (radio programs via telephone connection).

The increase in the number of registered TV sets in 1962 (235,301) was

somewhat less than in 1961 (238,410). The relative increase in 1962 was 23%, higher than Belgium (16%) and Luxemberg (10%), equaling West Germany (23%), and less than France (31%) and Italy (25%). Great Britain, which has the highest TV density in Europe, showed an increase in 1962 of 5% in the number of TV sets.

Only two Dutch cities had more than 100,000 TV sets at the end of 1962, Amsterdam with 129,132, and Rotterdam with 115,017 sets.

July decision expected on European color tests

A series of demonstrations of different color television systems proposed for general introduction in Europe has concluded. The demonstrations were organized within the European Broadcasting Union (UER).

There are three different systems still being studied in Europe, the American NTSC system, the French Secam system and the German PAL system and a final discussion of the different systems is set for London, in July.

East European countries are expected to adopt the system selected in Western Europe to establish uniform TV standards for color on the continent.

Final evaluation of previous European color television experiments and developments is planned to start in Italy under the auspices of UER.

According to German reports, UER will be under considerable time pressure at the end of this year, and there is some hope that the pressure will result in a speeding up of decisions. There are already strong German industry voices calling for an acceleration of color TV developments in the light of deteriorating black-and-white markets.

New Zealand proposes out for 'poor' U.S. TV films

Plans to build full-scale television studios by the New Zealand Broadcasting Corp. in each of the Dominion's four main centers were outlined by A. E. Kinsella, minister of broadcasting, when he recently addressed a meeting of the New Zealand Opera Societies in Wellington.

Mr. Kinsella said TV hoped to get more and more into the field of local-live entertainment as studio facilities increased. Filmed programs are all very well in a way, but the corporation was finding a high proportion of programs produced overseas are of such low quality that they are unacceptable to New Zealand's audiences.

Even though 80% of the U. S. programs submitted to the NZBC are rejected because of their "downright poor quality," Mr. Kinsella said New Zealand would probably always have to rely on overseas productions since TV is such a voracious consumer of material and he thought it wouldn't ever be possible for the Dominion to supply a full-New Zealand program week after week.

U.S. radio-TV newsmen will instruct Africans

Four American journalists will spend the months of July and August instructing their African counterparts in radio and TV news reporting and production under the auspices of the African-American Institute.

Conducting the series will be Mal Goode, ABC News' United Nations bureau correspondent; Burton Marvin, dean of the William Allen White School of Journalism at the University of Kansas; John McCormally, editor of the *Hutchison* (Kan.) *News*; and Dr. Sidney W. Head and Mrs. Margaret E. Pollard of the AAI staff.

The seminar-workshops will be held in three regional centers for two weeks each: Addis Ababa, Ethiopia, July 8-21; Dar Es Salaam, Tanganyika, July 29-Aug. 10; and Lagos, Nigeria, Aug. 19-30.

Abroad in brief...

FM stereo delay ▪ Despite heavy pressure from the West German industry, radio stations have decided not to introduce stereophonic broadcasting in August on a general basis. Original plans called for the introduction of stereo radio in West Germany in August, on occasion of this year's national radio show. Nevertheless, the set manufacturer plan to make stereo radio one of the major attractions of the 1963 Radio Show (Aug. 30-Sept. 8, in Berlin).

CBC sells shows ▪ Canadian Broadcasting Corp., Toronto, Ont., has sold 26 dramas of the series *General Motors Presents* and the Gilbert and Sullivan operetta *H.M.S. Pinafore* to the New Zealand Broadcasting Corp. This is the first sale of filmed productions by the CBC to New Zealand. The 26 dramas appeared on CBC-TV in 1959-1961. The *H.M.S. Pinafore* film had previously been sold by CBC to the British Broadcasting Corp., National Broadcasting Co. and the Australian Broadcasting Commission. CBC also announced sale of another Gilbert and Sullivan operetta, *The Gondoliers*, to the BBC.

Two networks in Poland ▪ According to government plans, there will be two separate Polish television networks in operation in 1966. The two networks will have a production capacity of 90 program hours per week with color television introduced by 1970.

More sets ▪ The number of television sets delivered to dealers by British manufacturers in April was 85,000, an 18% increase over April 1962. Total deliveries of TV sets in the first four months of this year was 451,000, a 22% increase over the same period last year.

Australian TV stations buy 2,500 hours of shows

ABC International Inc. has bought more than 2,500 hours of programing, including some first-run 1963-64 series, for its two associated TV stations in Australia, it was announced last week.

ABC International, serving as representative of News Ltd. of Australia, operator of channel 9 in Adelaide and channel 4 in Sydney, bought the following programs: *The Greatest Show on Earth; the Phil Silvers Show; The Outer Limits; The Fugitive; Burke's Law; Redigo; The Breaking Point; East Side. West Side; Grindl; The Farmer's Daughter; The Glynis Johns Show; Hollywood Story; Wide World of Sports* and ABC News documentaries.

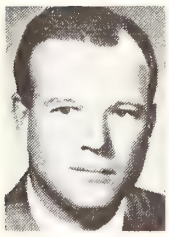
ABC International owns a small interest in News Ltd. of Australia. It has an association with 48 stations in 20 nations and serves primarily as a program and sales rep in the U. S.

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1

BROADCAST ADVERTISING


Mr. Cooper


Mr. Strock


Mr. Scannell

E. E. Cooper, C. L. Strock and **Thomas F. Scannell Jr.,** all former VP's at Klau-Van Pietersom-Dunlap, Milwaukee, last week announced formation of new agency there, Cooper, Strock & Scannell Inc., to provide complete marketing communication services. New Milwaukee agency's address is 757 N. Broadway; telephone: Broadway 6-4712. At same time Klau-Van Pietersom-Dunlap announced following promotions: **Ralph S. Cavan,** from associate creative director to VP; **G. Edward Heinecke,** from group manager to VP; **Robert W. Hora,** from executive art director to VP; **Daniel R. Makowski,** from group manager to VP; **Ray L. Pierson,** from controller to treasurer. Messrs. Heinecke, Makowski and Pierson fill posts vacated by Messrs. Cooper, Strock and Scannell, resigned.

Ronald G. Hoff and **Phillip L. Tomalin** elected VP's of Ogilvy, Benson & Mather, New York. Mr. Hoff, formerly with J. Walter Thompson, joined OBM in September 1960 and was appointed copy group head last February. Mr. Tomalin joined agency in 1956 as business manager of broadcast department. He was formerly with The Biow Co.

William D. Gargan Jr., manager of Kenyon & Eckhardt, Los Angeles, elected vice president.


Mr. Schwed

Warren W. Schwed, VP for public relations and merchandising services of Grey Adv., New York, elected president of agency's newly formed independent subsidiary firm, Grey Public Relations Inc., which becomes operative on July 1. Mr. Schwed has been with Grey since 1959 and earlier was with Carl Byoir & Associates, *Newsweek,* United Press.

Larry W. Scott, formerly a principal of Hill, Rogers, Mason and Scott, joins R. Jack Scott Inc., Chicago advertising and public relations agency, as executive VP and principal. Other new principals are **Thomas P. O'Connell** and **Lou Sargent.** Agency's new name is Scott and Scott Inc.


Mr. Matson


Mr. Tuzin


Mr. Harris

Kenneth A. Harris elected VP in charge of advertising; **Oliver F. Matson,** VP for sales, and **C. F. Tuzin,** VP in charge of operations, for Kitchens of Sara Lee (bakery), Deerfield, Ill. Mr. Harris, formerly of W. B. Doner and Earl Ludgin & Co., joined Sara Lee in 1954 and shortly thereafter was named director of advertising. Mr. Matson joined Lee in 1958 as sales manager from Ekco Products Co., Chicago. He was appointed national sales manager in 1962. Mr. Tuzin joined Lee in 1959 and was named director of operations last year.

Frank Regalado, broadcast media director, appointed director of media services for McCann-Erickson Inc., San Francisco. **Marion Monahan** appointed radio-TV director in that office.

John J. Poister elected senior VP for client services at Fuller & Smith & Ross, New York. **Peter F. M. Stewart** succeeds Mr. Poister as VP and group supervisor on Alcoa account. Mr. Stewart was previously account management group head at BBDO.


Mr. Armstrong

Victor Armstrong, senior VP and director Kenyon & Eckhardt, New York, resigns to become principal in Allen, Murden & Nystrom Inc., international public affairs and marketing consultants. Firm's name has been changed to Allen, Murden, Nystrom & Armstrong. Mr. Armstrong had been with K&E for nine years in Detroit and New York.

E. Christian Schoenleb, former brand manager with Pet Milk Co., joins Needham, Louis & Brorby, Chicago, as account executive. **Charles P. A. Frankenthal,** assistant account executive at NL&B, promoted to account executive.

H. P. Halpern, radio-TV director of

4-A's post 1963-64 roster of committee chairmen


Mr. Weaver


Mr. Miller


Miss Jones

Appointments of chairmen and vice - chairmen of 1963-64 committees of American Association of Advertising Agencies announced as follows: broadcast media — **Ruth Jones,** J. Walter Thompson Co., chairman, and **Louis J. Nelson,** Wade Adv., vice-chairman; television and radio administration—**David Miller,** Young & Rubicam, chairman, and **Hildred Sanders,** Honig-Cooper & Harrington and **Harold J. Saz,** Ted Bates & Co., vice-chairmen; broadcast policy — **Sylvester L. Weaver,** McCann-Erickson, chairman and **Richard A. R. Pinkham,** Ted Bates & Co., vice-chairman.

Client service—**Edward L. Bond Jr.,** Young & Rubicam, chairman and **Allen F. Flouton,** Compton Adv., vice-chairman; government, public educator relations—**Clint E. Frank,** Clinton E. Frank Inc., chairman and **Carl W. Nichols,** Cunningham & Walsh, vice-chairman; media policy—**William A. Marsteller,** Marsteller Inc., chairman and **William E. Chambers Jr.,** Foote, Cone & Belding, vice-chairman.

International advertising—**Lyle W. Funk,** BBDO, chairman and **Arthur A. Dron,** Gotham-Vladimir Adv., vice-chairman; research—**Donald W. Kanter,** Tatham-Laird, chairman and **William M. Weilbacher,** C. J. LaRoche & Co., vice-chairman; fiscal control—**William E. Hatch,** Ted Bates & Co., chairman and **John F. Whalley,** Needham, Louis & Brorby, vice-chairman.

Winius-Brandon Co., St. Louis advertising-public relations agency, appointed account executive. **George R. Bishop** to senior media director, and **Evelyn Langan** appointed radio-TV director.

Murray Hillman and **David Ricaud** elected senior VP's of McCann-Erickson, New York. Mr. Hillman, with company since 1954, is in charge of account planning and is member of board of management. Mr. Ricaud, who has been with M-E since 1953, has been appointed senior VP in charge of account services at home office.


Mr. Stetzer

Raymond Stetzer elected president of Revlon Research Center, newly formed subsidiary of Revlon for product development. Mr. Stetzer joined cosmetic firm as chief chemist in 1943 and was elected vice president in charge of research and development in 1955.

Robert M. Oksner, with McCann-Marschalk, joins Doherty, Clifford, Steers & Shenfield Inc., New York, as VP and group copy supervisor.

Marc Epstein, account supervisor at Ted Bates & Co., elected VP.

Ardath Wharton promoted to media buyer at North Adv., Chicago. Before joining agency year ago she was with Tatham-Laird there.

Alfred S. Moss, former senior vice president of Kastor, Hilton, Chesley, Clifford & Atherton, elected vice president in charge of client services for Friend-Reiss Adv., New York.


Mr. Waldman

Martin G. Waldman, account supervisor in radio-TV department of Young & Rubicam, New York, resigns to become president of Communication Planners Inc., his own public relations and communications counseling company. Mr. Waldman was supervisor on Borden, Procter & Gamble, General Cigar and Drackett accounts. Before joining Y&R in 1954, he was chief writer for television documentary unit of City of New York and producer-director for WNYC-TV New York.

E. G. Harness, manager of Procter & Gamble's toilet goods division, named manager of paper products division. Mr. Harness joined P&G's advertising department in 1940, was appointed manager of advertising department in soap products division in 1960 and manager of toilet goods division in 1962. He succeeds **H. S. Cole,** VP, paper products division, who has announced retirement effective July 31. **M. P. Link,** manager of advertising department in household soap products division, named to succeed Mr. Harness as manager of toilet goods division. **E. H. Lotspeich,** brand promotion manager of household soap products division, becomes manager of advertising department in same division.

Edward Hutshing, former account executive and PR director at KSV&R, joins Rogers & Cowan, New York public relations firm, as special executive on Four Star Television account.

Derrell Childs, a certified public account and former partner in Dallas-based accounting firm of Holloway and Childs, joins Jack Wyatt Co., Dallas and New York advertising and public relations firm, as comptroller and business manager.

Leland D. Breckenridge and **Benjamin S. De Young** appointed product managers in toilet articles division of Colgate-Palmolive Co., New York. Mr. Breckenridge, formerly assistant product manager in Colgate Dental Cream group, joined company in November 1962. Mr. De Young was assistant manager on Lustre-Creme products.

David Horn, copywriter with Benton & Bowles Ltd., London, joins Kudner Agency, New York, in similar capacity.

Harold E. Ballmann, in media department of BBDO, Los Angeles, elevated to media director in that office.

NCTA elects full complement of directors

The following persons were named to board of directors of National Community Television Association at organization's 12th annual convention June 12 in Seattle.

Elected to 3-year terms:

George J. Barco, Meadville Master Antenna Inc., Meadville, Pa.; **Benjamin J. Conroy Jr.,** Uvalde TV Cable Corp., Uvalde, Tex., retiring NCTA secretary; **Douglas B. Danser,** General Television Systems Inc., Naples, Fla.; **Bruce Merrill,** Antennavision Inc., Phoenix, Ariz.; **J. Leonard Reinsch,** Miami Valley Broadcasting Inc., and executive director of Cox broadcasting stations, Atlanta, Ga.; **Franklin R. Valentine Jr.,** CAS Management Co., Dallas, Tex.; **Ralph L. Weir Jr.,** Junction City Television Inc., Junction City, Kan.

Elected to 2-year term:

Harold Harkins, Belington TV Cable Corp., Webster Springs, W.Va.

Elected to 1-year terms:

Charles W. Fribley Jr., Corning Community TV Corp., Corning, N. Y.; and **William R. Maginnis,** Yreka Television Co., Yreka, Calif.

Fred J. Stevenson, president of Rogers TV Cable Inc., Rogers, Ark., was elected NCTA chairman (FATES & FORTUNES, June 17).

THE MEDIA


Mr. Fitzpatrick

Horace S. Fitzpatrick, VP-general manager of WSLS-TV Roanoke, elected president of Virginia Association of Broadcasters, succeeding **Hamilton Shea,** president-general manager of WSVA-AM-FM-TV Harrisonburg, who moves to association's board of directors. Other officers elected are **Arthur M. Gates,** WYVE Wytheville, VP; and **Robert Lambe,** WTAR-AM-FM-TV Norfolk, secretary-treasurer.

John A. de Waal, with CBS-TV network sales in Chicago, transfers to TV

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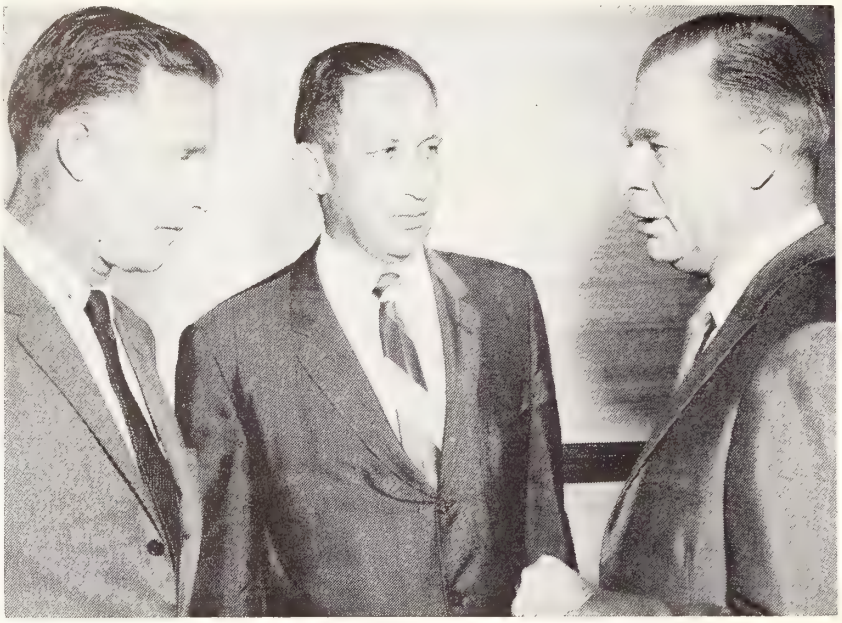
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ATAS's New York chapter shows no favoritism

Agency executive, producer and newsman are represented in newly-elected officers of the New York chapter of the National Academy of Television Arts and Sciences. (L-r): **Richard A. R. Pinkham,** Ted Bates & Co., ATAS chapter's second VP; **Royal E. Blakeman,** Telecast Enterprises (*I've Got a Secret* and *The Merv Griffin Show*), ATAS chapter's president, and **Ron Cochran** with ABC News, elected first VP.

network's sales division in New York as account executive.


Mr. Brestoff

Phil Brestoff, general sales manager of KABC-AM-FM Los Angeles, elected vice president and general sales manager of KBLA Burbank, Calif.

Jack A. Graham, general manager of KGUD-AM-FM Santa Barbara, Calif., resigns to become VP and office manager of San Francisco branch of J. A. Lucas Co., radio sales representative organization.


Mr. Brew

James (Ted) Brew, radio account executive with Adam Young Inc., elected VP of Connecticut - New York Broadcasters Inc., owner of WIIC-AM-TV and WJZZ(FM) Bridgeport, Conn. Mr. Brew, who will make his headquarters in New York, is former media supervisor in charge of network department at BBDO, New York.

Paul Goldstein appointed account executive at WMAL-AM-FM Washington.

Arch L. Madsen, president of KSL-AM-FM-TV Salt Lake City, elected to board of directors and appointed assistant to president of Queen City Broadcasting Co., licensee of KIRO-AM-FM-TV Seattle, Wash.

Dale W. Stevens named manager of Robert E. Eastman & Co.'s Chicago office. Mr. Stevens has been with Eastman since 1959.

Doug Zink appointed operations manager of WIRE Indianapolis, Ind. **Mike Ahern** named WIRE news supervisor and sports director.


Mr. Buschgen

William C. Buschgen, in sales and research with NBC for 25 years and most recently with NBC Radio Spot Sales in Chicago, appointed Chicago sales manager of Broadcast Time Sales Inc., national radio sales representatives.

Martin E. Goldberg, director of research for H-R Television Inc. and H-R Representatives for past seven years, elected VP. Mr. Goldberg will continue as research director of two firms while assuming research responsibilities for H-R Facts, companies' new electronic data processing division.

Bill McCreary, host of *Night Beat* program on WWRL New York, assumes added duties as night program manager.

Roland W. Horn, formerly of WERA Plainfield, N. J., joins New York sales staff of McGavren-Guild Co., radio-TV sales representatives.


Mr. Grant

William Grant, formerly president and general manager of KOA-AM-FM-TV Denver, elected board chairman of Metropolitan Television Co., licensee of KOA-AM-FM-TV and KOAA-TV Pueblo, Colo. Mr. Grant succeeds **Thomas Campbell,** who resigned as chairman but will remain as board member. **Quigg Newton** was elected to company's board of directors. **Ralph Radetsky,** recently named MTC president and general manager, will remain in that capacity.


Mr. Doscher

John W. Doscher, eastern sales manager of Metro Broadcast Sales, New York, for past two years, appointed national sales manager of WLBW-TV (ch. 10) Miami, with headquarters in New York. Prior positions held by Mr. Doscher were with Television Advertising Representatives (TVAR), where he was an account executive from 1959-61, and with John Blair & Co., radio sales.

Russell W. McCorkle appointed to

EIA returns Horne


Mr. Horne

Charles F. Horne, president of General Dynamics / Pomona, Pomona, Calif., re-elected president of Electronic Industries Association in Chicago Thursday at close of annual convention. **James D. Secrest** was re-elected executive VP and secretary and **Leslie F. Muter,** Muter Co., continues as EIA treasurer. EIA post of senior VP continues open following resignation of **Robert S. Bell,** Packard-Bell Co., who also was VP of EIA consumer products division. **M. W. Kraemer,** Sylvania Electronic Products, was elected VP of EIA tube division.

EIA Medal of Honor was presented to **L. Berkley Davis,** vice president of General Electric Co. and general manager of GE's electronic components division at Owensboro, Ky.

newly created post of assistant controller for Group W, Westinghouse Broadcasting Co., New York.

Robert R. Pauley, president of ABC Radio, appointed co-chairman of radio-TV division for 1963 fund-raising drive of Visiting Nurse Service of New York.

Warren Anderson, formerly of KVIL Dallas, joins announcing staff of WFAA-AM-FM Dallas-Fort Worth, Tex.

Richard J. Cassidy, formerly of ABC, elected treasurer of John J. Henderson & Associates, New York research firm. Mr. Cassidy succeeds **Frederick C. Kendall.**

Ben D. Kiningham joins sales staff of WINI Murphysboro, Ill.


Mr. Fallon

William K. Fallon, radio sales representative with The Katz Agency for past four years, joins midwest sales division of Mutual Broadcasting System, Chicago, as account executive.

Ken Fairchild, news director of KTRH Houston, appointed director of public affairs. **Jim Criswell,** formerly of editorial staff of *Houston Post,* joins KTRH as news director.

Bruce J. Bloom appointed director of educational community relations for WHYY-TV (ch. 35) Philadelphia.

Charles L. Hinshaw, account executive at KREM-TV Spokane, appointed executive director of Washington State Republican Finance Committee. He succeeds **Calvin H. Douglas** of Seattle, who resigned to join Franklin Institute in Philadelphia.

Larry K. Justice, former music director and air personality at WPGC-AM-FM Morningside-Oakland, Md., joins WIBG-AM-FM Philadelphia as production director and air personality. Mr. Justice replaces **John Mahan,** who resigned to join Epic Records.


Mr. Garten

C. Tom Garten, VP and general manager of WSAZ-TV Huntington, W. Va., elected president of Huntington Chamber of Commerce. Mr. Garten, former president and secretary of West Virginia Broadcasters Association, began his career with WSAZ in 1946.

Diane Halbert, staff writer for BROADCASTING Magazine since 1960, joins WNEW New York as assistant publicity director.

George Sachs, research director of *Family Circle* Magazine, elected president of Media Research Directors Association for 1963-64 term. Mr. Sachs succeeds **Teresa Cohalan,** *American Home,* as president.

Joe Agnello joins directorial staff of KHJ-TV Los Angeles.

Richard Stokvis, student at Syracuse University, joins staff of KDKA-AM-FM Pittsburgh under provisions of Westinghouse Broadcasting Co.'s on-the-job training program.


Mr. Stillwagon

Tommy R. Stillwagon, general manager of WHOL Allentown, Pa., joins WFBG-AM-FM Altoona, Pa., in newly created position of assistant to general manager in charge of operations for the station.

Robert L. Strickling, former Phoenix branch manager for U. S. Leasing Corp. and previously with Forjoe & Co. and The Bolling Co. in Los Angeles, joins sales staff of KGLM Avalon (Catalina) and KBIG(FM) Los Angeles, both California.

Ivan Ladizinsky and **Frank Maguire** appointed co-producers of *Flair Reports,* to begin July 1 on ABC Radio.

Bernie Carey, formerly of KATU-TV Portland, Ore., appointed to newly created post of production supervisor at KIRO-TV Seattle.

Jean Vetter joins traffic department of KLAC-AM-FM Los Angeles.

INTERNATIONAL

Gary Kay appointed assistant program manager of ABC International Television Inc., the worldwide subsidiary of American Broadcasting-Para-

WSAAA elects Bowes

Charles Bowes, president of Charles Bowes Adv., Los Angeles, elected president of Western States Advertising Agencies Association for 1963-64, succeeding **Marvin Cantz,** who becomes board chairman. Other WSAAA officers elected are **Robert C. Frojen,** Robert C. Frojen & Associates, first VP; **Kay Inouye,** Kay-Christopher Adv., second VP; and **James De Santis,** James De Santis Adv., secretary-treasurer. Members of WSAAA board of directors are **Macy Baum, Dick Getz, Clifford Gill, Don Jenner, Paul Mitchell,** and **Ted Neale Jr.**



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AFA returns Head to chairmanship for 2d term


Mr. Head

George W. Head, advertising and sales promotion manager of National Cash Register Co., Dayton, Ohio, re-elected to second term as chairman of Advertising Federation of America last week at federation's 59th annual convention in Atlanta. Other newly elected officers are **Dr. Melvin S. Hattwick,** Continental Oil Co., Houston, first vice chairman; **Lee Fondren,** station manager of KLZ Denver, second vice chairman; **Harriet Raymond,** Celanese Plastics Co., New York, secretary; and **Samuel Thurm,** Lever Brothers Co., New York, treasurer. Elected VP's were **William K. Beard,** Associated Business Publications, New York (representing affiliated associations), and **Charles Farran,** The Griswold-Eshleman Co., Cleveland (representing AFA company members).

Irene D. Clough, assistant special events director for *Philadelphia Bulletin,* was elected chairman of Council on Women's Advertising Clubs. **William W. Knight,** president of Knight Adv., Columbus, Ohio, was re-elected chairman of federation's Council on Advertising Clubs (men), and **Donald A. MacDonald,** *The Wall Street Journal,* and **Gerald T. Connors,** Weyerhaeuser Co., were re-elected vice chairmen of council. By holding these offices, Miss Clough and Messrs. Knight, MacDonald and Connors automatically become VP's of AFA.

Wilbur G. Kurtz Jr., of the Coca-Cola Co., Atlanta, was elected to one-year term as chairman of AFA council of district managers, a newly created position. Simultaneously, Mr. Kurtz was elected to executive committee of the federation's board of directors.

mount Theatres, which is associated with 48 radio-TV stations outside the U. S.

Ray Arsenault, former producer at CFTO-TV Toronto, appointed director of broadcast services for Breithaupt, Milson & Benson Co., Toronto advertising agency.

George Davies, operations manager of CKGM Montreal, appointed manager of sound division of Maisonneuve Consulting Co., that city, a subsidiary of corporate owner of CKGM, established to do syndication and production of Canadian-content radio programs.

Peter Lord, sports producer with BBC West Region for past four years, appointed to BBC's Australian-New Zealand office in Sydney to help provide TV services with facilities and program material. Mr. Lord will also assist in sales of select programs to Australia and New Zealand under guidance of BBC Enterprises in London.


Mr. Fleck

Robert I. Fleck, television producer for automotive, packaged goods and institutional accounts, appointed radio-television director of BBDO of Canada Ltd., Toronto.

Harry Friedman, VP in charge of European operations for Music Corp. of America, resigns to become VP of Ashley-Steiner-Famous Artists, international talent agency, with headquarters in London. Mr. Friedman, a 21-year veteran of MCA, will function as key coordinator for agency's clients in England and European continent.

PROGRAMING


Mr. Oken

Murray Oken, eastern division manager of Trans-Lux Television Corp., New York, appointed to newly created post of national sales manager for company, a distributor of syndicated programs and feature motion pictures for television. Mr. Oken joined Trans-Lux in 1957 as manager of its midwestern region office. He subsequently became western division manager and several years later, eastern manager.

Steve Shagan, formerly of Charles Schlaifer Agency, assigned to Universal Pictures account, joins Llenroc Productions as executive assistant to Mel Shavelson, producer.

Stanley R. Jaffe appointed to newly created post of executive assistant to Thomas D. Tannenbaum, VP in charge of TV production and packaging for Seven Arts Associated Corp. Mr. Jaffe, who has been with Seven Arts for past year, will operate out of company's New York office, coordinating TV producing organization with networks and advertising agencies.

Rudy J. Vlasak, technical operations manager of Graff, Reiner and Smith Associates, appointed supervising engineer for technical operations of Theatre-Vision Color Corp., Beverly Hills, Calif.

Leonard Freeman, film and TV producer-writer, has been signed by MGM-TV to develop properties, create his own shows and write for current series.

NEWS

Marvin Conrad, formerly of KRDO Colorado Springs, named news director of KIXL Dallas. He succeeds **Clate Holm,** who moves to station's local sales staff as account executive.


Mr. Neal

Bruce Neal, assistant news director of KXOL Fort Worth, elected president of Texas Associated Press Broadcasters Association. Mr. Neal, member of KXOL news staff for six years, has served as secretary-treasurer of association for past two years.

Richard Bradley joins news staff of WSOC-TV Charlotte, N. C.

Warren Herring, membership and public relations director of Greater Chattanooga Chamber of Commerce, joins news staff of WRCB-TV, that city.


Mr. Fouhy


Mr. Mires

Edward M. Fouhy, news director of WBZ-AM-FM Boston, appointed news director of WBZ-TV. **Ronald E. Mires,** director of news and public affairs for WHAM Rochester, N. Y., joins Westinghouse's Boston outlet as radio news director, replacing Mr. Fouhy. Mr. Mires is former news director and assistant manager of WTTH Port Huron, Mich. Mr. Fouhy joined Westinghouse in June 1959 as TV news editor. Shortly thereafter he moved to WBZ radio news department, was promoted to news supervisor in November 1960, and named radio news director last July.

Paul Udell, newsman at KNX Los Angeles for past four years, joins news staff of KNXT(TV), that city, as field reporter. Both stations are CBS-owned.

William C. Matney Jr., with *Detroit News* for past two years and before that managing editor of Detroit's *Michigan Chronicle* for ten years, joins Chicago staff of NBC News as reporter-newscaster on WNBQ(TV) and WMAQ there.

EQUIPMENT & ENGINEERING

Frank B. Sobieralski elected VP in charge of administration and business development for CBS laboratories division. For past four years he was partner of Cresap, McCormick and Paget, New York, management consultants.

David E. Daly appointed manager of advanced product planning for RCA Sales Corporation. Mr. Daly, an RCA field representative in southwestern and southeastern regions for past ten years, succeeds **Allan Buxton Mills,** who has retired after 40 years with RCA's home instrument activities.

Irving Koss, general manager of E. F. Johnson Co., Waseca, Minn., electronics manufacturer, elected VP.


Mr. Graham

J. F. Graham, formerly of Page Communications Inc., joins Erco Radio Laboratories, Garden City, L. I., N. Y., designers and manufacturers of radio communications equipment, as director of marketing.

Lawrence W. King, former general sales manager for Transitron, appointed marketing manager for National Transistor, subsidiary of International Telephone & Telegraph Corp., Lawrence, Mass. He will be responsible for all sales and marketing activities of company.

Karl R. Wuensch named manufacturing manager for electronics products division of Corning Glass Works, Raleigh, N. C. He is succeeded by **William F. Neuman,** manager of Corning plant in Greencastle, Pa. In other divisional appointments, **Norman M. Edelson** was named manager of product process development for micro-circuts.

WBA elects Rosenthal

Jack Rosenthal, general manager of KBBS Buffalo, KRAL Rawlins and KASL Newcastle, elected president of Wyoming Broadcasters Association at annual meeting last week in Torrington. Other officers elected are **Kermit G. Kath,** KGOS Torrington, VP; **Tony Kehl,** KVOW Riverton, treasurer; and **Bill Thompson,** KWYO Sheridan, secretary. New directors are **Merlyn J. Hedin,** KPOW Powell, and **Larry Birleffi,** KFBC Cheyenne. At meeting of Wyoming Associated Press Broadcasters Association, held in conjunction with WBA, **Leo Morris,** president and general manager of KVWO-AM-FM Cheyenne, was elected president, and **Bob Leeright,** AP's Cheyenne correspondent, was re-elected secretary.

ALLIED FIELDS


Mr. Surrick

John E. Surrick, manager of WPEN-FM Philadelphia, resigns to form his own radio-TV station brokerage firm, Surrick Associates, with headquarters in Philadelphia. Mr. Surrick had been development manager and later national sales manager for Consolidated Sun Ray Stations when company owned WSAI Cincinnati and WALT Tampa, Fla. He previously was sales director of WFIL-AM-TV Philadelphia and general manager of WFBR Baltimore.

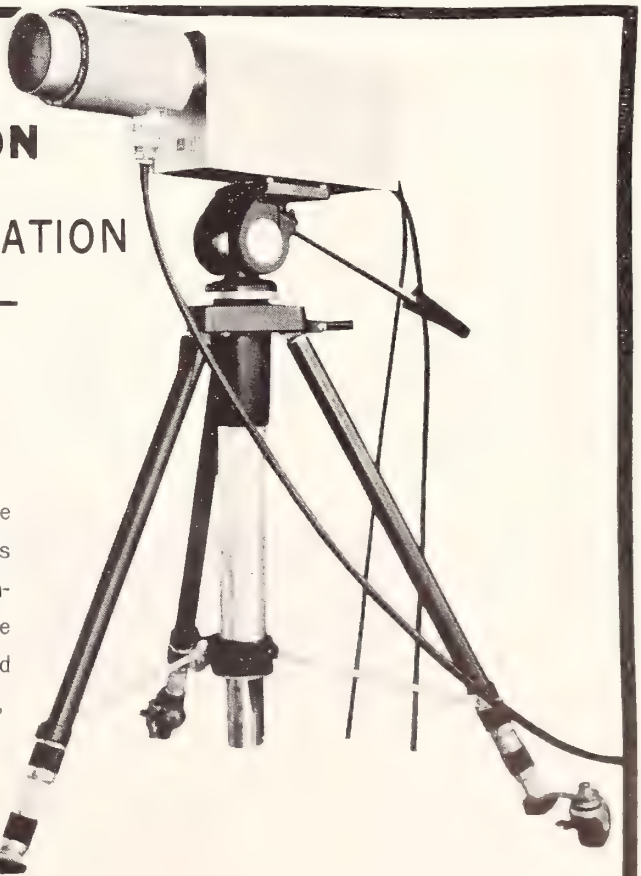
Ken R. Dyke elected senior VP of Smith, Dingwall Associates, executive recruiting firm, New York. Mr. Dyke was formerly VP and assistant to president of Young & Rubicam; administrative VP in charge of programs at NBC; and advertising director of Colgate-Palmolive Co.

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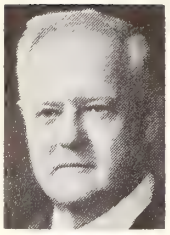
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DEATHS


Mr. Ridder

Victor Frank Ridder, 77, head of Ridder chain of newspapers and broadcast stations, died June 14 of heart attack at his home in New York City. Ridder stations are WDSM-AM-TV Superior, Wis.-Duluth, Minn., 26.5% of WCCO-AM-TV Minneapolis-St. Paul, and KSDN Aberdeen, S. D. Ridder newspapers include *New York Journal of Commerce, St. Paul Pioneer Press* and *Dispatch, Duluth Herald* and *News Tribune.*

Willard Van der Veer, 68, veteran cameraman, died June 16 of heart attack. Beginning his career at 18 in Vitagraph era, he was a battle photographer for Army Signal Corps. in World War I and subsequently was official cinematographer for arctic and antarctic expeditions headed by Admiral Richard E. Byrd. Mr. Van der Veer worked for both Paramount and Pathe Newsreels on assignments in all parts of world. In recent years he had been director of photography for television division of Warner Brothers.

Mark Larkin, 74, veteran publicist of Hollywood and New York, died June 13 following heart attack. Mr. Larkin was associated with Duane Jones for number of years and also operated his own PR agency both there and in Hollywood.

Alice Friberg, women's director of WCYB-AM-TV Bristol, Va., died June 20 after long illness. She was widely known for series on cancer, *The Great Detection,* which has appeared on stations in all parts of U. S. and Canada. Miss Friberg had undergone cancer operation in 1960.


Mr. McCarthy

Cal J. McCarthy, 80, retired executive VP and treasurer of Ruthrauff & Ryan (now Erwin Wasey, Ruthrauff & Ryan), New York, where he helped develop original B.O. (body odor) theme for Lever Brothers' Lifebuoy soap, died June 15 of cerebral hemorrhage at his Trumbull, Conn., home. It was in early 1930's, when many businesses were going bankrupt, that Mr. McCarthy helped coin B.O. theme. He initiated Al Jolson radio show, with Lifebuoy as sponsor, and Edward G. Robinson show sponsored by Rinso.

Arleth Boyd Haeberle, director of women's activities and on-the-air personality at WCCO-TV Minneapolis-St. Paul, died June 12 after a short illness.

AFTRA adds nine to board

Nine members of Los Angeles chapter of American Federation of Television and Radio Artists have been elected to national AFTRA board of directors. They are **Les Tremayne, Lyle Talbot, Harry Von Zell, Jay Jostyn, Willard Waterman, Ralph Moody, Gene Lanham, Joe Yocum,** and **Forrest Lewis.** The nine were elected for three-year terms and will take office at national AFTRA convention to be held in Los Angeles starting July 10.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING June 13 through June 19 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw.—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New TV stations

ACTION BY FCC

***Bowling Green, Ohio—Bowling Green State University.** Granted CP for new TV on UHF channel 70 (806-812 mc); ERP 10.1 kw vis., 5.5 kw aur. Ant. height above average terrain 117 feet, above ground 157 feet. Estimated construction cost $74,070; first year operating cost $26,950. P. O. address c/o Ralph G. Harshman, president Bowling Green. Geographic coordinates 41° 22′ 33″ N. Lat., 83° 38′ 28″ W. Long. Type trans. RCA TTU-1B, type ant. RCA. Studio and trans. location both Bowling Green. Consulting engineer Robert F. Kissinger, Bowling Green. Principals: **board of trustees.** Applicant owns *WBGU(FM). Action June 14.

APPLICATIONS

Wilmington, Del.—Rollins Broadcasting Inc. UHF channel 83 (884-890 mc); ERP 280 kw vis., 157.6 kw aur. Ant. height above average terrain 334.4 feet, above ground 285 feet. P. O. address c/o O. Wayne Rollins, 414 French Street, Wilmington. Estimated construction cost $600,100; first year operating cost $360,000; revenue $350,000. Studio and trans. locations both Wilmington. Geographic coordinates 39° 48′ 12″ N. Lat., 75° 37′ 42″ W. Long. Type trans. RCA TTU-12A, type ant. RCA TFU-52H. Legal counsel Cohn & Marks, Washington; consulting engineer G. R. Chambers, Wilmington. Principals: **O. Wayne Rollins** and **John W. Rollins** (66 ⅔% and 33 ⅓% respectively). Applicant owns WGEE Indianapolis, WBEE Chicago, WAMS Wilmington, WJWL Georgetown, Del., WPTZ(TV) Plattsburgh, N. Y., WEAR(TV) Pensacola, Fla., WRAP Norfolk, Va., and WNJR Newark. Ann. June 17.

Miami—Community Broadcasting Corp. VHF channel 7 (174-180 mc); ERP 316 kw vis., 158 kw aur. Ant. height above average terrain 955 feet, above ground 994 feet. P. O. address c/o Tally Embry, 1714 First National Bank Building, Miami 32. Estimated construction cost $1,061,124; first year operating cost $2,416,000; revenue $3,661,600. Studio location undetermined, trans. location Hollywood, Fla. Geographic coordinates 52° 57′ 59″ N. Lat., 80° 12′ 58″ W. Long. Type trans. RCA TT-50AH, type ant. RCA TF-12BH. Legal counsel Miller & Schroeder, consulting engineer John H. Mullaney & Associates, both Washington. Principals: **Talton H. Embry Jr., Harold E. Kendall Sr., Robert Uricho Jr., John H. McGeary Jr., Guy B. Bailey, Fred H. Billups, James J. Griffitts, Herbert H. Johnson, William F. Koch Jr., W. Allen Markham, James F. McKillips Jr.** and **Clifford Russell** (each 8 ⅓%). Each stockholder will donate approximately .25% to future employes of station if application is granted. All principals are Florida businessmen. Ann. June 14.

***Akron, Ohio—University of Akron.** UHF channel 55 (716-722 mc); ERP 4.9 kw vis. 2.95 kw aur. Ant. height above average terrain 147 feet, above ground 126 feet. P. O. address c/o Norman P. Auburn, 302 East Buchtel Avenue. Estimated construction cost $76,073; first year operating cost $30,000. Trans. and studio locations both Akron. Geographic coordinates 41° 04′ 34″ N. Lat., 81° 30′ 38″ W. Long. Type trans. RCA TTU-1B, type ant. RCA TFU-6B. Legal counsel Loucks & Jansky, Washington.

EDWIN TORNBERG
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E T

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Phone: ME 8-1022

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, June 19

	ON AIR Lic.	ON AIR Cps.	NOT ON AIR Cps.	TOTAL APPLICATIONS for new stations
AM	3,803	51	140	365
FM	1,088	29	94	191
TV	519	59	85	124

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, June 19

	VHF	UHF	TOTAL TV
Commercial	486	92	578
Non-commercial	47	21	68[1]

COMMERCIAL STATION BOXSCORE

Compiled by BROADCASTING, May 31

	AM	FM	TV
Licensed (all on air)	3,801	1,088	518
Cps on air (new stations)	53	29	60
Cps not on air (new stations)	130	91	85
Total authorized stations	3,984	1,208	663
Applications for new stations (not in hearing)	223	181	67
Applications for new stations (in hearing)	151	13	54
Total applications for new stations	374	194	121
Applications for major changes (not in hearing)	255	92	46
Applications for major changes (in hearing)	50	3	7
Total applications for major changes	305	95	53
Licenses deleted	0	0	0
Cps deleted	0	2	2

[1]Includes 3 stations operating on unreserved channels

consulting engineer Kenneth F. Sibila, University of Akron. Principals: **university board.** Ann. June 12.

New AM stations

ACTIONS BY FCC

Trumann, Ark.—Adrian L. White. Granted CP for new AM on 1530 kc, 250 w-D; condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. P. O. address Box 250, Pocahontas, Ark. Estimated construction cost $14,406; first year operating cost $40,000; revenue $50,000. Mr. White, sole owner, is part owner of KPOC Pocahontas. Action June 12.

Mount Holly, N. J.—Mt. Holly-Burlington Broadcasting Co. Granted CP for new AM on 1460 kc, 5 kw-D, DA; conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. P. O. address 321 Summer Avenue, Newark 4, N. J. Estimated construction cost $64,818; first year operating cost $80,000; revenue $95,000. **John J. Farina,** sole owner, is employed by NBC. May 2, 1962, initial decision looked toward denying application. Action June 12.

Pompton Lakes, N. J.—Upper Passaic County Radio. Granted CP for new AM on 1500 kc, 500 w-D, DA; conditions and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. P. O. address c/o Robert A. Kerr, Newfoundland, N. J. Estimated construction cost $33,261; first year operating cost $55,000; revenue $70,000. **Robert A.** and **Joan Brooks Kerr** are joint owners. Mr. Kerr is majority owner of home entertainment and research firm; Mrs. Kerr is housewife. Action June 12.

Huron, S. D.—Central South Dakota Broadcasting Co. Granted CP for new AM on 1530 kc, 1 kw-D; remote control permitted; conditions. P. O. address Box 831. Huron. Estimated construction cost $19,330; first year operating cost $45,000; revenue $45,000. Principals: **M. Tracy Gitchell** (66%), **Dwight Coursey** (24%) and **Mary Coursey** (1%); 9% unsubscribed. Mr. Gitchell is theater manager; Mr. Coursey owns gift shop; Mrs. Coursey employed by clothing firm. Action June 18.

Alamo Heights, Tex.—National Enterprises Inc. Granted CP for new AM on 1110 kc, 1 kw-D; condition. P. O. address Box 6628, Alamo Heights 9. Estimated construction cost $30,500; first year operating cost $40,000; revenue $60,000. Principals: **Samuel N. Morris** (84.5%), **Roy L. Morris** (10%) and others. Dr. S. N. Morris is minister; R. L. Morris is farmer. Action June 18.

Renton, Wash.—Washington Broadcasting Co. Granted CP for new AM on 1420 kc, 500 w-D, DA; conditions including pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419, and program tests not to be authorized until permittee has submitted evidence to prove Messrs. Wray and Pounder have severed connections with KIXI Seattle. P. O. address Box 216, Renton. Estimated construction cost $6,700; first year operating cost $60,300; revenue $78,000. Principals: **Stephen C. Wray** and **Raymond H. Pounder** (each 50%). Messrs. Wray and Pounder both presently work for KIXI. Action June 12.

Port Washington, Wis.—Great Lakes Broadcasting Corp. Granted CP for new AM on 1560 kc, 250 w-D, DA; conditions and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. P. O. address 3514 North Oakland Avenue, Port Washington. Estimated construction cost $33,877; first year operating cost $38,000; revenue $52,000. Principals: **Harvey J. Kitz** and **Harold R. Murphy** (each 50%). Messrs. Kitz and Murphy both have interest in printing firm; Mr. Murphy is part owner of WIGM Medford and WDUZ Green Bay, both Wisconsin. Action June 12.

APPLICATION

Montpelier, Idaho—Glacus G. Merrill. 1400 kc, 250 w. P. O. address Box 1526, Clarksburg, W. Va. Estimated construction cost $13,700; first year operating cost $21,000; revenue $24,000. Mr. Merrill, sole owner, has CP for new AM in Keyser, W. Va., and is 26.6% owner of WHAR Clarksburg, W. Va. Ann. June 12.

Existing AM stations

ACTION BY FCC

KLOK San Jose, Calif.—Waived Sec. 1.351 of rules and granted increased nighttime power on 1170 kc, DA-2, from 1 kw to 5 kw, continued daytime operation with 10 kw; conditions. Action June 19.

APPLICATIONS

WSLC Clermont, Fla.—Mod. of license to change hours of operation from unl. to SH: Monday to Saturday: 5:45 a.m. to 6:30 p.m.; Sunday: 8 a.m. to 6:30 p.m. Ann. June 18.

WROL Fountain City, Tenn.—CP to increase daytime power from 250 w to 1 kw, install new trans. and change station location to Knoxville. Ann. June 12.

WCWC Ripon, Wis.—CP to change hours of operation from daytime to unl., using power of 5 kw, make change in ant. system (add two towers) and change from DA-D to DA-2. Ann. June 13.

New FM stations

ACTIONS BY FCC

Montgomery, Ala.—WAJM Inc. Granted CP for new FM on 103.3 mc, channel 277, 29.1 kw. Ant. height above average terrain 210 feet. P. O. address Sebie Smith, 107 South Lawrence Street, Montgomery. Estimated construction cost $42,800; first year operating cost $25,000; revenue $30,000. Principals **Sebie Smith, James R. Young** and **Fred Wright** (each 33 ⅓%). Mr. Smith is minority owner of WSFA-AM-FM Montgomery and is vp of WAJM(FM) Montgomery, equipment of which applicant plans to purchase. Comr. Cox concurred. Action June 19.

Great Falls, Mont.—Pat M. Goodover. Granted CP for new FM on 106.3 mc, 3 kw. Ant. height above average terrain 16 feet. P. O. address Box 2072, Great Falls. Estimated construction cost $15,285; first year operating cost $12,000; revenue $18,000. Mr. Goodover, sole owner, also owns KARR Great Falls. Comr. Cox abstained from voting. Action June 12.

APPLICATIONS

***Brookville, N. Y.—C. W. Post College of Long Island University.** 88.1 mc, channel 201, 125 w. Ant. height above average terrain 187 feet. P. O. address c/o Doctor Herbert H. Coston, Greenvale, N. Y. Estimated construction cost $15,028; first year operating cost $1,800. Principals: **board of directors.** Ann. June 13.

***Canton, N. Y.—St. Lawrence University.** 89.5 mc, channel 208, 8 kw. Ant. height above average terrain 76 feet. P. O. address Canton. Estimated construction cost $19,645; first year operating cost $3,500. Principals: **board of trustees.** Ann. June 14.

Ownership changes

ACTIONS BY FCC

WKMF Flint, Mich.—Granted assignment of license from **Nellie M. Knorr,** executrix of estate of Frederich A. Knorr (55.419%), deceased, and others, d/b as **Knorr Broadcasting Corp.,** to **John J. Carroll** (450 shares) and **Waldo E. McNaught, Robert J. MacDonald** and **Bernard W. Crandell** (each 50 shares), tr/as **Carroll Broadcasting Co.** (600 shares issued). Consideration $250,000. Mr. Carroll is minority stockholder in assignor; Mr. McNaught is pr man; Mr. MacDonald is lawyer; Mr. Crandell is public relations man. Action of June 14.

KENO Las Vegas—Granted assignment of license from **Matthew H. Ross** and **Iris S. Heller,** executors of estate of William D. Heller (30%), deceased, **Sam Novick** (30%), **Maxwell Hurst** (30%), and **Marion Hurst** (10%), d/b as **Paradise Broadcasting Inc.,** to **M. D. Buchen** (36%), **Gerald F. Hicks** (23%) and others, tr/as **VRA Enterprises Inc.** Consideration $275,000. Mr. Buchen is part owner of KNEZ Lompoc and KAVR Apple Valley, both California, and general manager of KRKD Los Angeles; Mr. Hicks is part owner of KNEZ. Action June 19.

KLAS Las Vegas—Granted assignment of license from **Paul C. Schafer** (100%), d/b as **Radio KLAS Inc.,** to **Harry Wallerstein** (100% in receivership). No financial consideration involved. Action June 17.

KAVE-AM-TV Carlsbad, N. M.—Granted transfer of control of licensee corporation **Voice of Caverns Inc.,** from **Lucile R. Talbott,** executrix of estate of Edward P. Talbott (51%), deceased, and others to **John Deme** (96%) and others, d/b as **KAVE Inc.** Consideration $168,000. Mr. Deme owns WINF-AM-FM Manchester, Conn. Action June 19.

WNBE-TV New Bern, N. C.—Granted transfer of negative control of permittee corporation, **Piedmont TV Corp.,** from

Nathan Frank (100% before transfer, 50% after) to **Thomsland Inc.** (50%), owned by **Harold H.** and **Meredith S. Thoms** (each 50%). Consideration $60,000. Messrs. Thoms are both 33⅓% owners of WISE-TV Asheville, WKLM Wilmington and WAYS Charlotte, all North Carolina, and WEAM Arlington, Va. Action June 19.

WTLK Taylorsville, N. C.—Granted assignment of license from **Robert B. Brown** (100%) to Mr. Brown (100%) tr/as **Center Broadcasting Co.** No financial consideration involved. Action June 18

APPLICATIONS

WALA-AM-TV Mobile, Ala.—Seeks transfer of control of voting rights of licensee corporation, **Pape Television Inc.**, from **W. O. Pape** (100%) to **Delphine C. Pape, Marion R. Vickers, Thomas E. Twitty Jr.** and **Thomas H. Wall**, voting trustees. No financial consideration involved. Ann. June 14.

KKOK Lompoc, Calif.—Seeks relinquishment of negative control of permittee corporation, **Southland Broadcasting Co.**, by **Paul C. Masterson** and **Aubrey H. Ison** (each 50%) to Messrs. Masterson and Ison (each 37.328%) and **Rod F. Farrell** (25.344%). Consideration $12,670. Mr. Farrell is announcer at KPOL Los Angeles. Ann. June 14.

KBIG(FM) Los Angeles—Seeks transfer of control of licensee corporation, **KBIQ Inc.**, subsidiary of **John Poole Broadcasting Inc.**, from **John H. Poole** as individual to Mr. Poole as individual and as guardian. No financial consideration involved. Ann June 17.

KGLM Santa Catalina Island, Calif.—Seeks transfer of control of licensee corporation, **John Poole Broadcasting Inc.**, from **John H. Poole** as individual to Mr. Poole as individual and guardian. No financial consideration involved. Ann. June 17.

KTRG Honolulu—Seeks assignment of license from **Ala Mona Broadcasting Inc.** to **Hawaiian Paradise Park Corp.**, parent corporation of Ala Mona. No financial consideration involved. Ann. June 14.

KIFI Idaho Falls, Idaho—Seeks assignment of license from **J. Robb, James M., Governor J. H.**, and **Mary J. Brady** and **Rose A. Brady Keller** (each 20%), d/b as **Eastern Idaho Broadcasting & Television Co.**, to **Lloyd Mickelsen** and **V. Melvin Brown** (each 25.25%) and **Leo U. Higham** and **Thomas A. Fairchild** (each 20.75%) and **Keith H. Clarke** (8%), tr/as **Benay Corp.** Consideration $80,000. Applicant is licensee of KTEE Idaho Falls and plans to surrender license for present KTEE facilities as soon as application is approved. Ann. June 13.

WKYE Bristol, Tenn.—Seeks assignment of license from **John K. Rogers** (100%) to **Charles J.** and **Mary Jane McGuire** (each 50%). Consideration $14,996 and assumption of debt. Mr. and Mrs. McGuire have interests in WGAT Gate City, Va., and WISE Asheville, N. C. Ann. June 17.

KAJC(FM) Alvin, Tex.—Seeks transfer of control of licensee corporation, **Alvin Broadcasting Co.**, from **Odell V. Robinson** (57.5%), **Amanda W. Robinson** (5%) and **James W. Robinson** (2.5%) to **Edgar B. Taylor** (65%); other ownership remains stable. Consideration $48,000. Mr. Taylor is presently ⅓ owner of applicant for new FM in Dickenson, Tex. Ann. June 18.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Millard F. French issued initial decision looking toward granting application of Radio Ashland Inc. to increase daytime power of WNCO Ashland, Ohio, from 250 w to 1 kw, continued operation on 1340 kc with 250 w-N; conditions. Action June 19.

■ Hearing Examiner Elizabeth C. Smith issued initial decision looking toward granting application by R. M. Chamberlin for renewal of license of WAXE Vero Beach, Fla. Action June 13.

DESIGNATED FOR HEARING

Piedmont Broadcasting Co., Travelers Rest, S. C.; Hentron Broadcasting Co., Hendersonville, N. C.; Mountainaire Corp., Hendersonville, N. C.—Designated for consolidated hearing applications for new daytime AM stations—Piedmont on 1580 kc, 500 w. Hentron on 1580 kc, 1 kw, and Mountainaire on 1600 kc, 1 kw, DA; made WKJK Granite Falls, N. C., party to proceeding. Comr. Hyde abstained from voting. Action June 12.

Holston Broadcasting Corp., Elizabethton, Tenn.; C. M. Taylor, Blountville, Tenn.—Designated for consolidated hearing applications for new daytime AM stations on 1520 kc, 1 kw, 500 w-CH. Comr. Hyde abstained from voting. Action June 12.

OTHER ACTION

■ By order, commission granted petition by Melody Music Inc. to extent of extending to July 10 time to file reply pleadings to exceptions in proceeding on renewal of license of WGMA Hollywood, Fla. Action June 18.

Routine roundup

ACTIONS BY REVIEW BOARD

■ In consolidated AM proceeding in Docs. 14510-3, granted joint petition by applicants Rockland Broadcasting Co., Blauvelt, and Rockland Broadcasters Inc., Spring Valley, both New York, to extent of extending to July 15 time to file exceptions to initial decision. Board Member Nelson abstained from voting. Action June 13.

■ By memorandum opinion and order in proceeding on applications of North Atlanta Broadcasting Co. and J. Lee Friedman for new AM stations on 680 kc, 5 kw, DA-1, unl., in North Atlanta, Ga., in Docs. 14835-6, denied joint petition seeking approval of agreement and dismissal of Friedman's application. Action June 12.

ACTIONS ON MOTIONS

■ Commission granted request by National Association of Broadcasters to extent of extending time from July 1 to Sept. 16 to file comments, and extended time from July 15 to Sept. 30 for replies in matter of amendment of part 3 of rules with respect to advertising on AM, FM and TV stations. Action June 13.

■ Commission granted request by Functional Music Inc. (WFMF), Chicago, for extension of time from June 14 to June 28 to file comments and to July 8 for replies in rulemaking concerning simplex operation by FM stations. Action June 12.

By Chief Hearing Examiner James D. Cunningham

■ Designated Examiner Jay A. Kyle to preside at hearing in proceeding on AM application of Arthur D. Smith Jr. (WMTS), Murfreesboro, Tenn.; scheduled prehearing conference for July 19 and hearing for Sept. 5. Action June 17.

■ Designated Examiner H. Gifford Irion to preside at hearing in proceeding on AM applications of Holston Broadcasting Corp., Elizabethton, and C. M. Taylor, Blountville, both Tennessee; scheduled prehearing conference for July 23 and hearing for Sept. 13. Action June 17.

■ Designated Examiner Sol Schildhause to preside at hearing in proceeding on AM application of Central Broadcasting Co. (WCGC), Belmont, N. C.; scheduled prehearing conference for July 18 and hearing for Sept. 5. Action June 17.

■ Designated Examiner Walther W. Guenther to preside at hearing in proceeding on AM applications of Community Broadcasting Inc. (WHPB), Belton, S. C., and Cleveland County Broadcasting Inc. (WADA), Shelby, N. C.; scheduled prehearing conference for July 22 and hearing for Sept. 11. Action June 17.

■ Designated Examiner Elizabeth C. Smith to preside at hearing in consolidated AM proceeding on applications of Piedmont Broadcasting Co., Travelers Rest, S. C., et al., in Docs. 15108-10; scheduled prehearing conference for July 22 and hearing for Sept. 11. Action June 17.

■ Designated Examiner David I. Kraushaar to preside at hearing in proceeding on AM application of Hampden-Hampshire Corp. (WHYN), Springfield, Mass.; scheduled prehearing conference for July 19 and hearing for Sept. 10. Action June 17.

■ By memorandum opinion and order, (1) granted petition by WOMA TYPA Broadcasting Co. to extent of dismissing but with prejudice its application for new AM in Mt. Airy, N. C., (2) denied approval of agreement whereby WSYD and WPAQ, both Mount Airy, would reimburse WOMA TYPA approximately $2,000 for alleged out-of-pocket expenses in return for its dismissal, (3) denied petitioner's request for additional time to reply to petition by Broadcast Bureau opposing agreement, and (4) terminated proceeding. Action June 17.

■ Reopened record in investigatory proceeding involving McLendon Corp. (WYNR), Chicago, and admitted in evidence commission exhibits 21-23, 56-58, 61 and 62; 217 through 246; 248 through 254, 301 and 302, accepted and made part of record June 12 stipulation by commission and McLendon Corp. to correct transcript of proceeding, closed completed record and certified to commission. Action June 12.

By Hearing Examiner Basil P. Cooper

■ Granted petition by WOMA Broadcasting Co. for continuance of June 13 evidentiary hearing to date to be announced after action has been taken on pending petition to dismiss its application for new AM in Mount Airy, N. C. Action June 11.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by Capital Broadcasting Co., Washington, to continue June 17 prehearing conference to July 1, in proceeding on its application and that of Automated Electronics Inc., Arlington, Va., for new TV stations to operate on channel 20. Action June 17.

■ In proceeding on appliations of Wide Water Broadcasting Inc. and Radio Voice of Central New York Inc. for new AM stations in East Syracuse and Syracuse, both New York, in Docs. 14669, 14671, granted petition by Radio Voice to schedule further hearing for July 1. Action June 17.

■ Granted petition by Broadcast Bureau for extension of time from June 17 to June 24 to file proposed findings and conclusions, and to ten days thereafter for replies, in proceeding on application of Northern Indiana Broadcasters Inc. for new AM in Mishawaka, Ind. Action June 17.

By Hearing Examiner Charles J. Frederick

■ In proceeding on application of Central Wisconsin Television Inc. for additional time to construct WCWT(TV) (ch. 9) Wausau, Wis., and for assignment of CP to Midcontinent Broadcasting Co., upon oral motion by Broadcast Bureau and with concurrence of all other parties, extended time from June 20 to July 1 to file findings of fact and from July 5 to July 15 for replies. Action June 14.

■ Granted petition by William L. Ross for extension of time from June 17 to July 31 to exchange written exhibits and from July 23 to Sept. 16 for hearing in proceeding on his application for new AM in Riverton, Wyo. Action June 13.

By Hearing Examiner Walther W. Guenther

■ In proceeding on AM applications of Abacoa Radio Corp. (WRAI), Rio Piedras (San Juan), and Mid-Ocean Broadcasting Corp., San Juan, both Puerto Rico, in Docs. 14977-8, in light of agreement reached by parties at June 5 further prehearing conference, dismissed as moot petition by Abacoa Radio to modify procedural dates. Action June 11.

By Hearing Examiner Isadore A. Honig

■ Granted petition by Broadcast Bureau for extension of time from June 20 to July 8 to file proposed findings and from June 30 to July 18 for replies in proceeding on application of Higson-Frank Radio Enterprises for new AM in Houston. Action June 18.

By Hearing Examiner Annie Neal Huntting

■ In proceeding on applications of Newton Broadcasting Co. and Transcript Press Inc. for new AM stations in Newton and Dedham, both Massachusetts, in Docs. 13067-8, notified parties that chief hearing examiner's memorandum to hearing examiner, dated June 14, will be taken into consideration if any further requests for extension of time are filed in proceeding; and, in absence of compelling reasons, no further extensions will be granted. Action June 17.

By Hearing Examiner H. Gifford Irion

■ Granted request by Van Wert Broadcasting Co. to change date of hearing in proceeding on its application for new AM in Plymouth, Ind.; continued June 19 hearing to July 2. Action June 12.

By Hearing Examiner David I. Kraushaar

■ Pursuant to agreements reached at June 14 prehearing conference in proceeding on application of Muncie Broadcasting Corp. for new AM in Muncie, Ind., scheduled

Continued on page 115

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) ***(FINAL DEADLINE—Monday preceding publication date.)***

- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum*** • **HELP WANTED 25¢ per word—*$2.00 minimum.***
- **DISPLAY ads $20.00 per inch—*STATIONS FOR SALE, WANTED TO BUY STATIONS* and *EMPLOYMENT AGENCIES advertising requires display space.***
- **All other classifications 30¢ per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return

RADIO

Help Wanted—Management

Southern California, immediate opening for solid salesman, capable of management, with top station multiple chain. Good starting salary. Box G-12, BROADCASTING.

Sales manager for growing metropolitan chain of 6 stations in south. Executive type 36-46, married. Experienced all phases radio sales. Willing to travel. Excellent salary, fringe benefits. Personal interview imperative. All replies confidential. Box H-131, BROADCASTING.

Pennsylvania station interested in interviewing qualified selling manager. Daytimer, single station market. Must prove strong sales and organizational ability. Chain operation. Experienced #2 men will be considered. Good references essential. Box H-240, BROADCASTING.

Wanted by daytime station. Manager with first phone, that can sell and take charge. Salary guarantee plus commission overide. Write full qualification and salary wanted. Box H-249, BROADCASTING.

Sales

Columbus, Ohio . . . Immediate opening for good salesman, management experience or ready. Top independent. Growing chain, good salary plus. Please write fully. Box G-13, BROADCASTING.

Michigan regional in medium market. Opening for salesman with year or more small or medium market experience who wants to move to larger market and larger income. Replies confidential. Give full details and photo. Box G-258, BROADCASTING.

Sales promotion writer, strong on research, sales presentation and ideas in top five market. Box H-128, BROADCASTING.

Major network station. Pittsburgh-Tri state area needs experienced local salesman. Excellent opportunity for aggressive man. Replies confidential. Send full details and photo 1st letter. Box H-201, BROADCASTING.

Salesmanger—eastern kw in good small market. Growing area. Base salary plus overide on gross. Box H-226, BROADCASTING.

New Jersey station needs experienced radio salesman or salesman-announcer. Guarantee plus 10% commissions and fully paid company benefits including pension plan. Box H-263, BROADCASTING.

Salesman for Western Pennsylvania metropolitan area of 28,000. Base plus commission plus bonus. Modern sounding operation. Forward resume. Box H-287, BROADCASTING.

California, KCHJ, Delano. 5000 watts, 1010 kc. ½ millivolt 244 miles. Serving 1,300,000. $500 guarantee, 25% commission. Send experience, photo.

Opportunity for a salesman in the Rocky Mountain vacation land of cool, colorful Colorado. Salary and commission. Write Ellis Atteberry, KCOL, P. O. Box 574 Fort Collins, Colorado.

Salesman: Opportunity to grow with new 5,000 watt fulltime good music Princeton, N. J. station. Due on air late August. State minimum salary requirements. Herbert Hobler, 295 Mercer Rd., Princeton, N. J.

Help Wanted—(Cont'd)

Sales

Here is a top opportunity for advancement and income. Sales manager spot is open for a proven producer. Pioneer station, full time operation. Texas market of 86,000 metro. Only network affiliation in market, excellent account list. Guarantee plus liberal commission. This is an outstanding opportunity for a man who wants to work and can produce. Write Sam Matthews, KGKB, Tyler, Texas.

One application opens 600 station contacts. Dozens of jobs for qualified men. Write: Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis 17, Minnesota.

Announcers

Experienced staff announcer for Maryland independent. Mature voice, good references, necessary. Send air check and resume. Box G-250, BROADCASTING.

On the way up? Metro market of over 600,000 on the prowl for real talent! No Screamer or hipster types. Men wanted who sound like men, who have personality with a capital "F." (funny)! Newsmen! If you have P.H.D. (Paul Harvey Delivery) Let's hear from you too. We offer the best pay in town. Let's hear what you offer. Box H-213, BROADCASTING.

Combo man. First class ticket, smooth show. New England small market. Relocate. Box H-235, BROADCASTING.

One of America's highest rated stations has need for top personality. Must be bright, warm and strong air salesman. Box H-285, BROADCASTING.

Adult good music format station on Florida Gold Coast needs good staff announcer with first phone. No maintenance required. Must be strong on news and production. Good salary. Only experience need apply. Box H-301, BROADCASTING.

Experienced announcer/dj who can enjoy small town. We're a good music station. Salary open. Send tape and resume to Joe Lobaito, KMAQ, Maquoketa, Iowa.

Louisiana, experienced for morning shift on adult, popular music station. Call collect Manager KSYL-NBC, HIlicrest 2-6611, Alexandria, Louisiana.

Staff announcers with first phone license at WAGM, Presque Isle, Maine. Start at $84 to $100, depending on experience and ability. 5000 watt fulltime small market station operating since 1932. Pleasant living and working conditions. Telephone 207-764-1166 to arrange for interview and auditions.

First phone announcers, some engineering. WAMD, Aberdeen, Maryland.

Announcer, first phone (no maintenance), experienced concert music broadcasting, for established am/fm (fm stereo); pleasant conditions, fringe benefits. Send tape and resume: WCRB, Boston 54, Mass.

Storz Broadcasting WDGY Minneapolis seeking tapes jock quality air work a must and first ticket. Join one of America's swingingest stations. No phone calls. Red Jones, Program Director.

Charlottesville, Virginia . . . Immediate opening for non-personality announcer. "Better Music" format. Top conditions. WELK.

Help Wanted—(Cont'd)

Announcers

Good combo man wanted at WHRT, Hartselle, Alabama.

Madison, Wisconsin needs a quick paced, clever first phone personality. Send tape and resume to Chuck Mefford, WISM.

WLPM needs an announcer with 1st class license. No maintenance required. If interested in joining staff of stable, aggressive, well equipped station playing up tempo big band music, send tape picture and resume to: E. D. Beydush, WLPM, Suffolk, Va.

Announcer experienced for wake-up show and all around staff work. WNJH, Hammonton, New Jersey.

Need two first ticket announcers. Start September, Conn. Regional. Personal audition and interview required. State full particulars first letter. Station Manager, WTOR, Torrington, Conn.

Announcer strong news and commercials, tight board. WVOS, Liberty, New York.

Announcers: Opportunity to grow with new 5,000 watt fulltime good music, Princeton, N. J. station. Due on air late August. State minimum salary requirements. Herbert Hobler, 295 Mercer Rd., Princeton, N. J.

Capable deejay newsman. Illinois adult music kilowatt. Fine opportunity for qualified announcer who can gather, write and deliver news in professional manner, present bright music shows. Excellent pay, many fringe benefits. Send tape, complete resume. Box H-138, BROADCASTING.

One application opens 600 station contacts. Dozens of jobs for qualified men. Write: Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis 17, Minnesota.

Technical

Wanted: an honest, sober, reliable combo engineer-announcer, a man who isn't afraid to produce. If you are interested in working at a progressive radio station for an employer who is fair to his employees Write Box H-111, BROADCASTING.

Are you the Chief engineer of a small operation who desires more responsibility and more money? Or perhaps you are chief material but have little chance where you are. Large Virginia radio station is looking for responsible Chief Engineer who will assume a large responsibility—and a salary commensurate with the job. Send details in writing. Box H-287, BROADCASTING.

Qualified engineer/announcer for central Colorado station. Needed immediately. KBRR, Leadville Colorado.

Immediate need first phone engineer. Contact Gordon Trout, WIRE, Indianapolis, Indiana.

Engineer with first phone. Good opportunity for beginner. Must have initiative and wiring ability. Forward resume to WTIV, Titusville, Penna.

Engineer. Some experience. Salary open WVOS, Liberty, New York.

One application opens 600 station contacts. Dozens of jobs for qualified men. Write: Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis 17, Minnesota.

Help Wanted—(Cont'd)

Technical

Transmitter engineers. 1st class ticket, minimal experience required for new 5,000 watt full time directional in Princeton, N. J. due on the air late August. Call Art Silver, Chief Engineer, Hopewell N. J., 6-1584 or write 295 Mercer Rd. Princeton, N. J.

Engineer with 1st class phone license for video control transmitter operator, some maintenance. Experience desirable, but will consider applicant with good technical background. Contact Walter Nelson, Engineering Director, WUSN-TV, Charleston, South Carolina.

UHF station needs man for combined board and transmitter shift. Wire or phone M. J. Lamb, WIMA-TV, Lima, Ohio.

Probably not many men can meet challenge as head of our engineering department. We're young men on the move and looking for an alert engineer with organization, pride in work, proficiency in engineering and bent for research and construction, capable of contributing ideas. AM-TV-FM, VTR, Micro-wave, General Electric transmitters. Box H-253, BROADCASTING.

Licensed radio and tv technicians, permanent staff positions. Contact Ernest Rety, Ohio University, Athens, Ohio. LY 3-5011.

Qualified studio engineer with Ampex VTR experience. Large new studios. Full power channel two. Phone collect Chief Engineer, Hobart Paine, 252-5611. KOOK-TV, Billings Montana.

Staff engineer with first phone license at WAGM-TV, Presque Isle, Maine. Includes operation and maintenance of radio-tv studio and transmitter equipment, microwave and communications equipment. Experience desirable but not necessary. Starting salary depends on experience and ability. Small market, pleasant living and working conditions. To arrange interview, call Mr. Richards, 207-764-1161.

Production—Programing, Others

Experienced copy writer or traffic girl. Excellent working conditions. Salary commensurate with ability. Send full resume with references. Box H-224, BROADCASTING.

Creative program director needed at top indie. Must be strong on production and air work. Grow with a growing organization! Box H-286, BROADCASTING.

New Detroit suburban radio station needs complete staff. Only mature, experienced (at least two years) newsmen and disc jockeys need apply. Engineers with first phone needed. Send complete resume, tape, salary requirements to WBRB, P.O. Box 489, Mount Clemens, Michigan.

RADIO

Situations Wanted—Management

Financial management—CPA, eight years diversified experience at all levels of accounting, lifelong interest in broadcasting, wants challenging opportunity in accounting and financial end of station management. First phone, announcing, broad experience, advertising background. Resume on request. Box H-199, BROADCASTING

General manager. Major market only. Good men are rarely available. One is now. Box H-228, BROADCASTING.

Desire management opportunity for station or group on contract basis, applying portion of compensation toward ownership. In addition would like to apply portion of profits (or increased profits) toward ownership. Experienced in management, capable, well educated, excellent references. Box H-299, BROADCASTING.

Are you in need of an experienced manager sales manger, announcer, first class license? I offer 14 years experience and know how with best references. Now managing station in competitive market. Contact Pinkey Cole, Dyersburg, Tenn. Phone 285-4133. Wife also holds license.

Situations Wanted—(Cont'd)

Sales

Experienced, family man 28, 9 years in advertising, radio, ad agency, newspaper, desires small or medium market. Permanent, some air work. Box H-242, BROADCASTING.

Announcers

Boston. Experienced announcer desires position while attending college. Box H-33, BROADCASTING.

Top 40 cornball personality. Voices, drop-ins, nutty promotions. Now working; but want situation with pay scaled to ratings produced. Will start low base. Fully experienced, impeccable references. Box H-185, BROADCASTING.

Top 40 dj wants to locate in California. Currently holding down number one evening show in area. Also experienced as chief engineer. Box H-218, BROADCASTING.

Showman, first phone, veteran, will travel anywhere, good on news. Box H-241, BROADCASTING.

Jock, major eastern market experienced top 40 only. 1st phone. Bright happy clever personality, news too. Box H-243, BROADCASTING.

First phone, some experience, age 19. Available immediately. Box H-245, BROADCASTING.

Disc jockey, newscaster, experienced. Looking to settle. Box H-251, BROADCASTING.

Versatile radio-tv announcer-newsman. 14 years experience. Authoritative personable dignified approach. References. Box H-254, BROADCASTING.

Young, married announcer four years experience in news, announcing, production, and program directing; interested in progressive top 40 market in southern New York. Available upon completion of military obligation in August. Will tell all to interested, sincere parties. Box H-256, BROADCASTING.

Top forty jock with No. 1 night show on No. 1 southwest area station wishes to move to Northern California. Excellent references. Box H-260, BROADCASTING.

DJ announcer, comboman, tight board operation, have FCC 1st phone. New York and New Jersey area. Box H-265, BROADCASTING.

Announcer, single, 26, reliable with one year experience, desires to relocate. Box H-266, BROADCASTING.

Announcer one year experience, desires night shift with middle of the road station. Box H-267, BROADCASTING.

Announcer/interviewer/dj. 3 years radio 1 year tv. For station's future, executive material. Presently, first-rate mature airman with versatility. College graduate, married. Desire radio and/or TV. Box H-272, BROADCASTING.

Young man wants to go West (but East is still OK). Currently employed at number one station in top eastern market, 2 years here with top ratings. Looking for better future. Tight board, ideas, and good on production. Box H-278, BROADCASTING.

Virginia announcer-production-programer, 27, married, 10 years experience. Desires morning shift plus programing or production. References excellent. Box H-281, BROADCASTING.

Number one ratings with middle music. Sound tough? Not for me. I've done it every morning for over five years. How? Write to: Box H-284, BROADCASTING.

Announcer/dj, negro. Thorough knowledge of good radio. Versatile, imaginative. Strong, crisp authoratative newscasts. Trained deep voice. Smooth sell delivery. Adept at multiple spotting. Tight board. Box H-291, BROADCASTING.

Announcer, dj—Experienced, air personality, strong sell and strong news, married. Box H-292, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer—first phone. Experienced maintenance and production. Box H-283 BROADCASTING.

Jerry Gillies is available! Who cares? No one should, unless truly interested in wit, imagination, and outlandish innovation. There are far too many monotonous voice machines and corny "personalities" cloggin the airwaves. Agree then, lets get together. After four years in radio, am now successfully engaged in free lance comedy writing Will only return to ratings race for right creative opportunity in major market. Interested? More of my story and tape on request. 2712 Knoor Street, Philadelphia 49, Pennsylvania; Phone: MA 4-1071 (area code 215)

Mortgaging underware! Object—traveling expenses. Going in hock to become jock Guy Nichols, Genesee St. Alden, N. Y.

Top 40 dj have FCC second phone. Willing to study for first phone. Fast board, bright sound, available immediately. George A Phinn, 825 Quincy St., Brooklyn 21, N. Y.

First phone. College graduate. Need announcing experience. Immediately available, Ronald Shriver, Green City, Mo.

June graduate of Broadcasting school desires position with small station in New England. Willing to travel. Limited experience; can offer you only hard work and steady progress. Arthur L. Simmons, 138 Plymouth St., New Bedford, Mass.

Sportscaster/dj. First phone. Any format. College graduate. Prefer interview. Notice required. Sports and music director. Present manager best reference. Tom Walters, KVON, Napa, Calif.

Announcer experienced. Good, mature, resonant voice. Sales, first class license if required. 227½ Maple St., Ashland, Ohio Phone 4-8262.

Beginner announcer. Veteran. Tight board Good news delivery. Will locate anywhere. Available immediately. William Ferrone, 32 Taylor St., Waterbury, Conn.

Bright clever happy sounding jock. Faced paced top 40. Major market experienced. 1st phone. S. Young, 1370 E. 88th St. Brooklyn, N. Y.

Technical

First phone announcer, no experience. Want first position. Late 30s. Prefer New York state. Box H-264, BROADCASTING.

First phone operator with eight years as chief. Experienced in directional. No announcing. Will relocate. Box H-271, BROADCASTING.

Engineer Announcer—Good both, employed. Desire change, can handle sales. Box H-279, BROADCASTING.

Canadian visa pending, technical school graduate, experience—5 years communications, 11 yrs. broadcast field, 8 as chief engineer. Well established but health of child requires change of climate. Prefer technical administration, local sales or combo of same, south, west or Florida, will relocate, available Sept. 1st. Box H-280, BROADCASTING.

First phone wants to learn. Light announcing. Lee Bashaw, 1312 Belgrade, Orlando Fla. GArden 4-6055.

Competent young technician seeks employment in Western Washington area. Experience includes am & tv with some fm. Also a fair announcer. Good references. 1801 N. Adams, Tacoma, Wash.

Permanent position with progressive station desired, limited experience, first phone Prefer Missouri. Box H-140, BROADCASTING.

Production—Programing, Others

Veteran New York Daily News radio news editor, writer (WNEW, WPAT) seeks connection with news-minded station in northeast. Box H-248, BROADCASTING.

Situations Wanted—(Cont'd)

Production, Programing & Others

I'd sooner radio. Mature, dependable broadcaster with Master's degree in tv seeks position of responsibility with solid, well-equipped am, network affiliate, medium market, pleasant climate. 6 years experience, 3 as P. D., New York state. Pleasant voice, authoritative delivery. Production-minded, detail conscious. Thorough knowledge of music. Station management my goal. 26, married, 1 child. Box H-268, BROADCASTING.

Newsman/director—eight years radio-tv experience: now heading five man shop in major eastern market. Available after 2 weeks notice. Box H-274, BROADCASTING.

College grad, married, 6 years experience, can do writing, tight morning shift, promotion minded, available now. Box H-277, BROADCASTING.

News & Sports. Former news director with 1st ticket returning to the field after years absence. Finest references from top caliber people both in and out of radio. Prefer medium market to large. Will consider all offers. Ready to move in mid July. Experienced in all phases. Box H-288, BROADCASTING.

TELEVISION

Help Wanted—Sales

Immediate opening for an experienced tv time salesman in a fast growing tv market. Network affiliated station. Salary plus commission. The right man can expect a five-figure gross income. Reply To: Harry C. Barfield, Station Mgr., WLEX-TV, Lexington, Ky.

Announcers

Announcer. Experienced. Southwest leading network. Above average talent opportunities. Excellent benefits. Send resume, pic, tape or VTR. Box H-52, BROADCASTING.

Technical

Wanted, video switcher and transmitter operator with 1st phone, for progressive congenial station which is currently expandind facilities. . . Northwest area. Box H-282, BROADCASTING.

Qualified studio engineer with Ampex vtr experience. Also one transmitter engineer, some experience, large new studios, RCA transmitter. More new equipment arriving. Full power channel 2 contact KOOK-TV, Billings. Montana's largest metropolitan area. Phone Collect: Chief Eng., Hobart Paine, 252-5611.

Production—Programing, Others

Continuity director. Must know station operations. Capable of taking over in highly competitive s.w. market. Salaried. $400 month. Box H-53, BROADCASTING.

Continuity writer: Number one station, major market with heavy emphasis on creative local commercials. Send resume, samples and salary requirements to Robert G. Kyle, KAKE-TV, Box 1010, Wichita, Kansas.

Continuity Director—experienced in station operations. Take charge type. New VHF. Send resume to WQAD-TV, 5th Ave. Bldg., Moline, Ill.

Farm Director College graduate. Prefer experience in midwest area. Send replies to WQAD-TV, 5th Ave. Bldg., Moline, Ill.

Film editors—New station going on the air. Need fast, efficient commercial film editors immediately. Prefer people with film production background and lab. experience. Contact Robert Bell, WQAD-TV, Moline, Illinois.

TELEVISION

Situations Wanted—Management

Top—metro market sales manager available. Experienced in all phases of broadcast sales. Excellent record and best of references. Box H-293, BROADCASTING.

Sales

Proven television and media sales record. Seek opportunity with definite future. Box H-244, BROADCASTING.

Announcers

Television announcer, 3 years experience in all phases. Age 24, excellent references. Tape, picture, resume upon request. Will consider all offers including radio-television. Box H-250, BROADCASTING.

Experienced, employed television announcer, newsman. Strong commercials. Programing, production qualifications, married, relocate. Box H-273, BROADCASTING.

Technical

Broadcast engineer, 5 years experience, desires position in TV; Tennessee area. Good technical background. Box H-246, BROADCASTING.

First phone, transmitter operation and maintenance. Perm. position with opportunity to learn and advance more important than monetary consideration. Some experience. Available immediately. Box H-270, BROADCASTING.

Production—Programing, Others

News director. Extensive major market experience in special events, public affairs, editorial programing. Successful background as top rated radio TV newscaster, frequent network feeds. Award winning newsfilm photographer. Kine, top references. Box G-341, BROADCASTING.

Director producer-writer, 7 years experience looking for progressive station. Available July 1st. Box H-129, BROADCASTING.

Operations manager, flair for organization and personnel management. Also, eight years in commercials, educational, military tv as producer-director-writer. Experienced with live, tape, film, remote productions. Would consider creative position in related field. Excellent references. Resume. Box H-247, BROADCASTING.

Photographer, motion picture and still. Specialty in tv news; also great in studio advertising. Box H-258, BROADCASTING.

Production director . . . fully experienced seeks greater opportunity. College degree in film and television. News and special events a specialty. Will accept assistant directorship. Box H-259, BROADCASTING.

7 years experience, engineer, switcher production and promotion. 28, veteran, married. Box H-262, BROADCASTING.

Production director, presently with CBS network in film syndication. Have M. A. in television production from New York University. Box H-269, BROADCASTING.

Reporter ready for the job. Experienced all phases reporting in major markets: Grad. work in Pol Sci. Interested in Int. Affairs: Attention Mr. Hagerty, Mr. McAndrew, Mr. Salant. Box H-275, BROADCASTING.

Mature, healthy, sober. Going into third year present position as progarm director. Experienced on camera and mike. Over 20 years experience radio and tv. Presently tv. Background—Sales, management, traffic, production. Man and Wife team or man alone. Personal interview at my expense-No obligation to you. Prefer Colorado, Oklahoma, or Arizona area. Present position secure but no room for advancement. Tops in fast, creative copy. Strong on interviews and public relations. Good appearance on or off camera. Extremely identifiable, deep voice. Hard or soft sell. Strong on off-the-cuff, live commercials. Adept at producing programs and shows. Box H-276, BROADCASTING.

Photographer—"Have camera-will travel." Young aggressive man, BA degree, has had newspaper photography experience and two years television experience in major market. Box H-290, BROADCASTING.

Situations Wanted—(Cont'd)

Production, Programing & Others

Interested in television production. Has some experience in camera and audio operation, stage managing, special effects, tv lighting and advertising copywrighting. Life long interest in television. Also have a BA Degree in Arts & Science at Columbia College. Write To: Mr. Philip Benedict, 113 S. Diamond St., Mt. Pleasant, Penn.

WANTED TO BUY

Equipment

Wanted: 150 foot tower console, microphones and other related equipment. Building new station, Box H-149, BROADCASTING.

Tower wanted, self supporting. Contact Bill Chapman, Box 3297, Birmingham Alabama. 251-5117.

New c & w station in market for clean, exceptional library. Box 5945, Tucson, Arizona.

UHF Television. Need everything. Transmitter. Antenna, tower, studio equipment. Box H-220, BROADCASTING.

Wanted—3 used towers, 30 pounds per square foot wind-loading, guyed and stabilized, two towers each 200 feet high and one tower 280 feet high. Please advise price and availability, writing Box H-300, BROADCASTING.

Need used AM modulation & Frequency monitors. KOAD-308 S. Fruit, Fresno, Calif.

Wanted for college educational radio station, either 1 kw. or 3 kw. FM x-mtr, 200 ft. tower, antenna, feed line. WSMC, Collegedale, Tenn.

For Sale

Equipment

One G.E. color film scanner, new '58. Includes two Eastman-Kodak model 300 continuous motion projectors in excellent condition. Also includes a dual 8 slide disc slide system. Also includes preview facilities for film and slides. Is currently in regular use and well maintained. Ideal way to get into color film and slides inexpensively. $27,500. Box H-8, BROADCAST-

Ampex automation (1200A), Schaeffer, record/play, 3-playbacks, electronics 'brain,' 2-Seeburg 200 players, photo cell amp., 2-remote control, reels. New 1961. Ownership change dropped automation. Box H-174, BROADCASTING.

One 351-U Ampex rack mount recorder. Two Gates M-5214 RDC-10 Remote control units. Two 86-RQM Viking tape decks less then year old. All items excellent condition. Box H-252, BROADCASTING.

Federal 3dk fm transmitter model 192-A. Best offer over $1500 takes it. Bob Adams, KUTE, 217 West Broadway, Glendale 4, California.

BTX-LA sub carrier plug in type background music. Audiomation laboratories autospercer. Presto Model 625 tape play back model A-909-1 preamplifier. Used 6 months. Best offer WCLE, Cleveland, Tennessee.

Gates "Level Devil" automatic gain control. Practically new. Guaranteed perfect. $200.00. Chief Eng. WHYN, Liberty St., Springfield, Mass.

Three new Emiac 4X500A tubes. Fully guaranteed. $115.00 each, or all 3 for $320.00! One used Emiax 4X500F, $60.00. We need tape transport for background music. WLAG FM, Drawer 189, LaGrange, Ga.

Used transmitter tube—General Electric GL-7D21 food condition. Has about 4,500 hours. Make offer. WPIK, Alexandria, Va. Need one (1) 891-R.

Used 1000 watt transmitters. Collins, RCA, Gates, Raytheon. Trade-ins, some only two years old. Excellent buys. Write for list. Bauer Electrinics Corporation, San Carlos, Calif.

For Sale—(Cont'd)

Equipment

Gates "Nite Watch," perfect condition—P. O. Box 185, Templeton, Calif.

Fidelipac tape cartridge 24-hour service. Lowest prices for new cartridge and re-loading yours. All lengths. Send for price schedules and SPARTA product brochure. Sparta Electronic Corporation, 6450 Freeport Blvd., Sacramento 22, Calif. GA 1-2070.

Used UHF 1 kw RCA Transmitter excellent condition, immediate delivery, a bargain. WCET, 2222 Chickasaw Street, Cincinnati 19, Ohio.

Xmission Line; Teflon insulated, 1⅝" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for $40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

Television/radio transmitters, monitors cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

BUSINESS OPPORTUNITY

Unlimited funds available for radio and television properties. We specialize in financing for the broadcasting industry. Write full details to Box 205A, BROADCASTING.

Syndicators calling on radio, tv station, sales representation in major markets for west coast, mid west, southwest, south, for 15 year old company. Excellent commission with repeat business. Box H-257, BROADCASTING.

Miscellaneous

JOB HUNTING? Better planning helps you locate better jobs. Send for comprehensive tested easy to use blueprints for successful campaigns-prepared by specialists. Send $1 for "Successful Job-Hunting in Broadcasting," postpaid, prompt delivery. Another valuable release: "How To Sell Yourself by Writing Better Letters and Resumes" ($3). P. O. Box 1638, Grand Central Station, New York 17, New York.

Tell the importance of television to prime accounts, potentials and opinion-makers in your community with monthly publication under your own imprint. $49.95 monthly. Details, "TV Reports Newsletter," 1186 Arlington Lane, San Jose 29, California.

TV and Radio news directors; coverage of National Governor's Conference from Miami Beach, exclusive, reasonable, free details, write immediately. Box H-207, BROADCASTING.

Jockey Joker is a new series of one line gags for deejays. This publication will be habit forming. First issue $2.50. Show-Biz Comedy Service (Dept BJ) 65 Parkway Court, Brooklyn 35, New York.

400 "Mike Bits" by top comedy writer. Great fill-in's, gats, quickies. Satisfaction guaranteed. $3.00 Vinny Healy, 825-B, West End, New York City, 25.

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

"Quick Quips" Jokes, one-liners, comedy, ad-libs for deejays. Also "Disc Hits," record info. $5.50. Del Mar Radio Features, P.O. Box 61, Corona Del Mar, California.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Proven, Free sample, Lyn Publications, 2221 Steiner St., San Francisco.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 1505 N. Western Ave., Hollywood 27, California.

INSTRUCTIONS—(Cont'd)

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago— Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programing, console operation. Twelve weeks intensive, practical training Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

San Francisco's Chris Borden School teaches you what you want: 1st phone and "modern" sound. Jobs a plenty. Free placement. Illustrated brochure. 259 Geary Street.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1653 North Cherokee, Hollywood, California.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 120 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting July 10, October 9. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Special accelerated schedule. The Los Angeles Division of Grantham Schools is now offering the proven Grantham first class license course in a special accelerated schedule. Taught by a top notch instructor, this class is "success tested" for the man who must get his first phone in a hurry. The next starting dates for this accelerated class are July 8, and September 9th. For free brochure, write: Dept. 3-B, Grantham School of Electronics, 1505 N. Western Ave., Los Angeles 27, California.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5 kw station. One price includes everything, even room and board. Can be financed. American Academy of Electronics, WLIQ, Sheraton Battle House, Mobile, Alabama.

Pittsburgh, Pa. FCC First Phone accelerated "success-proven" course now in Pittsburgh. Day or evening classes. Free placement. American Broadcast & Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

"Do you need a first phone? Train for and get your FCC first class license in just five (5) weeks with R.E.I. in beautiful Sarasota! Affiliated with modern commercial station. Free placement. Write: Radio Engineering Institute of Florida, Commercial Court Building, P. O. Box 1058, Sarasota, Florida."

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

INSTRUCTIONS—(Cont'd)

FCC license in six weeks. Total cost $285 Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 652 M and M Building, Houston Texas. CA 7-0529.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results Day and evening classes. Placement assistance. Announcer Training Studios, 25 W 43rd, N. Y. OX 5-9245.

RADIO

Help Wanted—Announcers

ANNOUNCER

Bright, fast paced tight producduction. No Rock and Roll! 1st ticket desirable and will bring more money. Play-by-play experience also desirable. Job is ready now, but will wait for the usual notice. Send tape & resume to

Box H-200, BROADCASTING

Production, Programing & Others

WANTED

Staff newsman for modern news-minded midwest metro station. Experience necessary. Salary open. Jim Watt Asst. Mgr., KSTT RADIO, Davenport, Iowa.

Situation Wanted—Anouncers

AT YOUR RADIO STATION . . .

does talent fit into the picture? We're man and wife team, with background including name band singing, own small vocal group on radio, TV and records, and writing, arranging and performing of jingles. Two years as deejays for chain was hit mid-stream by Top Forty policy. Presently back in New York in jingles, yet we were never happier than when doing regular air show. We're proud of our choice of music, write own commercials, include occasional live songs and original jingles. All sincere replies considered, large, medium or small market, any area. TV also possible. We'll phone and send tape at our expense, share expense of visit to your station.

Box H-289, BROADCASTING

Help Wanted

TELEVISION

Sales

SALES MANAGER

For Midwest UHF station in VHF market. No conversion problem for fast growing station. Need hard worker and sales leader.

Box G-218, BROADCASTING

TELEVISION

Help Wanted—Technical

TELEVISION TECHNICIAN

Progressive VHF-CBS affiliate in mid-South needs experienced man for studio maintenance and operation. 1st class license required. Send resume, references, salary requirements, and recent photograph.

Box H-230, BROADCASTING

WANTED TO BUY

Stations

EXPERIENCED BROADCASTER
Will Buy Station

In order to give veteran staff members an opportunity to advance, Broadcast Pioneer will buy Station (radio) in Wisc., Mo., Kty., Ind., Ill., Ohio, Mich., or adjacent. Any size up to (+ or — $300,000). Must be priced for possible improvement in value. Cash or terms. Reply in confidence to:

Box H-255, BROADCASTING. We probably know each other.

WANTED: FULL-TIME

Metropolitan AM station billing over $100,000. Must be in large city and have growth possibility. Mail Full Particulars to:

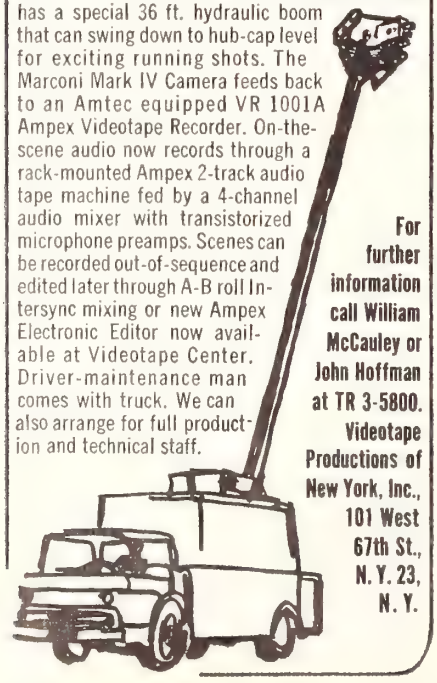
Apartado 19,356
Mexico 4, D. F.

Miscellaneous

World's most agile tape truck comes to the U. S. A.

(now available through Videotape Center)

Videotape Center now offers the world's most nimble video tape location unit for taping anywhere in the United States. The Advertel truck has a special 36 ft. hydraulic boom that can swing down to hub-cap level for exciting running shots. The Marconi Mark IV Camera feeds back to an Amtec equipped VR 1001A Ampex Videotape Recorder. On-the-scene audio now records through a rack-mounted Ampex 2-track audio tape machine fed by a 4-channel audio mixer with transistorized microphone preamps. Scenes can be recorded out-of-sequence and edited later through A-B roll Intersync mixing or new Ampex Electronic Editor now available at Videotape Center. Driver-maintenance man comes with truck. We can also arrange for full production and technical staff.



For further information call William McCauley or John Hoffman at TR 3-5800. Videotape Productions of New York, Inc., 101 West 67th St., N. Y. 23, N. Y.

For Sale

Stations

Profitable Regional Daytimer

in one of Southwest's Richest and Fastest Growing single-station growth markets. $180,000.

Box H-180, BROADCASTING

NEW ENGLAND

Low frequency AM with superb coverage of 500,000 population market. Steadily growing gross exceeded $145,000 last year. Station in the black and owns excellent building and land. $200,000 cash or $250,000 on terms.

Box H-238, BROADCASTING

FOR SALE

NORTHEAST TV STATION

Excellent opportunity. Network affiliate. In top 100 markets.

Box H-294, BROADCASTING

FULLTIME 5 KILOWATT

One of the best buys in the 50 states. Low frequency—excellent operation. Grossed well over $200,000 in 1962. Priced firm at $250,000 with 29 percent down.

BOX H-297, BROADCASTING

MODEL FM STATION FOR SALE

Established independent FM station in metropolitan Southeastern market serving coverage area of half-million homes from ideal mountain-top site. Entire operation housed in new building beside major highway. Low overhead operation with semi-automation and ready for low-cost conversion to stereo. Finest equipment purchased new. Established audience and quality clients. Also multiplexing background music to twenty clients with unlimited opportunity for expansion. Exclusive taped music franchises for both main channel and background services. Owners must sell due to press of other interests. Terms. Box H-225, BROADCASTING.

MIDWEST FULLTIME STATION

Located in large underradioed growth market. 1963 gross running ahead of last year's $250,000. Priced at $400,000 with terms available.

BOX H-298, BROADCASTING

GUNZENDORFER

ARIZONA one station mkt. Asking $62,500 with $20,000 down. *"A GUNZENDORFER Exclusive."*

CALIFORNIA big mkt. south daytimer asking $180,000 with 29% down. *"Exclusive."*

PACIFIC NORTHWEST—one station mkt. Asking $122,000 with $18,500 down. *"A GUNZENDORFER Exclusive."*

WILT GUNZENDORFER AND ASSOCIATES

Licensed Brokers Phone OL 2-8800
864 So. Robertson, Los Angeles 35, Calif.

For Sale—(Cont'd)

Stations

CENTRAL CALIF. DAYTIMER

Well-Equipped kilowatt. Good market. Total price $75,000 with $25,000 down. Balance over 10 years to qualified broadcaster who will manage station.

BOX H-296, BROADCASTING

HASKELL BLOOMBERG

Station Brokers

Lowell, Massachusetts

Mass.—$110,000; Maine—$125,000 N. Y.—$125,000; N. Y.—$68,500; Southwest VHF—$100,000; Fla.—$115,000. PLEASE WRITE.

To buy or sell Radio and/or TV properties contact.

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 17, TEXAS

STATIONS FOR SALE

ROCKY MOUNTAIN. Exclusive. Fulltime. Gross exceeds $90,000. Priced at $125,000. 29% down.

UPPER MIDWEST. Regional daytime. Billing close to $100,000. Priced at $145,000. 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

N. Y.	single	daytimer	$125M	terms
Tenn.	single	daytimer	48M	25M
Ky.	single	profitable	68M	15M
S. E.	medium	profitable	90M	cash
Mass.	metro	daytimer	185M	29%
Fla.	metro	daytimer	260M	29%
S. E.	UHF-TV	profitable	2M	cash

And others

CHAPMAN COMPANY
2045 Peachtree Rd. N.E., Atlanta 9, Ga.

NEED HELP?

LOOKING FOR A JOB?

SOMETHING TO BUY

OR SELL?

For Best Results

You Can't Top A

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 109

certain procedural dates, and continued July 8 hearing to Sept. 23. Action June 14.

■ On own motion, in conformity with commission's June 12 action staying hearing in matter of revocation of licenses of Pape Television Inc. for WAMA-AM-TV Mobile, Ala., (1) vacated and set aside May 17 order rescheduling hearing and prehearing conference for July 3 in Mobile, and (2) continued hearing and prehearing conference without date pending further order. Action June 13.

By Hearing Examiner Jay A. Kyle

■ Rescheduled June 25 hearing for July 2 in consolidated AM proceeding on applications of Jupiter Associates Inc., Matawan, N. J., et al., in Docs. 14755-7. Action June 18

■ Granted request by Interstate Broadcasting Inc. for continuance of hearing from June 18 to June 25 in consolidated AM proceeding on applications of Jupiter Associates Inc., Matawan, N. J., et al., in Docs. 14755-7. Action June 14.

■ Granted request by Northern California Educational Television Association Inc. to continue June 17 hearing to July 8 in Redding, Calif., TV channel 9 proceeding. Action June 12.

■ Granted petition by Connecticut Coast Broadcasting Co. for extension of time from June 10 to June 11 to file proposed findings in proceeding on its application and that of Garo W. Ray for new AM stations in Seymour and Bridgeport, respectively, both Connecticut. Action June 11.

■ Extended time from June 12 to June 21 to file replies in proceeding on AM applications of WNOW Inc. (WNOW), York, Pa., and Radio Associates Inc. (WEER), Warrenton, Va. Action June 11.

By Hearing Examiner Chester F. Naumowicz Jr.

■ By order, formalized certain agreements reached and rulings made at June 13 hearing conference in proceeding on applications of Charles County Broadcasting Inc., La Plata, and Dorlen Broadcasters Inc., Waldorf, both Maryland, in Docs. 14748-9, and scheduled certain procedural dates. Action June 13.

By Hearing Examiner Herbert Sharfman

■ In proceeding on applications of North Atlanta Broadcasting Co. and J. Lee Friedman for new AM stations in North Atlanta, Ga., in Docs. 14835-6, extended time from June 19 to July 19 to file initial proposed findings of fact and conclusions and from July 8 to Aug. 7 for replies. Action June 17.

■ Granted petition by K BAR J Inc. to continue June 24 hearing to July 15 and to extend certain procedural dates in proceeding on its application for new AM in Hastings, Neb. Action June 17.

■ By memorandum opinion and order in consolidated AM proceeding in Docs. 14873 et al., granted petition by applicant Easton Broadcasting Co. (WEMD), Easton, Md., for continuance of June 17 hearing to Sept. 9. Action June 13.

■ Granted petition by Broadcast Bureau for extension of time to file proposed findings in proceeding on application of Beamon Advertising Inc. for new AM in Daingerfield, Tex.; extended time from June 21 to July 12 to file proposed findings and from July 9 to July 30 for replies. Action June 12.

By Hearing Examiner Elizabeth C. Smith

■ In proceeding on applications of Accomack-Northampton Broadcasting Inc. (WESR), Tasley, Va., and Chesapeake Broadcasting Corp. (WASA), Havre de Grace, Md., in Docs. 14945-6, granted petitions by applicants for leave to amend respective applications to show changes in engineering proposals and for removal from hearing docket and return to processing line. Action June 10.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of June 18

KSGM Ste. Genevieve, Mo.—Granted mod. of CP (which authorized change in ant.-trans. location and studio and station locations to Chester, Ill.) to increase daytime power on 980 kc, from 500 w to 1 kw, continued nighttime operation with 500 w, DA; conditions.

WSUR-TV Ponce, P. R.—Granted license for TV station and redescribe studio location.

KACA(FM) Prosser, Wash.—Granted CP to install new ant., increase ERP to 860 w and make changes in ant. system.

WFMI Montgomery, Ala.—Granted CP to make changes in transmitting equipment.

WLTA-FM Atlanta—Granted mod. of CP to change ant.-trans. and studio location, type trans. and type ant.

WASH(FM) Washington—Granted mod of CP to make changes in transmission line.

KMBL Junction, Tex.—Granted authority to operate 6 a.m. to 7 p.m. for period beginning June 15 to Sept. 1.

WASH(FM) Washington—Granted extension of completion date to Nov. 30.

Actions of June 17

KTRG Honolulu—Granted license covering use of old main trans. as aux. trans. at main trans. site; remote control permitted.

WBIR-TV Knoxville, Tenn.—Granted mod. of CP to change type ant.; ERP 300 kw vis. and 150 kw aur., and make changes in equipment.

WGAL-TV Lancaster, Pa.—Granted extension of completion date to July 15 (aux. trans.).

NBC-TV New York—Granted authority, pursuant to Sec. 325(b) of Communications Act and Sec. 1.334 of rules, to continue to transmit or deliver television programs to stations under control of CBC or to any licensed television station in Canada, whether or not such programs are network programs and whether or not they pass through NBC's regular chain facilities; without prejudice to such action as commission may deem warranted as result of its final determinations (1) with respect to conclusions and recommendations set forth in report of network study staff; (2) with respect to related studies and inquiries now being considered or conducted by commission; and (3) with respect to pending antitrust matters against NBC and RCA

Actions of June 14

WAST(TV) Albany—Granted CP to move aux. trans. to new main trans. and ant. site.

K73AH, K78AE, K83AD McGill, Nev.—Granted CPs to change type trans. for UHF TV translator stations.

K06BG, rural area east of Roy, Mont.—Granted CP to replace expired permit for new VHF TV translator station.

WTEN(TV) Vail Mills, N. Y.—Granted mod. of CP to change geographical coordinates and type transmission line.

K07FF Gregory-Burke, S. D.—Granted mod. of CP to change type trans. and make changes in ant. system for VHF TV translator station.

K07DQ, K09DU, K11EA, K13DV Big Fork and Max, both Minnesota—Granted mod. of CPs to change type trans., make changes in ant. system and include Marcell rural area in principal community, and change trans. location, type trans. make changes in ant. system and include Squaw Lake Rural Area in principal community for VHF TV translator stations.

WSUI Iowa City—Granted authority to reduce hours of operation to minimum of 6 hours daily for period beginning Aug. 5 and ending Sept. 21.

WRBB Tarpon Springs, Fla.—Granted extension of authority to remain silent for period ending Sept. 1.

KHOS Tucson, Ariz.—Granted extension of completion date to July 15.

■ Waived Sec. 1.323(b) of rules and granted CPs to replace expired permits for following new VHF TV translator stations: K03AO, K06BI, K08BT, City of Manitou Springs, Manitou Springs, Colo.; K02CT, K07FD, K09FE, K11FI, Meeker Area Television Association, Piceance Creek area and White River Canyon east and west of translator site, Meeker, Wilson Oil Camp and Rural area west and south of Meeker, all Colorado; K12BB, Martinsdale-Lennep TV Association, Lennep and Martinsdale, both Montana.

■ Granted CPs to replace expired permits for following new VHF TV translator stations: K09EN, Export TV Association, Eagleton, Illiad, Hopp and Spring Coulee, all Montana; K08AU, K09BQ, K10AZ, K11BV, K12AZ, K13BZ, Carbon County, Price and Helper, all Utah; K07FB, Winner Junior Chamber of Commerce, Winner, S. D., and specify type ant.

■ Granted CPs to change type trans. and make changes in ant. system for following VHF TV translator stations: K07EB, Pinos Altos TV Association, Silver City, N. M.; K07BL, K09BA, K11BF, Norris Community TV Inc., Randolph, Utah.

Actions of June 13

WVUE(TV) New Orleans—Granted mod. of CP to change type trans., make change in ant. site location (corrected coordinates) and change type ant.

KUSU-TV Logan, Utah—Granted extension of completion date to Dec. 13.

Actions of June 12

■ Granted CPs for following new VHF TV translator stations: Town of Rock River, on channel 9, Rock River, Wyo., to translate programs of KFBC-TV (ch. 5) Cheyenne, Wyo.; Northfork TV Association, on channel 6, North Fork, Idaho, KID-TV (ch. 2) Idaho Falls, Idaho; J. H. Cantrell Jr., on channel 12, Jellico, Tenn., WBIR-TV (ch 10) Knoxville, Tenn.; Salida TV Translator Association, on channel 2, Salida, Colo., KOAA-TV (ch. 5) Pueblo, Colo.; Spokane Television Inc., on channel 9, Spokane (northeast section), Wash., KXLY-TV (ch 4) Spokane

Action of June 5

K72BR, K74BX, K78BC, Elgin, LaGrande and Baker, all Oregon.—Granted extension of completion date to Dec. 5 for UHF TV translator stations.

Fines

■ By memorandum opinion and order, commission ordered Bastrop Broadcasting Inc. to forfeit $250 to government for repeated violations of Sec. 317 of Communications Act and commission rules by permitting broadcasts of "teaser" announcements over KVOB Bastrop, La., without identifying either sponsor or product. Commission refused licensee's request to lift fine, but decided, after taking into account extent of violations as well as other pertinent factors to reduce amount of forfeiture from $1,000 specified in notice of apparent liability to $250. Action June 19.

■ By memorandum opinion and order commission ordered licensees of commonly owned WCHI Chillicothe, WCHO Washington Court House and WKOV Wellston, all Ohio, to forfeit $2,000, $500 and $1,000, respectively, or total of $3,500, to government for willful or repeated violations of commission's rules. Two first named are licensed to Court House Broadcasting Co. which owns Family Broadcasting Inc., licensee of WKOV. Three stations are operated under supervision of W. N. Nungesser, president and principal stockholder of both corporations. All stations violated Sec. 3.93 (c) of rules by failing to employ first-class radio operator full time and, in addition WCHI violated Sec. 3.55 by over-modulation. Action June 19.

■ Commission notified Royal Broadcasting Co. that it has incurred apparent liability of $3,500 for willful or repeated violations of Sec. 3.93(c) of rules by failing to have radiotelephone first-class operator, in regular full-time employment, at WVAR Richwood, W. Va. Licensee was further advised that it can, within 30 days, file statement why it should not be held liable or why forfeiture should be reduced to lesser amount. Action June 19.

Rulemakings

FINALIZED

■ By report and order, commission finalized rulemaking in Doc. 14993 and reserved channel 18 (now commercial) for ETV use in Bellingham, Wash., Western Washington State College had sought reservation. Action June 19

PETITIONS FOR RULEMAKING FILED

■ Arkansas Educational Television Commission, Little Rock, Ark.—Requests institution of rulemaking proceeding to amend TV table of assignments to redesignate and reserve to Arkansas following channels as noncommercial educational TV channels: Arkdelphia from 34 to *34; Batesville from 30 to *30; El Dorado from 10 and 26 to *26 and 10; Harrison from 24 to *24; Hot Springs from 52 to *52; Little Rock from *2, 4, 7, 17 and 23 to *2, 4, 7, 11, *17 and *23; Russellville from 19 to *19. Received June 11

■ KPIR Eugene, Ore.—Requests amendment of rules to shift channel 3 from Salem, Ore., to Eugene. Received June 19.

What can one company do to improve audience measurement?



It is a simple and certain fact that any improvements in any industry come from the innovator . . . the developer of new and advanced techniques. Isn't it more likely then that future refinements in audience research will come from a company who has consistently contributed these advances for more than a decade?

ARB thinks it is . . . and we're set on proving it. The quickest review of ARB's contributions will indicate we were first to use the interview-supervised family viewing diary for syndicated television audience measurement . . . to offer instantaneous television audience measurement via ARBITRON . . . to implement a means within the diary to record viewing by individual members of the family . . . to provide detailed information on the survey area . . . to define and survey total market areas . . . to provide simultaneous audience measurement for every television station in every U. S. market . . . and, to expand local audience composition estimates. And these are only **some** of ARB's contributions.

While these advancements have been incorporated as beneficial additions to ARB reports, they are by no means the end. Responsibility to both clients and ourselves dictates continued leadership in audience research through self-initiated search for improvements.

AMERICAN
RESEARCH
BUREAU

DIVISION OF C-E-I-R INC.

OUR RESPECTS to Robert Blair Ridder

Third generation 'publisher' is electronic journalist

Considering the Ridder family penchant for individuality, it was not only logical but quite inevitable that Robert B. Ridder would lead the way in diversification of the publishing family's interests in the broadcast field.

Six of his cousins and his brother had picked newspaper careers. Not Bob Ridder. He was attracted by radio and television and it was he who foresaw new growth potential in these highly effective advertising and public service media.

As president of partly Ridder-owned WCCO-AM-TV Minneapolis-St. Paul and head of the Ridder family's other radio-TV interests, including WDSM-AM-TV Superior, Wis.-Duluth, Minn., and KSDN Aberdeen, S. D., Bob Ridder has maintained that quality of complete individuality among the broadcast properties too. Each also is entirely distinct and separate from any of the Ridder family newspaper holdings, an autonomous status he guards zealously.

This matter of broadcast autonomy is not quite the problem it might seem to be, he observes, since the managers of the stations actually are reporting to a Ridder who is in no way connected to the family's newspaper operations. In the case of WCCO-AM-TV, policy is set by an executive committee which includes Mr. Ridder.

Local Image ▪ Station individuality naturally follows from the differing characteristics of each market. Mr. Ridder explains, as each outlet participates in local affairs and serves the various needs of its community. Mr. Ridder considers the local station manager to be the key to the success of a station since the manager heads the day-to-day operation and is in tune with his area and its business and civic leaders.

Always "very interested" in local community affairs—an interest which is well established by his personal example—Mr. Ridder has given the station managers full autonomy with respect to editorializing.

Color television is the coming thing, Mr. Ridder believes, even though not all programs have to be in color. WDSM-TV, an NBC affiliate, is heavy in color while WCCO-TV, although a CBS affiliate, does a great deal of local color programing. Mr. Ridder is watching the development of FM closely too, but he does not think FM will ever replace AM radio.

Challenge To Grow ▪ Robert Blair Ridder was born in New York July 21, 1919, the third generation of the highly successful Ridder newspaper family. His grandfather had been publisher of the city's well-known German language daily, the *Staats-Zeitung und Herold*, which his father and his two uncles took over in 1915.

Bob Ridder's father, Victor F. Ridder, who died just 10 days ago (June 14), shared the responsibility of helping to expand the family's publishing interests in the years following 1915. Bernard H. and Joseph E. Ridder are the brothers of the late Victor Ridder. In the 1920's they acquired the *New York Journal of Commerce, Long Island Daily Press* and *St. Paul Pioneer-Press and Dispatch*.

In the 1930's they added the *Grand Forks* (N.D.) *Herald, Aberdeen* (S.D.) *American-News* and *Duluth Herald* and *News Tribune*. After World War II they added several California papers: *San Jose Mercury-News, Long Beach Independent Press-Telegram, Pasadena Independent Star-News* and *Garden City News*.

In 1933 the Ridder family acquired a 50% interest in WTCN Minneapolis-St. Paul. The other half-owner was the Minnesota Tribune Co., headed by William J. McNally who today is board chairman of the WCCO properties. In subsequent years the McNally group merged its newspaper interest with the Cowles family group but continued independently in broadcasting. This evolution also has included a complex series of purchases, sales and joint ventures. In summary: WCCO was acquired from CBS, WTCN was sold and the early channel 4 WTCN-TV became WCCO-TV.

WCCO-AM-TV today is licensed to Midwest Radio-Television Inc., which is owned 47% by Cowles's Minneapolis Star and Tribune Co. and 53% by Mid-Continent Radio-Television Inc. Mid-Continent is owned equally by the Ridder family's Northwest Publications Inc. and the McNally group's Minnesota Tribune Co.



Mr. Ridder
Individualism is his forte

The Spark To Speak ▪ As a youngster, Bob Ridder was educated in Manhattan at St. Bernard's school. After high school at Portsmouth (R.I.) Priory, he enrolled as a language major at Harvard but had to drop out at the end of his junior year due to a collapsed lung.

Mr. Ridder recalls that the field of communication always has been second nature to him. He speaks German well, some French and Russian too. During school years he was parttime reporter and music critic on the *Staats-Zeitung*.

In 1941 Mr. Ridder went to Duluth as promotion manager for the family's paper there and took advantage of an opportunity to do the 10 p.m. news each night for two years on WEBC Duluth. He also obtained radio experience during his public relations work as a lieutenant (J.G.) for three years in the temporary reserve of the U. S. Coast Guard.

After World War II he began expanding the Ridder broadcast interests, and in 1946 WDSM was acquired. He managed WDSM until 1948 when he moved to the Twin Cities. That year KILO Grand Forks, N. D., was acquired and he built both WEVE Eveleth, Minn., and KSDN. In 1949 he became president of the then WTCN property. WEVE was sold in 1949 and KILO in 1962.

Hockey Expert ▪ A life-long interest in ice skating and hockey, plus his knowledge of Russian, combined to give Mr. Ridder a rare combination of talents as manager of the U. S. Olympic ice hockey teams in 1952 at Oslo, Norway, and in 1956 at Cortina, Italy. He was a member of the 1960 Olympic committee at Squaw Valley. A member of the national board of governors of the American Red Cross, Mr. Ridder accompanied ARC's president, General Alfred M. Gruenther, on a Red Cross mission to Russia and Poland in 1960.

On the local scene Mr. Ridder is past chairman of the St. Paul chapter of the Red Cross, director of the Greater St. Paul United Fund and director of St. Paul's Riverview Memorial hospital and the Urban League there.

Mr. Ridder married Kathleen Culman of New York in 1943. Mrs. Ridder, an accomplished figure skater, shares her husband's interests in sports. They live in suburban St. Paul and have four children: Kathleen 19, Robert B. Jr. 15, Peter 10 and Christopher 3. Like other parents they have one family rule —no TV until all homework is done.

Ratings: Much work ahead

THE ratings situation, which a few months ago seemed about as confused as it could get, is becoming more entangled not less.

The FCC and the Federal Trade Commission have now served notice that stations using ratings for sales or promotional purposes must be prepared to prove their accuracy, perhaps at the risk of their licenses (BROADCASTING, June 17).

Regardless of their propriety, the FCC and FTC actions accentuate the need for at least one phase of the ratings reform program currently under way—the creation of a system to audit the ratings services, so that all users can have confidence that the numbers they use are what they purport to be.

Fortunately, the audit may be the easiest part of the program to get off the ground. Ratings-service standards and methodology improvements, which form the other goals of the National Association of Broadcasters program, are by nature projects that take time.

Unfortunately, differences of opinion have developed over who should supervise the audit. Barton Cummings, president of Compton Advertising, has urged the NAB to consult with the Advertising Research Foundation, and Frank Gromer of Foote, Cone & Belding has come out flatly in favor of having the auditing done by ARF rather than an NAB organization. Their argument is that advertisers and agencies ought to have a voice in what's going on.

Valid as that argument is, it overlooks the fact that the NAB sought the active participation of the Association of National Advertisers and the American Association of Advertising Agencies, but that the ANA and the AAAA preferred to serve—and are serving—in a "liaison" capacity.

The NAB boards meet this week and will get a formal report on ratings developments. We would hope that, in addition, the boards will make clear that by all feasible means the research program will enlist advertiser and agency assistance and support. The confidence of buyers is essential.

We would hope, too, that the radio board might do something one way or another about the Radio Advertising Bureau's long-standing request for NAB participation in RAB's radio audience methodology study. The NAB research committee last week held that RAB's plans have "considerable merit" but voted unanimously to await further progress before recommending NAB participation. RAB has offered NAB a voice in shaping that progress. It seems to us that for the sake of the project itself, RAB is entitled to know now whether NAB intends to participate or whether RAB must go it alone.

Fairness to whom?

WHEN the boys on Capitol Hill begin whooping it up over Section 315 and equal time, you don't need the calendar to determine that national elections are within sniffing distance.

The most important single element in today's campaigning is the amount of air exposure the candidate can get.

Since the last national elections in 1960 a new ingredient has been added. Editorializing has become a potent force. In the 1962 elections 133 radio stations and 15 television stations broadcast editorials for or against political candidates (BROADCASTING, June 17). This is bothering many incumbents. One, Representative John E. Moss (D-Calif.), last week introduced a bill (HR 7072) to amend the law to "assure fairness in editorializing in support of or in opposition to candidates for public office" by making the provisions of Section 315, guaranteeing equal time, applicable to editorials.

The effect of such an amendment would be to discourage stations from editorializing altogether. Perhaps this is what Representative Moss and his colleagues have in mind.

Broadcasters understandably are in a quandary. FCC officials, past and present, have been encouraging stations to editorialize on controversial matters and not restrict themselves to innocuous mouthings about motherhood, home and flag. But in the next breath they talk about "fairness."

To write a "fairness" doctrine into the law is to abridge the broadcasters' constitutional right of freedom of speech and of the press. The right to editorialize is the right to support or oppose causes or candidates. What may be construed as "fair" by one candidate is certain to be considered unfair by his opponents.

Last week another measure was introduced on equal time. Senator Vance Hartke (D-Ind.) for the second time offered his bill (S 1696) to repeal Section 315.

Senator Hartke's observations provide an eloquent and logical answer to those who would retain Section 315 and, like Representative Moss, would extend it to further degrade and demean broadcasters.

"It is time," Senator Hartke told the Senate, "that we recognized the maturity of the radio and television broadcasting industry and, by repealing this provision, give it a vote of confidence. In 1960 the industry used its temporary freedom [suspension for the Great Debates] with a sense of objectivity and fair play in the public interest."

Senator Hartke's bill is the honest and just answer to the equal time dilemma. Unhappily its chance for passage in the existing climate is bleak. But that does not mean that broadcasters should quit. They should write Senator Hartke in support of his proposal so that he may document his case. He is figthing the broadcasters' battle.

Enlightened station ownerships have used the editorializing prerogative creditably. They have offered those with opposing views, whether they are public officials or private citizens, access to their facilities. They do not need a law or an FCC mandate any more than enlightened newspapers need government decrees to print letters to the editor.

Those stations that abuse the privilege are the loose operations whose irresponsibilities will get them into trouble anyway, not only with their government but with the public.



"Better jack up sales in your territory, Murdock, before our executive vice president starts calling it a vast wasteland."



Miss Texas, Penny Lee Rudd

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5

DALLAS-FORT WORTH



Of the ten 1963 Ohio State program awards to commercial television stations...

SIX were made to CBS Owned stations!

CATEGORY II:
Natural and Physical Sciences (for adults)

- Award to WCAU-TV Philadelphia for "Space: the New Ocean"

CATEGORY III:
Social Sciences (for adults)

- Award to WCBS-TV New York and New York University for a "Sunrise Semester" program on labor relations

CATEGORY IV:
Public Affairs & Community Problems (for adults)

- Joint Award to KNXT Los Angeles for "Burden of Shame: The Child Molester"
- and to WCAU-TV Philadelphia for "Conformity"

CATEGORY V:
Personal Problems (for adults)

- Award to WCBS-TV New York for "Superfluous People"

Personal Problems (for children and youth)

- Award to WCAU-TV Philadelphia for "Tottle"

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